



October 23-25, 2026

International Video Game Culture Exhibition
“GameOn 2026”

Lithuanian Exhibition and Congress Centre LITEXPO

Laisvės pr. 5, Vilnius, Lithuania

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ARTISTS’ ALLEY RULES / GENERAL INFORMATION

1. ABOUT THE ARTISTS’ ALLEY

This is a specially curated space at GameOn where independent artists and creators showcase and sell their original works — from illustrations, prints, and fan art to handmade goods inspired by popular culture and the world of video games.

This area is designed to encourage creative self-expression, provide opportunities for creators to directly engage with visitors, present their work, and grow their audience. Visitors have the opportunity not only to purchase authentic, original, or limited-edition works, but also to meet the artists, learn about their creative process, and hear about their sources of inspiration.

The Artists’ Alley is a public event space intended **for visitors of all ages**; therefore, all displayed and sold content must comply with general ethical standards and the nature of the event.

In the Artists’ Alley, it is only **permitted** to sell:

- original works created by the author (*prints, illustrations, handmade crafts, accessories (e.g., keychains), stickers, and other creator-made products*);
- works for which the participant holds the usage and distribution rights;
- products that match the event’s theme and the concept of the Artists’ Alley.

Prohibited:

- selling mass-produced or resold goods unrelated to the author’s own creative work;
- distributing plagiarized works or content that infringes copyright;
- selling AI-generated content;
- selling food, beverages, or other similar product categories;
- offering content that is clearly inappropriate for minors or that violates public order and ethical standards (*violent, discriminatory, sexual, pornographic content, etc.*);
- organizing gambling activities;
- selling or displaying weapons (*bladed weapons or firearms*).

Participants in the Artists' Alley must be individuals who, during the event, possess the appropriate document that, under the laws of the Republic of Lithuania, permits them to trade their own products. If the required documents are not provided, the participant may be removed from the event.

ATTENTION! Applications may only be submitted by individuals aged 18 or older, or by minors participating together with a responsible accompanying adult who assumes responsibility for the minor's participation in the event.

PLEASE NOTE that the organizers reserve the right to evaluate the products offered by participants and to request proof of authorship or the right to distribute the works at any time. Failure to comply with these requirements may result in the participant being removed from the Artists' Alley without compensation.

By registering for the Artists' Alley, the participant **confirms** that the provided information is correct and **agrees** that the submitted data will be stored for the purposes of organizing the GameOn Artists' Alley. The participant also agrees that their participation in the event and their created works may be publicly promoted as part of the event's marketing and promotional activities using various visual materials.

2. SUBMISSION OF APPLICATION AND REGISTRATION

- Participants register for the exhibition **by completing the participation application form** by **October 2, 2026**, which can be found [HERE](#). The number of participants is limited — a selection process will be carried out.
- One person may submit **only one application form**. If sharing a table, a joint application including the works of both creators must be submitted. **IMPORTANT:** the person who completes the application becomes the main participant responsible for providing all required information, including the details of any assistant or second vendor.
- A person who submits a completed application **FORM does not automatically become an official event participant**. Only after the application has been reviewed will Sales Manager Antana Čėponis contact the applicant via a separate email to confirm participation and provide a pro forma invoice for the registration fee payment.
- Participant registration is **confirmed only after the invoice has been paid** within **14 (fourteen) business days** of its receipt.
- The Artists' Alley rules provide general information about the procedure and conditions for participating in the exhibition or fair. According to the Regulations for Participation in Exhibitions and Fairs:
- From the moment the invoice is paid, the Participant agrees that they have familiarized themselves with the Regulations, and the Agreement between LITEXPO and the Participant regarding their participation in the Event is considered concluded. Please review: [Regulations for Participation in Exhibitions, Fairs, and Conferences](#). **Each participant is required to familiarize themselves with these legal documents.**
- The application form must include the participant's real first and last name, an active phone number and email address, as well as all other required fields (work portfolio; photos from previous events, if any; active links to social media, etc.). **PLEASE NOTE** that providing correct contact information ensures fast

communication and receipt of registration confirmation – **please fill out the form responsibly.**

- The portfolio included in the submitted application form must clearly reflect the products intended for sale. Applications that are incomplete or unclear **may be rejected.**
- The application form must include high-quality product photos and the applicant’s logo for use in the event’s promotional communication channels.

The organizer **reserves the full right** to change or otherwise modify the participation rules at any time, as well as to reject an application without any obligation to provide a reason for the rejection.

3. PARTICIPATION FEE

Prices are listed without VAT.	
Participant fee (1 person): <ul style="list-style-type: none">• 1 table (two 70×70 tables joined together)• 1 chair• 1 participant badge	95 EUR
Participant fee (2 people): <ul style="list-style-type: none">• 1 table (two 70×70 tables joined together)• 2 chairs• 2 participant badges	180 EUR

- Additional participant badge (if needed): **18 EUR**
- Individual electricity connection (if needed): **45 EUR + VAT**

Participants are **informed** that a shared electricity connection point will be available in the Artists’ Alley, where they can charge personal devices. This connection is provided free of charge but has a limited number of outlets.

If an individual electricity connection is required, please contact the sales manager or indicate this in the application form (*an additional fee applies*).

4. PAYMENT TERMS

- The participant pays the registration fee and any additional services upon receiving pro forma invoices from LITEXPO, within the timeframes specified in those invoices.
- If the Participant **does not pay** the invoices within the specified time, **they will not be registered for the event and will not be allowed to participate.**
- VAT invoices are sent to participants by email within 5 business days after the end of the event, to the email address provided by the participant. For exhibitors who request a VAT invoice, the invoices will be printed on the registration day at the “Information and Services Center” in Hall 5.
- According to the Regulations for Participation in Exhibitions and Fairs: 2.2. If the Participant withdraws from the Event less than 30 (thirty) calendar days before its start, the registration fee is not refunded.

- According to the Regulations for Participation in Exhibitions and Fairs: 2.3. If the Participant withdraws from the Event less than 5 (five) calendar days before its start, the registration fee is not refunded, and the Participant must additionally pay a penalty to LITEXPO equal to 100% of the participation fee + VAT.
- According to the Regulations for Participation in Exhibitions and Fairs: 2.4. **If the Participant withdraws from the Event during its course or leaves the stand before the Event has ended**, the registration fee is non-refundable, and the Participant must pay a penalty of 300.00 EUR (three hundred euros) + VAT.

5. WORKING PROCEDURE DURING THE EVENT

- Participants who arrive the day before the event **must register** at the “Information and Services Center” in Hall 5, where they will be issued participant badge(s) granting access to the event area for all three days. **Only participants who have fully paid all invoices for services provided by LITEXPO will be registered and served.** Badges are non-transferable and may not be shared with third parties.
- All participants and assistants must present a valid identification document during registration.
- Participants and their assistants are required to wear the issued badges throughout the entire event.
- Artists’ Alley tables will be numbered, and each participant will be assigned a table number at random, which will be sent via an informational email before the start of the event. Participants are required to prepare their tables before the official opening of the event.
- No more than two people are allowed per table.
- Product displays must remain within the assigned area and must not obstruct neighboring tables or visitor flow; unauthorized expansion of the workspace is prohibited. All participant merchandise must be stored under the table.
- All participants and assistants must behave professionally and respectfully towards other participants, visitors, organizers, and volunteers.
- All participants must be at their tables no later than 30 minutes before the start of the event and remain there during all official opening hours.
- Participants are responsible for bringing their own tablecloths to cover their table. The workspace must be tidy, aesthetically presented, and meet the overall quality and visual standards of the event.
- Advertising and promotional materials unrelated to the participant’s own authored works are **prohibited**.
- Participants are not allowed to play loud music or use noise-making devices or tools (*e.g., bells, horns, drums, megaphones, etc.*). **Please note** that the Artists’ Alley is in a higher-noise zone, near the main stage of the event.

6. PERSONAL PROPERTY AND SAFETY

IMPORTANT: LITEXPO provides general security of the premises against open theft during non-working

hours of the exhibition. Participants may leave their belongings overnight; however, the event organizers and administration are not responsible for any lost, stolen, or damaged participant property.

- It is not recommended to leave your table unattended during the event. If necessary, it is advised to arrange with an assistant or a trusted person to temporarily watch your table.
- If needed, you may contact event staff for temporary assistance; however, they will not sell or handle your products.

The Participant must comply with the fire safety regulations established by law. The Participant is responsible for their own actions.

It is prohibited to sell, distribute, or display content that infringes copyright, trademarks, patents, trade secrets, privacy or publicity rights, as well as content that is defamatory or otherwise violates the rights of natural or legal persons.

The Participant confirms and guarantees that there is no content violating applicable laws at their trading space, and that all sold, distributed, or displayed products are lawful.

In the Artists' Alley, it is only permitted to sell the participant's own original works or works for which the participant holds the right to use and distribute them:

- The Participant undertakes to obtain, at their own expense, all licenses, permits, and other approvals required by law for their activities during the event.
- The Participant is also obliged to independently handle all taxes and obligations related to their activities, arising under applicable laws.

7. EXHIBITION OPENING HOURS*

Location of the Artists' Alley:	Hall 3
Exhibition opening hours:	October 23–25 from 10:00 to 18:00
Participants are registered:	October 22 from 09:00 to 19:00
Workspace cleanup and departure time:	October 25 from 18:00 to 22:00

** The organizers reserve the right to change the exhibition opening hours, participant registration times, and departure times.*

** For changes related to safety requirements for participation in the exhibition regulated by the laws of the Government of the Republic of Lithuania, please refer to the document "Safety Recommendations" for exhibitors, available on the exhibition website.*

8. FINAL PROVISIONS

The organizers have the right to terminate a participant's involvement in the event if it is determined that the content being sold or displayed is inappropriate, prohibited, or does not comply with applicable laws, as well as if the participant violates established rules or otherwise fails to fulfill their obligations.

Upon receiving a warning from the organizers, the participant must immediately rectify the cause of the violation. If a participant is prohibited from continuing to take part in the event due to their actions or the content they sell, the organizers are not obliged to refund any fees paid by the participant.

9. EVENT ORGANIZERS



10. CONTACTS

Sales Manager

Antanas Čeponis

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