



ARTIST ALLEY INFORMATION PACK

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01 QUICK FACTS

- Attracts an average of 18,000 visitors annually
- Facebook Likes 19,396 (Jan 2017)
- The Facebook post announcing the 2017 festival date with new artwork reached 10,085 people in less than 12 hours
- During the 2016 event the live walk through of Artists Alley and Exhibitors Hall generated over 1,000 views each
- Our Exhibitors Hall showcases over 40 exhibitors
- Artist Alley has over 60 artists displaying their work & wares
- Social media reaches an average of 20,000 views combined on posts each week and up to 200,000 on individual posts if sponsored.
- Facebook post engagement during the event (2016) reached over 93,000



AVCon brings the best of anime, video gaming and Japanese culture to Australia. The event has been held annually in July since 2002 and is managed by a dedicated volunteer team through the not-for-profit organisation, Team AVCon Incorporated.

The AVCon festival is a weekend jam packed full of activities and attractions including independent video game developer demonstrations, cosplay competitions & parades, guests, panels, workshops, anime screenings and much more. Additionally AVCon has a large focus on providing traders and artists a thriving environment in which to display their works and wares.

AVCon attracts an audience from both metropolitan and regional South Australia, with an increasing number from interstate. In 2015 the festival reached an attendance of more than 18,000 in a single weekend, which continues the trend of annual growth in festival visitors.

**AVCON WILL BE HELD FROM
21ST - 23RD JULY 2017
AT THE ADELAIDE CONVENTION CENTRE**

03 ARTIST ALLEY

The Artist Alley is an area within the AVCon exhibiting floor where artists of all types can display and sell their work to the attendees. Artist Alley is designed to give both emerging and established artists a platform to sell their work and meet the public for an affordable price. AVCon's Artist Alley boasts over 70 tables in Foyer F, G & H of the Adelaide Convention Centre, with a picturesque view of the Torrens River. AVCon prides itself on the quality and community of its Artist Alley, and 2017 is no exception.

The 2017 Artist Alley is open to any sole trader (or partnership) who create their own pieces of creative artwork, whether it be illustration, photography, sculpture or crafts. Traders or artists reselling commercially produced merchandise or work that is not their own are not permitted to trade in the Artist Alley. The Artist Alley Officer may request products be removed or deny any initial applications at their discretion.

Artists are required to submit examples of their work prior to AVCon processing your application. These samples will be used to ensure the work is family friendly and if it is in line with AVCon's core themes of anime, gaming and Japanese culture as first preference will be given to artists.

Artist Alley Packages Include:

- 1 x trestle table (approximately 1.8m wide x 0.75 deep)
- 1 x pinup board (approximately 1.8m wide x 2.5m high)
- 2 x Exhibitor passes with first table purchased.

*Disclaimer: these sizes are a guide only and are subject to change.

A second pack can be purchased at a reduced rate. There is a maximum of two artist tables per application. The second table includes only one exhibitor pass and may be placed on a waiting list to allow for a variety of other artists.

Artists Alley Package	One Table	Two Tables
		\$240 Inc. GST
Electricity	\$30 Inc. GST	\$60 Inc. GST

Extra Exhibitors Passes*	\$50 each Inc. GST
Lunch**	Menu and prices will be provided in welcome pack upon bump-in

*Extra exhibitor passes are reserved for extra table staff only; AVCon reserves the right to deny the purchase of additional passes at its discretion.

** Lunch costs to be covered by artist on the day.

04 ARTIST ALLEY TIMES

Please note the below times are a guide only. Actual times may vary and will be confirmed by the Exhibitor Coordinator prior to the event. For any unique needs, please contact the Artist Alley Officer.

Friday Bump-In: 12:00 pm – 7:00 pm.

Exclusively dedicated to set-up. No sale opportunities will be available Friday evening. These times are enforced, and no admittance to the Adelaide Convention Centre before the scheduled time is permitted. Forklift use must be pre-arranged with the Exhibitor Officer. Entry for bump-in will be through the loading docks, where an AVCon staff member will be stationed with welcome packs and passes, if you wish to bump in through the main doors then you will be able to do so via the North Terrace entry only. Information regarding booking the loading docks will be sent closer to the event. Truck parking will be available via booking only, to book please contact Agility (see page 10 for contact details).

Friday Test & Tag: By Appointment

It is a requirement of the Adelaide Convention Centre that all electrical items have a current/valid test tag. AVCon will provide a test and tag service for electronic items requiring tagging during Friday bump-in, bookings are required. To book please indicate the number of items that will require testing on the application form. All appointments will be confirmed by the Artist Alley Officer prior to the event. Items will be tested at the Artists expense at \$5 per item, payable in advance. If your appointment is missed the charge will be \$20 per item, payable on the day. Any items found in use without a valid testing tag will be subject to penalties.

Saturday & Sunday Trading Hours

Set up hours: 8:00 am – 9:00 am

General trading hours: 9:00 am – 6:00 pm

Entry for Artists will be through the North Terrace entry only.

Sunday Bump-Out: 6:00 pm – 9:00 pm

As with bump-in, these times are enforced. If exhibitors do not bump-out in time (or leave belongings on premises), they may be subject to extra charge passed on from the venue. AVCon holds no responsibility for items remaining at the Adelaide Convention Centre after the bump-out time has expired. Bump out will be through the loading docks or North Terrace entry only. To book the docks please contact Angus from Agility Fairs & Events, contact details provided on page 10.

Application for Artist Alley 2017

To apply for a 2017 Artist Alley table, please read the terms and conditions and complete the web-based application form found at the following address:

<https://goo.gl/forms/8Cd49dBcdtZg493F3>

Note: this online application is a Google form, a Google account is not required.

Artist Alley Dates

Artist Application Process	Due Date
Application Open	13 February 2017
Applications Close (sample work included)	31 March 2017
Notification of application outcome	14 April 2017
Invoices issued	22 April 2017
50% deposit due	5 May 2017
Last day to withdraw without penalty	5 May 2017
Full payment of invoice due	2 June 2017
Bump in form issued	9 June 2017
Bump in form to be returned	23 June 2017

Please note that applications remain open until the 31st of March, however tables do fill fast. All applications received after the last available table sells will be placed on a waiting list.



05 ADVERTISING

AVCon offers advertising exposure at competitive prices. These are available exclusively to all our sponsors, exhibitors and supporters.

Show Bag

AVCon distributes a show bag to every audience member who enters the festival. Your business has the opportunity to create an item to insert in to the show bag, providing a physical piece of promotional material to every attendee of AVCon.

The insert to the show bag by your business can be a physical item (stress ball, comic, pen etc.) or you may elect to have flyers printed by AVCon on your behalf. The following rates apply to the printing of flyers:

- **A5, colour, single sided, 115gsm, Gloss. \$1,100**

To advertise in the 2017 show bag please indicate your preference on the application form and a member of our sponsorship team will contact you to discuss further.

Program Booklet

AVCon gives each attendee a high quality, full-colour Program Booklet. This booklet provides an outstanding opportunity to place your ad in front of over 20,000 visitors to the festival (and beyond).

The booklet contains a wealth of information for visitors to the AVCon festival. From full activity listings to detailed maps, the Program Booklet is a must-have for all festival-goers and will be kept as a souvenir to be read and reminisced over, long after the event finishes.

Advertising will be limited and will be on a first-come basis. The following rates apply to the 2017 program:

- **Half Page, \$350**
- **Full Page, \$500**

To advertise in the 2016 program please indicate your preference on the application form and a member of our design team will contact you to discuss further. Advertising requests must be submitted to design no later than June 4th 2017.

Auction

The AVCon auction is held prior to the closing ceremony on the Sunday night. Items donated by our sponsors, staff and exhibitors are auctioned. The businesses who donated the items are given a plug by the auctioneer. It is a great low cost way to achieve brand exposure.

If you have an item that you would like to donate to the auction, please indicate on the application form.

Alternatively you may like to contact our events team via email at events@avcon.org.au to discuss your options.

Interpretation

- 1.** Any reference to AVCon includes Team AVCon Incorporated and its representatives, officers, agents, associates, business entities, assignees, assignees affiliates, or other person or entity authorised to act on behalf of Team AVCon Incorporated.
- 2.** Any reference to Exhibitor includes a person, partnership, trust, trustee, corporation or any other business entity on completion of the exhibitor application. Further, the said Exhibitor's representatives, agents, employees, associates, business entities, assignees, assignees affiliates, or other person or entity authorised to act on behalf of the Exhibitor is bound by these Terms and Conditions.
- 3.** Any reference to Artist includes a person, partnership, trust, trustee, corporation or any other business entity on completion of the artist application. Further, the said Artist's representatives, agents, employees, associates, business entities, assignees, assignees affiliates, or other person or entity authorised to act on behalf of the Artist is bound by these Terms and Conditions.
- 4.** Words importing or signifying the singular shall embrace the plural and words importing the masculine gender shall embrace the feminine or neuter gender and vice versa respectively.
- 5.** Words importing a person shall be deemed to include a corporate body and vice versa.
- 6.** By participating in the AVCon convention, the Exhibitor or Artist agrees to these Terms & Conditions.
- 7.** Team AVCon Incorporated reserves the right to enforce these Terms & Conditions.

General Terms

- 8.** Preference will be given to Artists with items/works pretraining to AVCon's core themes of anime, gaming and Japanese culture over that of pop culture.
- 9.** Any measurements, specifications and images in this document are approximations and for illustration purposes only. Actual dimensions and layouts may differ.
- 10.** All Exhibitors & Artists are to act in the interest of the convention and therefore take no action that will detract from or take attendees away from the venue.
- 11.** Once an invoice has been created and sent to an Exhibitor or Artist these Terms and Conditions will become fully enforceable.

- 12.** An Artist alley application is not considered as submitted until both the completed application form and three samples of the Artist's work has been received. These samples will be used to ensure the work is family friendly and if it is in line with AVCon's core themes mentioned above, Applications close on Friday 31st March 2017
- 13.** Artist table bookings will not be made until a 50% deposit is received. Should an Artist withdraw their application after Friday 5th May 2017 when they have already been invoiced, that invoice will still remain due and payable.
- 14.** Artist payment are to be received in full by close of business on Friday 2nd June 2017. All payments are to be by EFT into AVCon's bank account as supplied with your invoice.
- 15.** All Artist deposits are non-refundable.
- 16.** Exhibitor applications close Friday 7th July 2017.
- 17.** Exhibitors will be invoiced within seven days of the Exhibitors confirmation. Payment is to be received in full by close of business on Friday 14th July 2017. All payments are to be by:
- a) Cheque – to be provided a minimum of three working days prior to the due date to allow clearance of funds; or
 - b) EFT into AVCon's bank account as supplied with your invoice.
- 18.** Artists and Exhibitors will be sent one reminder prior to their payment date and one overdue notice with an additional business week to pay, after which if payment is still not made a 10% late fee will incur.
- 19.** Fees for Exhibitor's booths do not include storage of items unless otherwise advised; storage can be organized either off or on site at an additional fee.
- 20.** Booths will be allocated as negotiated between Team AVCon and the Exhibitor. Artist Alley tables will be allocated at the discretion of AVCon.
- 21.** Forklifts and/or palette jacks are available upon prior arrangement and must be confirmed prior to the convention.
- 22.** Bump-in forms are required to be completed and submitted to AVCon prior to the event. Artist's bump-in forms should be returned by Friday 23rd June 2017 Exhibitors shall return the form within 14 days of being received.
- 23.** Neither AVCon, nor the Adelaide Convention Centre will accept responsibility for the safety or well-being of any display or product item delivered to the site. It is very important that all items are clearly marked with your company name and booth number(s). Neither AVCon nor the venue will take delivery of such items on behalf of an exhibitor, unless prior arrangements have been made as per the Adelaide Convention Centre's terms and conditions. Please note that all goods/property must be removed from the premises Sunday evening as detailed by the bump-out times in this Pack or as dictated by AVCon.

24. All portable equipment, appliances, chargers, lighting used at AVCon (i.e. anything that is plugged in to the venue power supply) must be tested and tagged in accordance with state Workplace Health and Safety Regulations and Australian Standard 3760-2010. All power extension leads and power boards must also hold current tagging. The use of double adaptors is prohibited at AVCon at all times. Arrangements must be made with your nominated electrician for the purpose of testing and tagging all electrical items and leads. Any electrical equipment found to be untagged must be tested and tagged or removed from the Adelaide Convention Centre immediately.

25. If you elect to use AVCon's contracted electrician during bump-in, this must be pre-arranged with the Vendor or Artist Alley Officer prior to bump-in. Each item tested will incur a charge of \$5. Exhibitor's and Artist's will be invoiced for this service prior to the event based on the number of items indicated on their application form and/or their bump-in form. Any difference is to be paid for on the day. Testing and tagging after the scheduled appointment will incur a cost of \$20 per item, payable on the day.

26. Only Velcro or similar product is to be used when attaching material to the booths. The following items are prohibited when attaching material to the booths: pins, staples, screws, nails, bolts, paint or double-sided tape. No material is to be attached to Adelaide Convention Centre property.

27. All Exhibitor's & Artist's must ensure that their displays do not obstruct the flow of traffic around or through their allocated space. Displays must be removed or relocated upon request by AVCon or the Adelaide Convention Centre.

28. Any damage caused by an Exhibitor, Artist or their Staff, or by items affixed to the venue doors, glass, floors etc. will create a removal, cleaning and/or resurfacing cost charged to the Exhibitor or Artist.

29. To the maximum extent permitted, AVCon does not accept (and will not have) any liability to the Exhibitor or Artist for costs, losses or damages which might be suffered by the Exhibitor, Artist or by any other person through participation in the convention and the Exhibitor or Artist hereby releases AVCon from and against all claims, demands, actions, damages, costs, charges and expenses or other liabilities whatsoever that may be made, brought against, suffered, sustained or incurred by the Exhibitor or Artist arising out of or in connection with the Exhibitor's or Artist's participation in the convention in accordance with these Terms and Conditions.

30. All Exhibitors are required to provide proof of Public Liability Insurance, with a minimum cover of \$10million. This refers to damage or injury caused to third parties/visitors on or in the vicinity of your exhibition stand or hired space. This is delivered in the form of a "Certificate of Currency" with the noted interest being "Team AVCon Incorporated". A copy of your Certificate of Currency is to be sent to AVCon with you completed bump-in form, additionally a copy to be held by the exhibitor throughout the duration of the show, including bump-in and bump-out.

31. For insurance purposes, Artists at AVCon are regarded as an AVCon exhibit rather than an exhibit at AVCon. As a result, AVCon reserves the right to ensure the Artist has followed AVCon safety regulations and procedures.

32. No amendment or variation to this Agreement will be binding on the parties unless made in writing and signed by each of the parties.

33. Failure to comply with any item in these Terms and Conditions may result in ejection of the Exhibitor or Artist from the convention. The Artist/Exhibitor will be liable to pay all costs even if ejected.

Prohibited and Restricted Items

34. Display and sale of any restricted material must comply with relevant South Australian legislation.

- The following items are not permitted within the venue for either display or sale purposes:
- Bootleg items or material violating copyright laws. If a query is raised, exhibitors and artists may be requested to produce evidence of sole seller rights.
- Items illegal under both South Australian or Commonwealth legislation
- Food or beverages of any kind
- Artist Alley: Commercially produced merchandise or work which is not created by the artist
- If an item is deemed to be prohibited under these Terms and Conditions, the item must be withdrawn from sale (and public view) by the vendor.

*Please see the Summary Offences (Dangerous Articles and Prohibited Weapons) Regulations Act 2000 for more information.

35. Customs and firearms officers may be invited to inspect goods during the Convention. Trained AVCon staff will also present to inspect goods, any goods deemed bootleg or material violating copyright laws must be removed from display and sales ceased. AVCon takes no responsibility for repercussions from discovery of prohibited goods.

36. The selling of restricted items and weapons to minors is strictly prohibited.

Dispute Resolution

37. If a dispute arises under this Agreement and the parties cannot reach an amicable resolution within 30 days after one party notifying the other that this dispute determination clause is invoked, then either party can request the dispute be referred to mediation.

38. Mediation will be conducted in accordance with the Institute of Arbitrators and Mediators Australia (“IAMA”) Rules for the mediation of commercial disputes. If that mediation does not settle the dispute within 30 days after submission, the dispute will be referred to arbitration in accordance with the IAMA Rules.

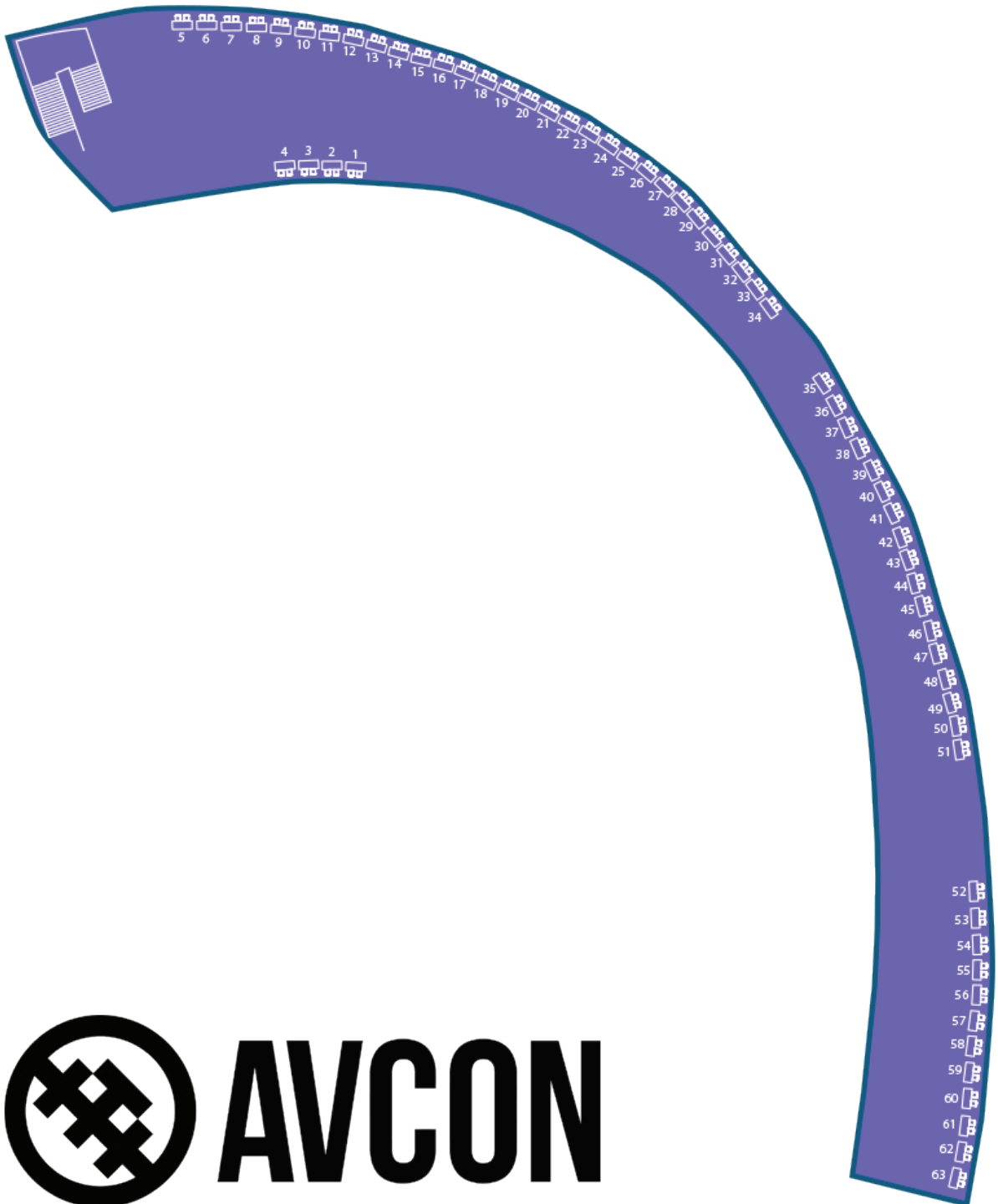
39. The arbitrator will be as agreed by the parties or failing agreement, then as nominated by the Chairman of the IAMA in South Australia.

40. Any notice required or permitted shall be in writing and may be given by email to exhibition@avcon.org.au or letter addressed to:

Team AVCon Incorporated PO Box 9 RUNDLE MALL SA 5000

Code of Conduct

41. By participating in AVCon you are agree to abide by AVCon’s Code of Conduct (<https://www.avcon.org.au/information/policies-and-conditions/>).



Note: Image is for illustration purposes only. Final layout may be subject to change.

08 APPENDIX 5: CONTACT DETAILS

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