



Artists Alley & Marketplace Policies

Artists Alley Policies

- Artists must be over the age of 18 to sell in AA
- Artists do not pay to use the regular alley tables. There is a fee for those who are chosen for the marketplace tables (details below)
- Seats in Artists Alley are chosen by a lottery that begins online via google form before the convention. A completely unbiased, but balanced, lottery will be pulled and the list will be posted on social media in the days before the convention begins.
- You must bring in your art materials/items to sell each day, and take them with you each evening.
- There is no guarantee to have electrical power access available in Artists Alley.

Artists Alley General Rules (Applies to everyone)

1. Artwork sold in the Alley must be relevant to furry fandom. Additional criteria for items to be sold in Artists Alley include:
 - a. Two-dimensional media (drawings, paintings, prints) on any medium is permitted.
 - b. Three-dimensional media is permitted. This includes but is not limited to sculptures, carvings, glasswork, woodwork, and costume crafts.

- c. Items purchased as-is or "off the shelf" may not be sold in Artists Alley.
 - d. Items considered general merchandise that do not feature the artist's original designs (i.e. Wearables [clothing, buttons, etc.], personalized knick-knacks, etc.) are not permitted to be sold in Artists Alley.
 - e. Sales of anything other than items that feature the artwork of the artist's own creation is prohibited in AA. **AI is strictly prohibited**
 - f. All artwork displayed must be no more mature than PG-13. If there are questions on suitability, or if discrepancies arise, the Artists Alley Manager will judge accordingly
 - g. Items with mature themes may be sold, provided that these items are not on public display. To be clear, not even censored 18+ material can be on public display. **Adult-oriented materials must be kept in a clearly marked, separate, binder that is not accessible to minors.** It is the artist's responsibility to verify that only legal adults (18+) access the material.
 - h. If there are any questions about what items might be permissible, please contact the Artists Alley Manager at artists@indyfurcon.org. AA Manager rulings may be appealed to the Convention Chair, whose ruling shall be considered final.
2. To receive your spot in AA, you must be present when AA opens. If you are not present before the alley opens to the public, your table will not be held and any slots on following days will be forfeit. Repeated "no-call, no-show" incidents with no communication may result in reconsideration of your eligibility to sell- please alert the lead that you will not be vending if plans change.
 3. Displays should not exceed roughly 2 feet or 2 "cubes" tall. A sign exceeding this limit is okay, merchandise display is not.
 4. We ask that you have something that you can take commissions for and work on/complete at the convention as that's the intended nature of the artist's alley. This can include sketches, badges, fursuit repair, and any other personalized items. You

will not be required to be *constantly* working at your table. If your commissions are something that cannot be completed at the convention (melting perler beads, for example) we suggest at least working on the design of the take-home option.

5. Each artist is allotted one-half of a table (usually 3 ft x 3 ft of space. Some hotels have different sized tables. Please plan accordingly for less table depth)
6. We cannot accommodate people acting as agents for artists, or people reselling other people's art. This includes group artist collectives as this would be more suitable for a dealer's den.
7. The only people who should be sitting behind Artists Alley tables are artists who have participated in the Artists Alley lottery. At no time is it permissible for anyone to be sitting on the floor or behind the tables who have not participated in the lottery. This means that you may not invite friends to sit behind the table with you.
8. The table must be staffed by the artist for the majority of the time the table is held by that artist (We understand that artists, like other attendees, are here to enjoy the convention and need to eat, drink, and, well, you know...). Inquiries will be made if we notice that a seat is repeatedly left vacant for long periods of time, or if a substitute is in place for longer than is reasonable, and your possessions will be moved to the operations office and your seat may be given to another artist for whom we had not had room.
9. All materials must be removed from the table when the artist checks out or at the end of the Alley's business hours. IndyFurCon accepts no responsibility for materials left unattended. This includes artwork, personal items, etc.
10. All garbage must be removed at the end of day break down. Excessive messes may result in removal from additional table slots.
11. Items generating an unacceptable noise-level are strongly discouraged. This includes portable stereos, computers, handheld game units, etc. Repeated complaints of excessive noise may result in loss of seat privileges.
12. All artists are still held to the convention's standard Code of Conduct. Any breach of CoC will result in you being removed from AA
13. IndyFurCon does not and can not become involved in disputes between buyers and sellers in Artists' Alley. However, repeated reports of incomplete commission work

to the convention may result in a reconsideration of your eligibility to sell

14. Indiana state tax ID's are required by the state of Indiana to make sales. It is up to each artist to handle their own taxes appropriately.

15. IndyFurCon reserves the right to change, amend, or modify these rules at any time without prior notice.

16. Thanks for reading the rules! On the form, when it asks if you read them, select "other" and tell me what your favorite snack is! [Also here's the telegram chat link if you want to join early](#)

Artists Marketplace

Artist marketplace will have a \$50 fee to reserve their space for the weekend. Artists are chosen via the same form as AA before the convention and will need to agree to the AA rules as well. (with the exceptions below, of course)

Benefits of a Marketplace spot include:

- More notice that you have gotten a table, allowing for better planning and advertising
- If chosen, a guarantee that you're in the AA the entire convention weekend
- The ability to keep the same table each day that you're in the AM so that customers are better able to find you (assigned spots)
- More leeway on arrival times for that day so you won't lose your spot if you accidentally sleep in (The AA manager will not give your table away unless there is confirmation that you will not be coming, or a significant amount of time has passed with no response via contact methods.)

- More leeway on display sizes- Displays, while they still must fit on your half table, can be taller. (3ft, 4 with signage within reason, as long as it's not endangering anyone or encroaching on another's space)
- Your table is your table- if you need to run to the store or grab food in the middle of the day, you will not lose your space. (The convention is still not liable for your items, and the manager cannot watch your table for you. **You must still break your table down at the end of AA hours, as there is no way to secure the room overnight and the space is needed for other events**)