



ARTIST ALLEY INFORMATION PACKAGE & CONTRACT

OTAFEST 2020 EXHIBITOR HALL

MAY 15 - 17, 2020

CALGARY TELUS CONVENTION CENTRE

WELCOME

I am pleased to invite you to be a part of the Otafest 2020 Exhibitor Hall, where we are proud to feature local, national, and international artists with a variety of paintings, drawings, handmade products, and more. We welcome artists of all styles and levels to join us in the celebration of Japanese pop culture, media, and art. Artist Alley is an important part of our festival and together we will blow our patrons' expectations out of the water! Please feel free to contact me if you have any questions.

Sincerely,

Behfar Lotfizadeh, Manager

Artist Alley

Otafest

artist.alley@otafest.com

TABLE SIZES & PRICING

HALF TABLE

4 ft. x 2 ft.

1 Sub-Artist or Helper or Assistant

Up to 2 Artist Alley Badges*

1 Pass to Otafest 2020*

2 Chairs

Table skirted on 2 sides

Table rental is for all 3 days of the festival

\$137.50**

+ service charge

FULL TABLE

8 ft. x 2 ft.

1 Sub-Artist or Helper or Assistant

Up to 2 Artist Alley Badges*

2 Passes to Otafest 2020*

2 Chairs

Table skirted on 3 sides

Table rental is for all 3 days of the festival

\$275.00**

+ service charge

* Artist Alley Badges will grant the bearer access to the Exhibitor Hall ONLY so you can get to your table and sell your art. If you want to explore the rest of Otafest (panels, showings, maid cafe, etc.), you will need to use your Otafest 2020 pass(es).

** GST included.

APPLICATION & SELECTION

Find the application at <https://otafest.com/artist-alley>

Applications open on November 23, 2019 at 10:00 AM MT and close on December 6, 2019 at 7:00 PM MT.

Artist applications will be selected in the following manner:

- **60% by jury.**
 - Applicants who are not awarded a table via jury will automatically be entered into the lottery.
- **30% by lottery.**
 - Applicants will have the choice to skip the jury selection and enter only into the lottery.
- **10% by invite.**
 - If Otafest does not fill the 10%, then it will be released via lottery to the general pool of applications.

We will inform all applicants by **January 15, 2020** via e-mail. Artists who are not awarded a table will automatically be added to a wait list.

Otafest has never had issues with artists trying to circumvent the selection system, however should this occur it will result in an automatic ban without notice from the 2020 Artist Alley and potentially future Artist Alley events at Otafest's discretion.

FESTIVAL SCHEDULE

THURSDAY

MAY 14

Setup
5:00 PM - 10:00 PM

FRIDAY

MAY 15

Final Setup
7:00 AM - 10:00 AM

Open to Public
10:00 AM - 6:00 PM

SATURDAY

MAY 16

Open to Public
10:00 AM - 6:00 PM

SUNDAY

MAY 17

Open to Public
10:00 AM - 4:00 PM

Takedown
4:00 PM - 7:00 PM

PUNCTUALITY & DISPLAY SETUP

Your presence at your table reflects the way patrons perceive Otafest's quality, professionalism, and polish. We require your displays and showcases be ready and you be present at your table during the hours the Exhibitor Hall is open to the public. Unfortunately, we've had issues with this in the past and so we must enforce a ban for absentee Artists.

If you have an emergency, please e-mail us as soon as possible. These are handled on a case by case basis.

PAYMENT

You will receive an email about your application status (accepted/waitlisted) by **January 15, 2020**. If you are awarded a table, you will also receive your payment deadline and specific details on how to pay for your table. Payments will be made online, please note that a service fee of no more than 2.9% + \$0.30 will apply.

POWER & INTERNET

Power and internet access are available, however you must order them directly through the [Calgary Telus Convention Centre](#). Otafest is not able to order these services for you. If you have any questions, please contact the Calgary Telus Convention Centre.

Power and Internet at the venue are pricey! You can check with the artists around your table to arrange sharing a power/internet connection!

[Click here for the Power & Internet Order Form](#)

GIFT CERTIFICATES

As part of Otafest's various contests, patrons will be given gift certificates for use in the Exhibitor Hall. You **must** accept the certificates for the value indicated as an all-or-nothing item (i.e. don't give any change). At the end of each day, please bring all gift certificates collected to the Exhibitor Hall information desk where you received your badges to be paid out. Please note you will not be compensated for lost certificates- treat them as cash. A sample certificate will be shown prior to the start of the festival so you'll know what to expect.

RAFFLES AND DRAWS

Artists who wish to include a charged raffle or draw must obtain a raffle license and notify Otafest with proof of license. Otafest must also approve the raffle. Please refer to the [Alberta Gaming, Liquor and Cannabis site](#) for details on license requirements. Otafest reserves the right to remove unlawful or unauthorized raffles or draws during the event.

PROXY FORMS

If you are selling art that you did not create, then a proxy form signed by the original artist must be submitted to Otafest by March 22, 2020. Proxy forms are available on your online artist portal once you've been awarded a table. You can upload and submit completed forms in your portal as well.

ACCOMMODATIONS

The Marriott Hotel is conveniently attached to the convention centre and provides easy access to a number of restaurants and shops in the heart of downtown Calgary. You can book your stay at <https://otafest.com/hotel>.

SETUP

To receive your badges, check in with Otafest staff at the Exhibitor Relations booth ("G" on the layout) located in the pre-function space outside of the hall. Tables in the hall will be labeled by number and artist alias or name. Please note that artists do not have access to the loading dock for setup unless specifically requested and approved. If you require access to the loading dock, please notify us by Sunday, March 22, 2020. A \$75.00 fee will be charged for access.



ARTIST CONTRACT

OTAFEST 2020 EXHIBITOR HALL

MAY 15 - 17, 2020

CALGARY TELUS CONVENTION CENTRE

A submitted application for an Artist Alley table at Otafest 2020 will become a contract between the Otafest Film and Cultural Festival Planning Committee (Otafest) and the applicant (Artist). By submitting an application for a table at Otafest 2020 the Artist agrees to the terms and conditions set forth in the Otafest 2020 Artist Alley Information Package & Contract (this document). The information contained within the following contract may be updated or amended at the discretion of Otafest.

1. Location, Layout, and Table Definitions

- a. The Otafest 2020 Artist Alley will be located inside the Calgary Telus Convention Centre (CTCC) Exhibit Hall, hereafter referred to as the “Exhibitor Hall” during the dates of May 15 - 17, 2020.
- b. The “layout” refers to the configuration of Artist Alley tables within the Exhibitor Hall.
- c. Otafest reserves the right to modify the location of the Artist's reserved table space if necessary.
- d. A “Full Table” is classified as a table space of approximately 8 x 2 feet.
- e. A “Half Table” is classified as a table space of approximately 4 x 2 feet.

2. Table Applications

- a. The Artist must submit an application online at <https://otafest.com/artist-alley> in order to be considered for a table space.
- b. Applicants, the Artist, and any sub-artists must be 14 years of age or older by May 15, 2020.
- c. Otafest reserves the right to reject an application for any reason.
- d. Placement of the Artist in the Artist Alley will be at the discretion of Otafest.

3. Use of Artist Alley Table Space

- a. The Artist will have access to their designated table space during the following setup, hours of operation, and takedown times of the Exhibitor Hall:
 - i. Thursday May 14, 2020 between 17:00-22:00 MST
 - ii. Friday May 15, 2020 between 08:00-18:00 MST
 - iii. Saturday May 16, 2020 between 10:00-18:00 MST
 - iv. Sunday May 17, 2020 between 10:00-19:00 MST
- b. The Artist may bring additional assistants to aid with their set up on Thursday without purchasing additional admission, however, on Friday, Saturday and Sunday, any/all assistants require an Artist Alley badge to enter the Exhibitor Hall.
- c. Displays and showcases must be set up by the time the Exhibitor Hall is open to the public lest the Artist be barred from future Artist Alley events for a period of no less than one (1) year.
- d. The Artist may use the table to display their merchandise as they see fit. All displays must fit within the given table space. Displays over 6ft. in height must be inspected by Otafest to ensure it is stable. All Artists must abide by the local fire and safety regulations.
- e. All displays must be self standing, stable, and may not lean over the table. Artists will be asked to immediately remove items which do not meet these criteria.

- f. Displays shall not obstruct or interfere with other Artists' table space or the view of their table space.
- g. Shelving units, racks, and other large displays behind the Artist's table which obstruct the movement of other Artists are not permitted. Artists will be asked to remove such items immediately. The area behind the tables is a shared space, please be considerate of others with regards to the use of the space behind your table.
- h. The Artist agrees to be present at their table during all the hours that the Exhibitor Hall is open to the public.
 - i. If a situation arises where the Artist is not able to tend to their table and are unable to find a replacement, then the Artist shall immediately inform Otafest of their circumstances. Otafest will handle such reports on a case by case basis.
 - ii. If the Artist is not present at their table during the above noted times, and Otafest has not excused the absence, the Artist shall be barred from future Artist Alley events for a period of no less than one (1) year.
- i. The Artist shall keep their table space clean and prevent any damage to the tables and chairs provided or to the Exhibitor Hall. The Artist will not use any permanent methods of affixing displays to the tables, chairs or to the Exhibitor Hall.
- j. The tables and chairs provided shall not be moved or removed.
- k. A maximum of two (2) people may operate an Artist Alley table space, this applies to both Half Tables and Full Tables.
- l. All persons behind an Artist Alley table space must have an Otafest 2020 Artist Alley badge visible on their person.
- m. Otafest shall not be held responsible for damage to the Artist's merchandise or display as a result of relocating their materials in order to comply with the points listed in this contract.

4. Number of Badges

- a. The Artist will receive one (1) Artist Alley badge for themselves.
 - i. Artist Alley Badges will grant the bearer access to the Exhibitor Hall only and does not constitute admission to other rooms or areas at Otafest.
- b. If requested, the Artist may receive one (1) additional Artist Alley badge for a helper.
 - i. The request must be made before March 22, 2020.
 - ii. If the Artist has submitted the name of a helper in their application, it will constitute such a request.
 - iii. If the request is made on or after March 22, 2020, a \$30.00 CAD charge plus service fee will be levied.
 - iv. A request to change the name on a badge constitutes a new request, invalidates any prior request, and shall be held against the above dates.
- c. There is a \$30.00 CAD charge to replace badges lost during Otafest.

5. Payment, Refunds, and Cancellations

- a. All prices are in Canadian Dollars.
- b. The Artist shall have the full payment for their table space submitted to Otafest by the due date specified in their confirmation email. Failure to meet the payment deadline will result in the immediate loss of the table space.
- c. The Artist may not resell or sublet their table space.
- d. Cancellations must be submitted in writing to artist.alley@otafest.com.
 - i. A 50% refund of the table space (less the online payment service charge) will be provided if the cancellation is received before March 1st, 2020.
 - ii. No refund will be provided if the cancellation is received on or after March 1st, 2020.
- e. Otafest reserves the right to resell table spaces which have not been claimed by the time the Exhibitor Hall opens to the public.

6. Merchandise Restrictions

- a. The sale of reproduced and/or copyrighted merchandise is prohibited. Otafest prohibits the sale of merchandise originally created by someone other than the Artist without a signed Proxy Selling Agreement

completed by the original creator of the work. Proxy Selling Agreements must be submitted to Otafest on or before March 22, 2020.

- b. The Artist shall respect and abide by all copyright regulations.
- c. The Artist shall not sell commercial goods.
- d. The Artist shall not sell or distribute food or drink.
- e. The Artist shall not display content which Otafest deems as offensive, inappropriate, or sexually explicit. Tasteful and artistic nudity may be accepted at the discretion of Otafest.
- f. The Artist shall not sell sexually explicit merchandise to minors.
- g. The Artist shall not reproduce or sell Otafest branded merchandise, mascot characters, or other Otafest trademarks unless the Artist has received prior approval in writing from Otafest.

7. Gift Certificates

- a. The Artist shall accept official, signed Otafest 2020 Gift Certificates (“Gift Certificates”) and honor them for the value denoted on the certificate.
- b. The Artist shall not provide change for purchases made solely with a Gift Certificate.
- c. Each day, after the Exhibitor Hall closes to the public, the Artist may bring the Gift Certificates they have collected to the Exhibitor Information Desk in the Exhibitor Hall pre-function area to redeem the Gift Certificates for cash.
- d. The last day for Artists to redeem Gift Certificates for cash is Sunday, May 17th, 2020, after which all Gift Certificates shall be deemed null and void.
- e. Otafest shall not replace or honor lost Gift Certificates.

8. Security and Liability

- a. The Artist is responsible for all of their merchandise and personal items. The Exhibitor Hall will be locked overnight, however, the Artist must ensure that they store their belongings in a safe and reasonable location.
- b. Otafest assumes no responsibility for any lost, stolen, or damaged merchandise or personal items.
- c. The Artist forever releases, waives, and discharges Otafest from all liability to the Artist for any loss or damage to the Artist or their property, and any claim or demands on account of personal or property injury.
- d. The Artist is responsible for their own well-being at Otafest 2020. If assistance is required, please contact an Otafest representative.

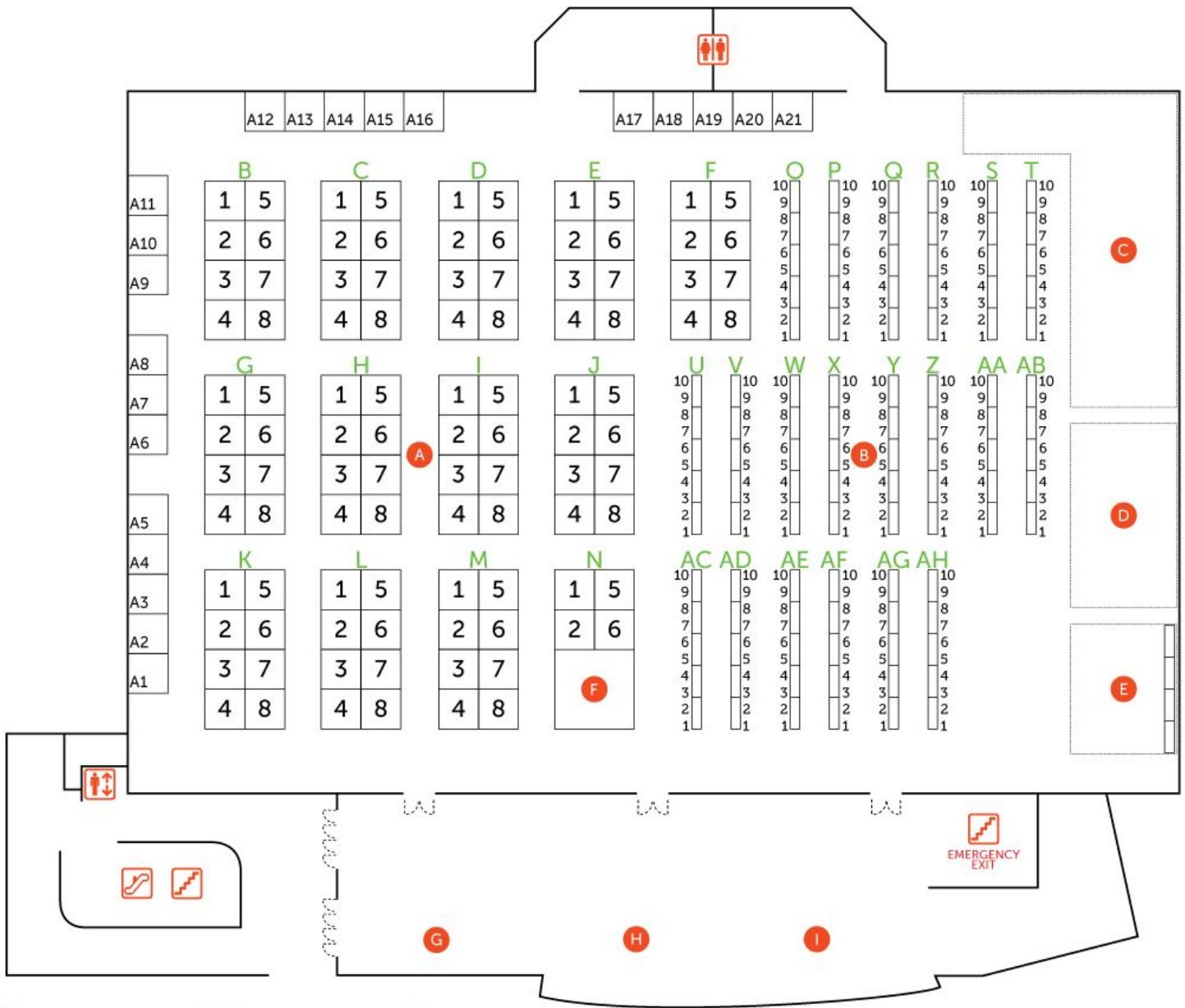
9. General Conduct

- a. The Artist shall be respectful of other Artists, vendors, Otafest patrons, Otafest representatives, and CTCC staff.
 - i. Harassment will not be tolerated and will result in the Artist’s immediate removal without refund.
- b. The Artist shall respect their table space, Artist Alley, the Exhibitor Hall, and the CTCC building.
- c. Loud music and/or flashy light displays are not permitted.
- d. The Artist shall follow local health and safety regulations at all times.

10. Violation

- a. Unless otherwise noted, Artists in violation of the Otafest 2020 Artist Alley Information Package & Contract will receive one warning, a second violation will result in expulsion from Otafest 2020 with no refund. The Artist may also be barred from future Artist Alley events for a period of no less than one (1) year. Any fees or charges incurred will be passed on to the Artist.

APPENDIX I: EXHIBITOR HALL LAYOUT



- A Exhibitors
- B Artist Alley
- C Concession
- D Community Space
- E Autographs
- F Otafest Merchandise
- G Policy Enforcement
- H Community Alley
- I Sketch Drive

APPENDIX II: ARTIST ALLEY JURY RUBRIC

2D ARTWORK

This category encompasses any work that is flat artwork that is applied to media and sold. This could be prints, paintings, buttons, stickers, charms, self-published books, etc.

Audience Relevance

- Does Otafest think the artwork will sell?
 - Is the style and subject matter of the artwork relevant to the interests of Otafest attendees? (i.e. related to anime, video games, pop culture, etc.)
- Is the artwork accessible?
 - What is the general price range of the products?

Creativity

- Is the artwork unique?
 - Does the artwork have a unique style or an underrepresented subject matter?
 - Are there other artists providing very similar content?
- Is the artwork well executed?
 - Is there a high level of consideration and effort behind the artwork?
 - Is a level of technical proficiency and craft showcased?

Professionalism

- Was a helpful body of work provided?
 - Do we have enough samples of your work to properly evaluate?
 - Are the samples of your work a high enough quality to properly evaluate?

3D ARTWORK

This category encompasses any artwork that is a physical object, like sculpture, fibre, or ceramic arts. This could be plushies, accessories, apparel, jewellery, etc.

Audience Relevance

- Does Otafest think the artwork will sell?
 - Is the style and subject matter of the artwork relevant to the interests of Otafest attendees? (i.e. related to anime, video games, pop culture, etc.)
- Is the artwork accessible?
 - What is the general price range of the products?

Creativity

- Is the artwork unique?
 - Does the artwork have a unique style or an underrepresented subject matter?
 - Are there other artists providing very similar content?
- Is the artwork well executed?
 - Is there a high level of consideration and effort behind the artwork?
 - Is a level of technical proficiency and craft showcased?
- Is the artwork durable and high quality?
 - Has consideration be placed into the level of execution and the materials used?

Professionalism

- Was a helpful body of work provided?
 - Do we have enough samples of your work to properly evaluate?
 - Are the samples of your work a high enough quality to properly evaluate?

GENERAL NOTES

- If you are selling both 2D and 3D artwork, you will need to decide if your table would primarily be considered 2D or 3D. We will do our best to evaluate both types separately and then come to a compiled assessment.
- Please provide images of singular work primarily. Showing only setups from other conventions is unhelpful as we can't get a good look at the artwork.