

Artist Alley Application Criteria and Rules

Oz Comic-Con provides an Artist Alley at each of its event to allow (primarily local) artists an opportunity to showcase their artwork, gain exposure and sell their product to the public. The area is distinct from the rest of the commercial spaces available to exhibitors as it is for handmade and self-designed art, produced, and therefore sold, in small quantities. Artists who either commission others to design work or craft them may purchase retail space only.

1. Stand Inclusions

- a. An Artist Alley space consists of the following:
 - i. One (1) trestle table (roughly 1.8m wide but subject to change)
 - ii. Two (2) chairs
 - iii. Two (2) exhibitor passes
 - iv. Velcro compatible backing board – 2.4m tall, by 2m wide (some may include side walls subject to location)
 - v. Public liability insurance
 - vi. Listing on the Oz Comic-Con website
- b. Packages are limited to one table and two chairs only per artist unless additional space is made available.
- c. Artists may swap the furniture in the package by bringing their own or paying the contractor for alterations, but they may not exceed the 2 metre by 2 metre space allocated to them or extend above the 2.4 metre height of the wall.
- d. Artists may not create structures or displays that would impede the ability of other artists to draw traffic or conduct sales.

2. Application Process

- a. Artists are only accepted in the Artist Alley if they complete the application process by the listed deadlines or are invited as guests of the event.
- b. Artists who are not accepted initially will be kept on a waitlist. No entries will be accepted after the close date.
- c. Applications must be made by March 3, 2019
- d. Applications will be reviewed and responded to by March 15, 2019.
- e. Contracts will be issued to accepted artists, which must be signed digitally by March 20, 2019. Unsigned contracts will result in artists losing their place, and space offered to the waitlist.
- f. Contracted artists must pay for their stand in full by April 19, 2019. Artists who do not pay for their space will lose their space to another artist in the waitlist and may still be subject to full payment under the terms of the contract.
- g. Artists will have their table number confirmed after being contracted, but before the event. Consideration will be taken for specific requests as well as the overall aesthetic of the art and where it fits compare to other artists.

3. Portfolios and Curation

- a. All artists are required to submit a portfolio of their work. It must clearly demonstrate their current artistic capabilities and aesthetic.
- b. Artists will be judged primarily on their quality of their work but priority will be given to those who are providing original art or comic books. The portfolio must clearly show these products and explain their involvement in them.
- c. Artists from the city/state the event is being held in will also be given priority over artists who are traveling from elsewhere in the event of an equal assessment of the quality of their work.
- d. Artists will also be selected based on the number of artists demonstrating a particular genre. That is, if there is only one portfolio of acceptable quality working in watercolour or

in a fantasy genre, it will be accepted over an additional artist from an already well represented genre.

- e. Artists that apply for multiple cities are not guaranteed to be accepted for all of their applied cities. Depending on the available tables, they may receive placement in only one city.

4. Fan Art and Original Art

- a. Exhibitors may sell fan art at their stand if it is clear that it is not being sold as an official licensed product. Exhibitors may not continue to sell licensed work of any company that requests they cease trading.
- b. Original artwork will be given a priority in the curation process, but will still be subject to the same standards of quality as other artists.

5. Multiple Businesses / Proxy Selling

- a. Due to the limited nature of the space available in Artist Alley, Oz Comic-Con will only allow the sale of products that have been designed by the applicant and where the applicant is present at the event. If the application is for an art group, the artists themselves must be present and take a share in manning the stand. This rule does not prevent artists from bringing helpers to assist in selling their stock and covering breaks as long as the artist themselves are attending.
- b. If you have two businesses registered separately (with one owner), with different staff attending, such that they could be allocated tables apart from each other and operate as separate tables, you can apply for more than one stand and each business will be judged on the strength of their own application. Note: the product or aesthetic of each business must be significantly different from each other.
- c. Presently, publishers of comics, manga and graphic novels who otherwise fit the criteria for Artist Alley are exempt from this rule as long as representatives of the artist/author or publisher are present.

6. Handmade Stock

- a. As a blanket rule, all product sold at Artist Alley stands must be a) designed by the applicant/artist present and b) handmade/crafted.
- b. Oz Comic-Con recognises that certain items must be physically printed or manufactured such as prints, books or other forms of paper based media. Products in this category are exempt from being handmade.
- c. All apparel/costumes, homewares, toys and other forms of soft crafts/fabric based craft must be handmade. Handmade in this sense means that the artist or someone in the artists group must have hand constructed the item, not an external party.
 - i. Toys, such as dolls and figurines may be constructed from an original commercially available base, only if substantially edited to be different than the products original purpose. That is, dolls that have been cleaned and repainted to create new characters in a new style with handmade costumes are permitted, whereas blank miniatures painted as the manufacturer intended are not.
- d. Jewellery/badges etc must be handmade or hand assembled. Hand assembled goods (ie stamped badges and pre made keyrings) are acceptable to be sold, however hand crafted product (ie resin moulded or laser cut) will be given a strong preference in the portfolio assessments.

7. Stand Operation

- a. Artists must have a fully operational stand during the entire opening hours of the event. This means displays must be setup and the stand ready to sell by the time doors open and remain so until the event closes each day. Artists may not pack up before the event finishes or may subject to future exclusion from the alley.

- b. Artists may not sell adult material (ie nudity, strong language, overtly sexual themes) on public display so that it may be seen by children. They may sell adult (but legal) material under the counter and in sealed packaging.
- c. It is the exhibitor's responsibility to read the exhibitor manual on publication for each event and complete the required forms. This will contain more information on move-in and move-out and stand operation that they must comply with.

8. Rule Changes

- a. Rules and admissions criteria are subject to change at any time by the organiser and interpretation and enforcement of the rules are at the discretion of the organiser.