



Thank you for your interest in the Artist's Alley! (hereon referred to as "AA" or "the Alley") The Alley is a space for artists and vendors both big and small to sell their wares at Furnal Equinox. There are a few differences between the Artist's Alley and the Dealer's Den however. Spaces in the Alley are available at no charge, however spaces are initially allocated by lottery. There are also restrictions regarding what and how artists and vendors can sell in the Alley.

This package should contain all the information you need in order to operate successfully in Artist's Alley. Please note that this information is subject to change. Any questions about the Alley should be addressed via email to dealers@furnalequinox.com

Sign-up and Allocation of Spaces

There are 16 Artists Alley spaces available per day at Furnal Equinox. Each space is equal to ½ of a 6' by 2.5' table, with one chair per person.

Artists can sign up for Artists Alley in advance of the convention by signing up for the Artists Alley lottery, which will take place between January 15th and February 12th, 2019. You will be asked to choose the days in which you would like to operate in the Alley.

Spaces will be randomly selected from a list of signed-up attendees, starting with Saturday as the most popular day, then selecting for Sunday and Friday concurrently. Applicants will be granted up to two days in the Alley. Applicants not yet drawn will be given priority before any applicant is awarded a second day.

The draw procedure may be subject to change depending on the number of applicants for each day, but in all instances, the most popular day (Currently Saturday) will be drawn first.



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During the convention, any vacant seats within the Alley will be given out on a first come first serve basis. Artists who wish to claim an open seat **at any time** must report to the Constore / Dealers Den staff administration table, and record their information on the **Artist's Alley on-site signup & waitlist sheet**, which is overseen by staff. Signups for the waitlist will start once the Dealers Den opens for the day. Each day will have a new list. Any signups from the previous day do not carry over.

At the beginning of each day, if a filled space goes unclaimed within **thirty minutes** after the start of Dealer's Den hours, then we may consider this space forfeited and available to waitlisted artists. If a seat becomes available, staff will contact waitlisted AA participants in the order they signed-up. If there is no reply within a couple minutes of being contacted, a message will be sent indicating that the space is no longer available, and staff will continue down the list to the next person until the list is exhausted. At this time, we will offer vacant spots to individuals on the spot.



Fees

The Alley will not charge a cost or fee to artists. Artists are responsible for their own transactions.

Displays, Products, and General Rules

Displays

The following limitations to displays will be enforced:

- No displays over 12 inches in height (30cm).
- No products shall take up the space of another person's area.
- All product must be what you yourself can carry, unless physical hindrance requires 1 assistant to carry in your stead.
- All product or supplies must be stowed on your table space, under your chair, or under your table itself. No product can be behind chairs.
- Power use is not permitted in AA; power cables and connection points will not be provided. Please plan accordingly.
- Nothing is to be kept hanging off of the table, such as cloths / signage, or hooked onto the edge of the table. If you're not sure whether your object may be problematic, contact us and ask! Dealers@furnalequinox.com Minor signage may be acceptable, please check with us prior to set-up.

Products

Permitted products include:

- Custom artwork prints (print binders acceptable within display rules)
- Custom artwork commissions
- Small trinkets, pins, stickers, bookmarks
- With limitations, larger items such as fursuit parts. Guidelines for Displays must be followed as described above.



Larger object examples may be permitted, if they respect the space rules as described above. Keeping large items in your storage area or hotel room would make this more feasible. Advertising with picture examples is always acceptable, and encouraged. Some larger objects may be permitted on a case-by-case basis, and must be discussed prior to accepting a space in the Alley. 18+ print binders must be censored. See General Rules.

We cannot permit the sale of food items (although free treats are okay, as long as they're not the focus of the space).

General Rules

- All artists are responsible for their own transactions, and their own products. We are not liable for any product lost from the Alley space.
- All artists are required to keep their product in their space, and to not hinder the movement or space of other artists or attendees of the convention.
- Please respect other artists' stock. Any damages must be paid for by the offending party.
- If you are selling adult products, please keep them discreet. "Naughty bits" must be censored, or adult related material must be kept in a separate binder that is closed or out of sight. It is up to YOU to check the badges of those who are viewing your work (including the peripheral rows of people at your table). Minor badges will be clearly identifiable.
- Compilations of art must have the approval of the contributing artists.
- Any material or products sold must be legally available for you to sell or resell.
- All products offered must be in compliance with Canadian law.
- At the end of each day, you may not leave any product in the Alley space. The storage space is not secured by staff, and thus we are not liable for any product that is left unattended in this space. Business cards or small advertisements are permitted to be left in the Alley area. If product is left in the Alley area after hours, we reserve the right to revoke your raffle status for any future days, and restrict you from participating in the Artist's Alley in future years.

Electronics (laptops, tablets, phones) are permitted. **Power and WiFi will not be available.** Music will be allowed, however, the volume cannot exceed comfortable listening levels. If there are any complaints from attendees or Alley artists, then we will request that the music be silenced entirely. Please be mindful of your neighbours.



Hours and Operation

Alley hours are the same as the Dealers Den. Successful Alley participants will be able to check into their space up to an hour before the Den hours start, to allow placement and setup of the space. The hours of the Dealers Den are as follows:

Day	Artist' Alley Setup:	Artist's Alley Open To Public:	Closed to Public & Artist's Alley Participants:
Friday	11:00 am - 12:00 am	12:00 pm	6:00 pm
Saturday	9:00 am - 10:00 am	10:00 am	6:00 pm
Sunday	9:00 am - 10:00 am	10:00 am	5:00 pm

All Alley participants must report to the Con-store and Dealer's Information table to **check in** when they arrive and **check out** when they leave the Alley. Participants can check out at any time during the day. If checked out early, the participant agrees to give up the space for the rest of the day, allowing potential waiting artists to take the space. Artists may leave for short breaks (after all, everyone needs food and to use the washroom!) as follows:

- If leaving the space for under 10 minutes, we do not need to be informed of the absence in advance.
- If leaving for more than 10 minutes, and no longer than 60 minutes, we must be informed in advance, else the space may be forfeited.



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- If absent for more than an hour without informing staff in advance with a reason, we reserve the right to remove any product from the space and the space will be forfeited. Any items will be held at the Con Store / Dealer's Den information table. If unclaimed by the end of Den hours, they will be given to Security.

In the event that items are removed from the alley space, we will try to contact you via the provided contact information. We will be performing sporadic checks on the table status during the day, and reserve the right to determine forfeiture of the space dependent on absence of artists. If your space has been deemed forfeited, we will send you one message to your preferred method of contact. You may contact any Dealer's Den staff to retrieve your items, or Security staff after hours.



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Agreement

As a condition of entering the Artists Alley (including the lottery), all participants must tick a box stating that they agree to the rules listed here.

Any participant that violates this agreement will be subject to warnings, with security enforcement, or requested to leave if the violation is severe enough. Anyone being intentionally disruptive will be removed from the room, or even ejected from the convention.

Final decisions related to the Artists Alley and tables fall to the Dealers and Artists Coordinator. You may appeal to the chair if there are any disputes.

We wish every participant the best of luck in attaining a space, and hope that everyone's experience at the convention is exceptionally positive!