

Information for Artist Alley, Authors' Area and Cosplay Village

Application Process

Artists can apply for a booth during the registration period by submitting the completed registration form. After the registration deadline, all registered artists will receive an email notification indicating whether a booth space can be provided to them. If accepted, an artist agreement and an invoice for the booth space will be sent. The booth space is considered officially assigned only once the agreement has been signed by both parties and the booth fee has been received.

We receive a very large number of applications for booths in Artist Alley. However, due to limited space and to ensure a pleasant convention experience, we cannot accommodate all applications and must therefore make a selection. The selection process is based on several criteria and factors. A rejection is therefore by no means an assessment of the quality of the art being offered.

Minimum Age

The artist must be at least 18 years old to apply for and operate a booth.

Product Assortment at the Booth

At booths in Artist Alley, the Authors' Area, and the Cosplay Village, only handmade products suitable for all ages may be displayed, offered and sold. The products offered must have been created, drawn, sewn, crafted, designed, or otherwise produced independently by the vendor. The key criterion is that the creative design of the product offered must be the result of the vendor's own independent work. Simply processing, combining, or refining products, motifs, or designs created by third parties does not meet these requirements.

The following are therefore not permitted:

- **Products based on third-party templates:** e.g., 3D-printed products whose design is based on third-party templates or designs
- **Purchased products or motifs as the predominant component of one's own works:** e.g., the use of ready-made products such as purchased figurines that are incorporated into custom-designed dioramas.
- **Products featuring third-party artwork:** items whose components are based on third-party illustrations, designs, or motifs, such as jewelry with purchased motif or design pendants (particularly from platforms like AliExpress, Temu, or similar vendors)
- **Further processing of materials featuring third-party motifs:** Fabrics and other materials printed with third-party artwork, illustrations, or designs that have been further processed into original products for sale. This applies, for example, to scrunchies, clothing, bags, or other accessories.

AI Art

AI-generated art is NOT permitted in the Artist Alley or the Cosplay Village. AI-generated content must therefore be explicitly declared as such during registration so that we can review the context. Approved AI products may only be displayed on-site in specific areas and contexts (NOT in the Artist Alley) and must be clearly labeled as such at the festival.

Fan Art

Your booth must primarily feature products you have designed yourself; fan art must not make up the majority of your inventory. Please ensure – especially with regard to fan art – that you hold the necessary rights and that copyright laws and all other relevant guidelines are complied with.

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Presence at Booth	The artist must be personally present at the booth during opening hours on all three days of the event. Sales through third parties are not permitted without prior written approval from the organizer. Therefore, the booth owner must also be the artist. Temporary substitution by a third party during the artist's absence for breaks, activities, etc., is permitted.
Activities at Booth	Activities at the booth that engage visitors (e.g., wheels of fortune, raffles, giveaways, guest speakers, and other program items, etc.) must be registered with the organizer and approved by the organizer at least two months before the start of the event.
Participation of Sponsors and Third-Party Companies at Booths	The participation of sponsors, companies, or brands that appear in any form at the booth – whether through address or information signs, exhibits, products, flyers, or other promotional materials – is not permitted without prior written notification and approval from the organizer.
Distribution of Promotional Materials & Food	The display and distribution of promotional materials on columns, in the aisles of the exhibition halls, at the entrances, and throughout the entire exhibition grounds is not permitted. The distribution of beverages or food is prohibited at booths in Artist Alley, the Authors' Area, and the Cosplay Village.
No Materials on Ceilings, Columns, or Walls	The exhibition walls provided by the organizers must not be damaged. It is strictly prohibited to attach any materials to the walls, columns, or ceilings of the exhibition hall. Furthermore, no materials may be attached to infrastructure such as columns, ventilation ducts, or cable trays, etc., on the hall ceiling.
Customs Clearance	Sales of goods by foreign artists are subject to customs duties and VAT and must be cleared through customs. It is the artist's responsibility to obtain the correct information for customs. Every foreign artist must correctly declare their products for both import and export and complete the required customs declarations and other necessary documents. The prices of the goods must be labeled on-site in Swiss francs.
Additional Provisions	The organizer's Terms and Conditions apply.