

# GAMEON 2025 ARTIST ALLEY RULES

If you have any questions, please contact: [cosplay@gameon.it](mailto:cosplay@gameon.it)

## 1. About

The Artist Alley is a curated space dedicated to independent creators and artists to showcase, promote, and sell their original works. Accepted items may include prints, handmade goods, keychains, stickers, illustrations, and other merchandise produced or designed by the participant.

## 2. General Guidelines

- Submission of an application does not guarantee selection or participation in the Artist Alley.
- Exhibitors must ensure their table is stocked with a sufficient quantity of original, high-quality items. Participants who lack adequate inventory can share a table, provided both individuals submit their portfolios for review.
- All displays must remain within the assigned space and must not obstruct adjacent tables or public walkways.
- The exhibition and sale of content that is explicit, violent, discriminatory, or otherwise inappropriate is strictly prohibited.
- Content intended for mature audiences (18+) must be discreetly displayed and obscured from public view (e.g., using covers or pixelation).
- The sale of food, beverages, and consumable goods is not permitted.
- All participants and their assistants are expected to maintain a professional, respectful demeanor toward fellow vendors, attendees, staff, and volunteers.
- Each approved application entitles the participant to one table, measuring **160 cm x 80 cm**.
- Participants are responsible for bringing a tablecloth to cover their assigned table.
- Submitted portfolios must clearly depict the type of items to be sold. Incomplete or unclear submissions may be excluded from consideration.
- Organizers reserve the right to remove any participant found in violation of these rules, without refund or compensation.

## 3. Selection Criteria

- Only complete applications submitted by the deadline (**September 21st, 2025, 23:59**) will be reviewed.
- Participation slots are limited and subject to a competitive selection process.

- Applicants must be **16 years of age or older** at the time of submission.
- Each applicant may submit only **one application**.
- All submissions must include:
  - A portfolio showcasing the participant's current artistic work.
  - Photographs of prior convention setups (if applicable).
  - Active links to social media, portfolios, or file-sharing platforms with correct access permissions.
- If applying as a shared table, a joint application must be submitted with examples of work from both individuals.
- The organizing team reserves the right to reject any application without the obligation to provide justification.

## 4. Registration

Participation will only be granted to individuals who:

- Have successfully passed the selection process.
- Have received official confirmation via email.
- Are listed as registered participants.
- Have paid the entry fee. Table pricing for Artist Alley participants:
  - **€90 + VAT**: One 3-day pass and one table.
  - **€120 + VAT**: Two 3-day passes (for an artist and assistant/co-vendor) and one table.

For shared tables, the primary applicant is responsible for submitting all required details, including the assistant or co-vendor's name.

## 5. Check-in and Attendance

- No more than two individuals are permitted behind a single table.
- All participants and assistants must be prepared to present valid identification at check-in.
- Participants will be allowed to check-in:
  - November 6, from 9 a.m. to 7 p.m. Hall 5 information desk
  - November 7, from 8 a.m. to 10 a.m. Outdoor information desk
- You will be granted event participant cards and wristbands, which allow access throughout the event days. Badges and wristbands must not be transferred or shared with third parties.

Additional details, including the check-in location and table map, will be provided upon acceptance.

- All tables must be set up **prior to the official event opening**.

- Participants and their assistants must wear their badges and wristbands issued during check-in at all times.
- Artists must be present at their tables **no later than 30 minutes** before the venue opens and are expected to remain at their tables during operating hours. Early departure must be communicated to the Artist Alley coordinator in advance.

## 6. Personal Property and Security

- Participants may leave items at their table overnight; however, neither the organizers nor the venue are responsible for lost, stolen, or damaged property.
- It is strongly recommended that tables not be left unattended. Artists should coordinate with their assistant or a trusted individual if a temporary absence is necessary.
- In urgent cases, staff members may be asked to watch over the table, but they will not handle sales or interact with displayed items.

## 7. Use of AI and Copyrighted Materials

- The sale of AI-generated or plagiarized artwork is strictly forbidden.
- All works must be original or properly licensed. Participants may be asked to provide documentation verifying ownership or usage rights at any stage of the process.
- Failure to provide such documentation, if requested, may result in disqualification or removal from the event.

## 8. Promotional Materials and Branding

- Participants are required to submit high-resolution product photos and their logo for promotional purposes.
- To ensure accurate representation on official platforms, all submitted files should be clearly named using the artist's name or brand/pseudonym.
- Table numbers and placements will be assigned by the organizers. Seating preferences (e.g., requesting to be placed near another participant) may be indicated during the application process but cannot be guaranteed.

## 9. Final Notes

The organizing team reserves the right to amend these rules and regulations at any time to ensure a fair, safe, and well-coordinated event for all involved.