



Thank you for your interest in the Artist Alley! (herein also referred to as “the Alley”) Like the Dealer Den, the Alley is a space for artists and creators both big and small to sell their wares at Furnal Equinox. However, there are a few differences between the Artist Alley and the Dealer Den. Spaces in the Alley are available at no charge, and initially allocated by lottery. There are restrictions regarding what and how artists and creators can sell in the Alley.

This package should contain all the information you need in order to operate successfully in the Artist Alley. Please note that this information is subject to change at the discretion of the lead or second of the Dealer Den. Any questions about the Alley should be addressed via email to dealers@furnalequinox.com

Sign-up and Allocation of Spaces

There are 12 Artists Alley spaces available per day at Furnal Equinox. Each space is equal to half of a 6’ by 2.5’ table, with one chair per person.

Artists can secure a spot for Artist Alley in advance of the convention by signing up for the Artist Alley lottery. The lottery signups will take place between February 8th and February 22nd. You will be asked to choose the days you would like to operate in the Alley.

Artists 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 who have not yet been drawn will be given priority before any applicant is awarded a second day.

The drawing process may be subject to change depending on the number of applicants for each day. The most popular day (currently Saturday) will always be drawn first.

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 **must report** to the Dealer Den Ops table **and register** on the Artist Alley onsite signup and waitlist sheet. Sign-ups for the waitlist will



start once the Dealer Den opens for the day. Each day will have a new list. Any signups from the previous day will not carry over.

At the beginning of each day, if a filled space goes unclaimed for **thirty minutes** after the start of Dealer Den hours, AND we receive no communication from the artist, then we will consider this space forfeit and available to waitlisted artists. If a seat becomes available, staff will contact waitlisted Artist Alley participants in the order they signed up. If there is no reply within ten minutes of being contacted, a message will be sent indicating that the space is no longer available and staff will continue to the next person until the list is exhausted. Should no waitlisted artist respond, we will offer the spot to individuals requesting the space in person at that time.

Fees

The Alley does not charge a cost or fee to participants, but you must have a badge for Furnal Equinox in good standing for the day that you claim a space in the Alley.

General Rules

Displays

The following limitations on displays will be enforced:

- No displays over 30 cm (12 inches) in height.
- No products shall take up space in another person's area.
- All products must be what you can reasonably carry alone, unless physical hindrance requires an assistant to carry in your stead.
- All products and supplies must be stowed on your table space, under your chair, or under your table itself. No items can be behind chairs or encroaching into the neighbouring space.
- Hotel power use is **not permitted** in the Artist Alley; power cables and connection points will not be provided. Please plan accordingly.
- No item such as a table skirt or cloth may hang from the table or be hooked onto the edge of the table. If you're not sure whether your object may be an issue, contact us by email (dealers@furnalequinox.com) or at the Dealer Den Ops table and ask! Small signage may be acceptable; please check with us prior to setup.



- Strobing or flashing lights are not permitted.

Permitted products:

- Custom artwork prints (print binders are acceptable within display rules)
- Custom artwork commissions
- Small trinkets such as pins, stickers, and bookmarks
- Works you've authored, such as short story collections, books, and comics
- Larger items such as fursuit parts, with some limitations. Guidelines for displays must be followed as described above, and they must fit within the artist's allotted space.

Keeping large items in your storage area or hotel room is recommended. Advertising with picture examples is always acceptable and encouraged. Some larger objects may be permitted on a case-by-case basis and must be approved prior to accepting a space in the Alley. 18+ print binders must be censored. Please also see the Furnal Equinox Code of Conduct for further information.

Sale of food items is prohibited. Free candy and the like to entice people to your space are okay. Use and sale of strongly scented products such as incense and fursuit sprays in the Alley is prohibited.

Transactions and Space Allotment

- All artists are responsible for their own transactions and products.
- Furnal Equinox is not liable for any product lost within the Alley space.
- All artists are required to keep their product in their provided space in a way which does not hinder the movement of artists or attendees.
- 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. Items featuring genitals and/or breast nipples, either explicit or strongly implied, **must be censored OR kept in a separate binder** that is attended or out of sight when not being viewed. 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 badge examples will be provided.
- 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 and the Furnal Equinox Code of Conduct.



- At the end of each day, you must not leave any product in the Alley space. The space is not secured by staff and we are not liable for any unattended items. Business cards or small advertisements may be left in the Alley area. If unattended items are 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 such as laptops, tablets, and phones are permitted. **Power and WiFi will not be provided.** Music is allowed if the volume doesn't exceed comfortable listening levels. If there are any complaints from attendees or Alley artists, we will request that the music be silenced. Please be mindful of your neighbours.

Hours and Operation

Artist Alley hours are the same as the Dealer Den. Selected 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 Dealer 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 - 12:30 pm	12:30 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 Den Ops 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 the participant checks out early, they agree to give up the space for the rest of



the day, allowing waiting artists to take the space. Artists may leave for short breaks (please be sure to drink, eat, and use the washroom as needed) as follows:

- If leaving the space for under 10 minutes, we do not need to be informed of the absence.
- If leaving for more than 10 minutes and less than 60 minutes, we must be informed in advance or the space may be considered unused and we may reassign the space.
- If circumstances cause you to be unavoidably delayed, please contact us as soon as possible via email (dealers@furnalequinox.com), telegram, or text message. We are willing to work with you, life happens.
- If absent for more than an hour without informing staff in advance, we reserve the right to remove any product from the space and the space will be forfeit. Any items will be held at the Dealer Den Ops. If unclaimed by the end of Den hours, they will be turned over to lost and found in Con Ops.

In the event that items are removed from the Alley space, we will try to contact you via provided contact information. We will be performing periodic checks on table status during the day, and reserve the right to determine forfeiture of the space. If your space has been deemed forfeit, we will send you one message to your preferred method of contact. You may contact Dealer Den staff to retrieve your items, or lost and found in Con Ops after hours.

Agreement

When entering the Artist Alley lottery, all participants must agree to the rules listed herein.

Any participant that violates this agreement, as determined by the Dealer Den staff, will be subject to consequences, up to and including removal and ban from the Artist Alley space.. Anyone being intentionally disruptive will be removed from the room and possibly ejected from the convention.

Final decisions related to the Artist Alley fall to the Dealer Coordinator.

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