



Welcome

We pride ourselves on giving our artists prompt, friendly service before and throughout the convention. Below you'll find all the necessary information and rules for vending at our event. If you have questions, need assistance, or have ideas on how we can improve your experience, please don't hesitate to ask our staff; we're happy to help! You can find us in the Dealers' Den, at the Con Store, or email us anytime at artistalley@furpocalypse.org

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Artists' Alley Code of Conduct

We provide a **safe and enjoyable experience** for all patrons and artists alike, so here are a few things to consider before you brave the depths of our Artist Alley:

1. **All artists must 1) have a valid Connecticut State Sales Tax Permit or 2) use the Furpocalypse cashier.** Artists handling their own transactions are required to show proof of their CT Sales Tax Permit before they will be allowed to set up their table space. Failure to provide proof will result in a forfeit of your space without refund.
2. Make sure your display fits within your designated table space and does not overlap into other vendors' areas. **No items or displays may block or obstruct the aisles in any way.** Additionally, your display must remain within the height limit of 4'.
3. Be courteous to your fellow artists. Displays that involve distracting lights, music, or loud sounds are prohibited in the Alley. Shouting or loudly trying to attract attention to your table is also prohibited.
4. Any displays, banners, decorations, or items that you wish to attach to the walls **must not damage them in any way.** Only masking or painter's tape can be used to attach items to hotel property. At the end of the convention, please make sure to clean up and remove all decorations before leaving.
5. Artists' Alley staff have final say on all matters, and all decisions made by the **Artists' Alley Director are final.** We reserve the right to revoke your ability to vend at Furpocalypse at any time. **Refunds are not guaranteed after September 30th.**
6. By accepting your position as an artist at Furpocalypse, you are agreeing to abide by the terms and conditions stated in the **CODE OF CONDUCT** and **FURPOCALYPSE ARTISTS' ALLEY PACKET.**

Table Sizes and Pricing

Table Style	Dimensions	Price
Half Table	3' x 2.5'	\$30 / day

Each table will have approximately 3' behind it for seating, storage, and working. As the table is a half table, **there will only be one chair.**

Artists' Alley vendors may use the Furpocalypse cashier or process their own transactions by showing proof of a CT Sales Tax Permit. The cashier is located at the Con Store on the second floor near the escalators.



Furpocalypse Cashier

- Furpocalypse will retain a 15% processing fee from all sales.
 - This fee consists of: CT sales tax (6.35%), a PayPal processing fee, and a Furpocalypse cashier processing fee.
- Sales for all four days will be sent to you within 7 days of the end of the event, minus the 15% processing fee.
- Any artists found selling items outside of the Furpocalypse cashier or without a CT Sales Tax ID will be removed from the Artists' Alley.

Artist Registration

- All artists must be eighteen (18) years of age or older by the start of the convention.
- Applications for the 2025 Artists Alley will open June 13th and close July 11th.
- All applicants will be notified of their status by August 1st.
- Applicants who are not initially accepted will be placed on a waiting list and notified should space become available.

Artists' Alley Guidelines

Merchandise

1. Artists may only sell their own goods or officially licensed material under their brand. No pirated content, weapons, or illegal materials will be allowed for sale.
2. Food and drink sales or giveaways are not permitted in the alley without express permission.
3. Prohibited items are not permitted for display, giveaway, or delivery during or after the convention.
4. Artwork, clothing, and other items containing adult material must be delivered to customers in an opaque package capable of completely obscuring said material from view.
5. AI-generated artwork that includes or incorporates other people's work as a basis of the artwork is strictly prohibited.
6. Depiction of real or fictional minors in adult situations is strictly prohibited.



Adult 18+ Content

1. Adult material must be placed in a covered binder, clearly marked as “Adult” and separated from any non-adult material.
2. Please make sure all display items including genitals and/or female nipples are covered tastefully. This includes larger display items such as banners, dakis, and prints.
3. Items of a distinct sexual nature (insertables, wearables, penetrables) may not be sold, displayed, or given away in the Artists’ Alley.
4. **It is the responsibility of the artist to check if a potential customer is a minor.** A minor badge is color-coded with a bright pink background on their badge name to identify them as under 18 years of age. Any artist caught allowing minors to view adult content and/or selling adult merchandise to minors will be removed from the alley and barred from vending at future events.

At the Convention

Assistants

Artists may designate an assistant to cover their space if they need to step away from the alley during operating hours. As the tables only have one chair, you may only have one person operating the table at a time.

Setup

During setup hours, artists **must** check in at the Con Store with Artists’ Alley staff **first** and then set up their table for the day. If an assigned seating chart is implemented, you must set up at your designated table. **Swapping tables without explicit permission from Artists’ Alley staff is not allowed.**

Secure your Merchandise and Valuables

Artists’ Alley staff and con security are responsible for monitoring the alley over the course of the event; however, **it is your responsibility to always keep your table tended to during open hours.** Furpocalypse, Inc. and Hilton Stamford Hotel & Executive Center are not liable for any damaged, lost, or stolen merchandise or valuables during the event.

Teardown

During teardown hours, artists **must** tear down their table for the day and check out with the Artists’ Alley staff.



- Furpocalypse is responsible for leaving the Artists' Alley in a clean and orderly condition, so please be considerate and make sure your space is reasonably clean (no garbage, empty boxes, etc.) before departing.
- **There will be no storage allowed overnight. Everything must be removed from the alley, even if you are in the alley for consecutive days.**

Artists' Alley Schedule

Thursday, October 30th

Noon - 1:00 PM	Artist check-in and setup
1:00 PM - 6:00 PM	Alley open to all attendees
6:00 PM - 7:00 PM	Artist check-out and teardown
7:00 PM	Alley closed

Friday, October 31st

9:00 AM - 10:00 AM	Artist check-in and setup
10:00 AM - 6:00 PM	Alley open to all attendees
6:00 PM - 7:00 PM	Artist check-out and teardown
7:00 PM	Alley closed

Saturday, November 1st

9:00 AM - 10:00 AM	Artist check-in and setup
10:00 AM - 6:00 PM	Alley open to all attendees
6:00 PM - 7:00 PM	Artist check-out and teardown
7:00 PM	Alley closed

Sunday, November 2nd

9:00 AM - 10:00 AM	Artist check-in and setup
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10:00 AM - 4:00 PM	Alley open to all attendees
4:00 PM - 5:00 PM	Artist check-out and teardown
5:00 PM	Alley closed

Our staff and alley space will only be available for the times stated above.

All setup and teardown must be completed during the allotted times.

Thank you! We look forward to seeing you in October!

- Furpocalypse Artists' Alley Staff