

Shuto Con Artist Alley Rules and Contract

This document expresses the rules for the Artist Alley at Shuto Con. By purchasing space(s) in the Shuto Con Artist Alley, you (the Artist) agree to follow these rules as stated below.

Location and Date

Shuto Con will be held at:
The Lansing Center
333 E. Michigan Avenue
Lansing, MI 48933

The Official Convention Hotel will be at:
The Radisson Hotel Lansing
111 N. Grand Avenue, Lansing Michigan 48933, US
Reservations: 1-800-395-7046 US/Canada Toll-free
Telephone: (517) 482-0188 Fax: (517) 487-6646

The convention will be from 9 AM March 25th (Friday), 2011 to 11:59 PM March 26th (Saturday), 2011. During this time the convention will be open to all attendees.

Space and Price

There will be 40 spaces available starting January 25th, 2010. The price for Artists is \$50 and includes one 8' foot skirted table, two chairs, and two 2-day Artist Badges (the same as a 2-day membership) and FREE ad space on the Shuto Con AA web page. If you intend on sharing your 8' foot table with another artist, the cost will be \$65. This will include one 8' skirted table, three chairs, three 2-day memberships, and FREE ad space on the Shuto Con AA web page. Artists may not resell spaces to other Artists and/or other interested parties unless the Artist Alley Coordinator has been previously notified.

An additional 2-day membership and chair for Artist Alley can be purchased for \$15 after the table has been purchased.

Artist Alley will be a Closed Alley, meaning it will open and close at specific times. Artist Alley will be in the same hall as the Dealer's Alley, but will be divided/sectioned off so it will not conflict with the Dealer's merchandise. Artist Alley and Dealer's Alley hours will be posted closer to the con.

Cancellation requests 60 or more days prior to the convention will receive a 90% refund. Cancellation requests received 30-59 days prior to the convention will receive a 50% refund. Cancellation requests received 1 month before the convention (1-29 days) will not be given a refund. All cancellations must be received in writing. Refunds will be given 2-6 weeks after the convention has concluded via mail.

Payments

Payments must be by check or money order made out to Shuto Events, LLC in US dollars. Paypal is also accepted (preferred method) www.paypal.com at conchair@shutocon.com. Cash or foreign funds will not be accepted. Returned checks will incur a \$35.00 fee. Payment and signed contract must be sent to:

Shuto Events, LLC
P.O. Box 740
Charlotte, MI 48813

Artist Registration

Artists will get two badges for each space purchased. Artists' real names must be used, as nicknames will not be accepted. Artists' badges are not transferable. Additional badges may be purchased for a discounted rate of \$15.

Artist/Dealer's Alley Hours of Operation:

Friday: 10AM - 8PM
Saturday: 10AM - 8PM

Hours are subject to change.

Installation & Removal

Tables may be set up starting at 9 AM Friday, March 25th, 2011. Tear down must be completed by 11:59 PM on Saturday March 26th, 2011. Any items left behind, including merchandise, will be thrown out or become the property of Shuto Con. Electrical and phone hookups are available at the Lansing Convention Center for a fee (not included in the \$50 booth fee).

Rules

One 8' table may only house two different artists (up to four people may be at one table, two artists and two "helpers"). Any additional Artists displaying their goods at an Artist Alley table will be asked to purchase a full table, or be asked to pack up. Please do not abuse the system, we don't want to ask any of our wonderful artists to leave!

Artists are accepted on a first come first served basis, but will be subject to a "portfolio review". This "review" will be to ensure that the artist is in fact selling items that they have drawn/sculpted/crafted/painted/etc. This will also ensure that if the artist is selling art that contains Adult Content, the AA coordinator will know about it. Adult content is ok to sell as long as it is shielded from the eyes of children and teens (under 18). This review will not be in place to deny anyone a table, UNLESS the AA coordinator deems the material/art in question unsuitable for Shuto Con, or if there is an abundance of a specific type of art.

No artist will be accepted whose portfolio contains more than 50% fan art. Artists at Shuto Con are encouraged to break away from the "fan art" box, and show their own wonderful and unique works of art. If an artist brings more fan art to the convention than they displayed in their portfolio (or more than 50%), they will be asked to remove a proportion of their work to accommodate the 50/50 rule.

Almost all types of artwork will be accepted into the Artist Alley as long as they relate to the Anime/Japanese/Comic/Gaming culture. This includes, but is not limited to; original art, prints of your art, sculptures, handmade jewelry, cosplay accessories (these may not resemble copyrighted accessories already in production (i.e. Naruto Headbands or Chobits Ears)), plush dolls, paintings, and handmade clothing. Western style comics (i.e. Marvel/DC Superhero style) may be considered if the content relates to the culture above. If you are unsure if a piece of your artwork will be accepted, please email the AA coordinator.

Objects not accepted into the Artist Alley include, but are not limited to; fan art that is identical to a piece that is by the original artist, clothing with screen prints on them (hand painted prints are ok) UNLESS they contain the artist's original work, weapons (either real or for play), jewelry/keychains made from copyrighted charms, and reproductions of cosplay accessories that are or have been in production. If you are unsure if a piece of your artwork will be accepted, please email the AA coordinator.

If a registered artist does not claim their table, Shuto Con will NOT issue a refund (see above for exceptions). Once a table has been purchased, it is the artist's duty to report at that table. If an artist decides they will have to forfeit their table for whatever reason, they can choose to "sell" the table to another artist, but the AA coordinator must be notified of this "sale" by both parties before the convention is held, and must approve of this sale in writing (the new artist will have to submit their portfolio before approval is granted). Shuto Con is not responsible for the exchange of funds between both the forfeiting artist and the new artist.

Before set-up is to occur, the artist(s) at their table must contact the AA coordinator to get their badges. Badges will not be mailed out, they will need to be picked up by Friday afternoon (3pm) unless the artist tells the AA coordinator they will be arriving at another time. If a table is unoccupied by 3pm Friday, Shuto Con will reserve the right to sell the table to whomever they see fit (upon review). If you can not make it to your table by 3pm on Friday, but would still like your table, you will have to email the AA coordinator accordingly (at least 24 hours in advance).

During the convention, the artists or artist's assistants are expected to remain at their table during the Alley hours. Shuto Con staff members will not be able to watch Artist's booth for breaks or panels, so please plan

accordingly. We offer extra badges in our pricing plan so you, the artist, can always have a friend beside you to help out!

Adult Merchandise

Shuto Con will have minors in attendance, as well as adults. Adult Art must be sold in accordance with the laws of the state of Michigan and the city of Lansing. The display and/or sale of adult art to anyone under the age of 18 will not be tolerated. If the sale of adult art is made to a minor, the Artist will be discharged from the convention and will forfeit their badges. Adult art must be covered or hidden from view of minors. Signs notifying attendees that adult art can be viewed upon request will be acceptable. Photo identification must be checked at the time of display and/or purchase in all cases.

Taxes and Licenses

Artists will be responsible for obtaining any licenses, permits, or approvals required under local, state, and federal laws applicable to their activities at Shuto Con. Artists will be responsible for obtaining any tax identification numbers and paying all taxes, license fees, and any charges that will come due to any governmental authority in connection with their activity at Shuto Con.

Liability

Shuto Con, Shuto Events LLC, or the Lansing Convention Center, nor any of their representatives will be responsible for any injury, loss or damage that may occur to the Artists or to the Artists' associates or property from any cause whatsoever. The Artist shall obtain, at their own expense, adequate insurance against such injury, loss, or damage. Shuto Con shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause of any kind whatsoever not within the control of Shuto Con.

Security

Shuto Con will make sure the doors to the Artist/Dealer's Alley are securely locked before and after the Hours of Operation, however, the Artist is solely and fully responsible for his/her own exhibit material and should protect its exhibit against loss or damage. In the event that the Artist needs to enter the Artist/Dealer's Alley past regular Hours of Operation, the Artist will need to contact the Artist Alley Coordinator and request permission to enter along with a volunteer staff member of Shuto Con.

Artist Registration Form – Please Print Legibly

Studio Name

Contact Name

Address

City, State, Zip

Phone

Fax

Email

Website

Additional Badge Name(s) (for other badges)

What type of merchandise do you sell? Please be specific.

Do you have any special requests/special needs (handicapped, etc)?

Will you require additional services such as electricity or internet access? These services may not be available to everyone.

Optional: What table letter would you like? _____

*Please note, if you select a location when submitting your contract, your space will only be held for two weeks after the email is answered notifying you if you have been accepted. If payment is not received within those two weeks, space will be released.

Artist Agreement

I, _____, representing my business/studio _____ agree to follow the terms stated in the Artist Alley contract. I understand that failure to comply with these rules will result in ejection of my business, group, studio, and/or organization from the convention.

Representative Name

Representative Signature

Title/Position

Date