



# NEW ARTIST ALLEY

This is the place for discovering creative talents. In the New Artist Alley, they will be showcasing their ideas for manga, comics and more. Self-designed comics and manga will be on display in this colorful artist's mile, as well as doujinshis, posters, stickers, buttons, artworks, art cards and handmade merchandising. All products can be purchased on-site. Many artists will draw live and signing your con hon.

The New Artist Alley replaces the previous collective presentation "MCC Kreativ".

It is intended for non-commercial artists and craftspeople offering only handmade products. Exhibiting here gives young creatives the opportunity to show their work to a wider public and establish contacts within the industry.



## Conditions of Participation

- Participants must be at least 18 years of age.
- Only participants on their own and members of duos, trios or circles may take part. This must be declared when applying for a place.
- Multiple registrations are not permitted and may lead to exclusion from the application process.
- Parallel single applications by a registered duo, trio or circle will be considered as multiple registrations.
- All products and services on offer must be related to anime, manga, comics or Asia in general.
- The products on offer must be drawn, designed, sewn, crafted or produced by the exhibiting artist.
- There must always be an exhibitor at the stand on all four days from 10 am to 6 pm.

As soon as the application is submitted, the General and Special Conditions of Participation for Manga-Comic-Con 2024 apply. You will find these on our website at <https://www.manga-comic-con.de/becomeanexhibitor>. You can also read through the exact conditions of participation for the New Artist Alley under section 1.26 entitled "Special offers".

## Limited Spaces for Exhibitors

- Spaces are limited to 80.
- There are 20 spaces on the waiting list.
- Exhibitor and waiting-list places will be allocated by lottery.

It is only permitted to exhibit in the New Artist Alley every three years. Participants awarded a place by lottery who have registered for the event must wait three years before reapplying. This also applies if the application was made by a group of artists.

## New Artist Alley Exhibitor Package

|   |                 |
|---|-----------------|
| Exhibition space rental including stand construction<br>(1 table   2 chairs   partition walls   lighting) | 236.00 €        |
| AUMA-fee  | 1.20 €          |
| Communication flat rate<br>(i.e. mandatory entry in the exhibitor directory)                              | 42.00 €         |
| Free exhibitor pass   | 1 pass          |
| <b>Total Costs</b>  | <b>279.20 €</b> |

All prices plus VAT. The communication flat rate and the AUMA fee are mandatory fees without an opt-out option.



Updated July 2023 | Subject to change

## FURTHER INFORMATION ON THE NEW ARTIST ALLEY



### Application Procedure - Overview of the Time Schedule

|                       |  |
|-----------------------|--|
| August 2023           | <ul style="list-style-type: none"><li>• Open for applications</li><li>• Please apply using the online form at <a href="http://www.manga-comic-con.de/newartistalley-en">www.manga-comic-con.de/newartistalley-en</a></li><li>• All applicants will be issued with a confirmation of receipt.</li></ul> |
| <b>08.09.2023</b>     | <ul style="list-style-type: none"><li>• <b>Closing date for applications</b></li></ul>   |
| 21.09.2023            | <ul style="list-style-type: none"><li>• Lottery to draw the 80 participants and the waiting list</li><li>• All successful candidates immediately receive a link to the online exhibitor registration form.</li></ul>   |
| <b>20.10.2023</b>     | <ul style="list-style-type: none"><li>• <b>Closing date for exhibitor registrations</b></li></ul>  |
| End of November 2023  | <ul style="list-style-type: none"><li>• Mailing of stand admission</li></ul>   |
| 30.11.2023            | <ul style="list-style-type: none"><li>• Closing date for registering events at MCC 2024</li></ul>  |
| From January 2024     | <ul style="list-style-type: none"><li>• Mailing of stand allocations including table locations in the New Artist Alley</li></ul>   |
| From mid-January 2024 | <ul style="list-style-type: none"><li>• Mailing of invoices for exhibition space rental</li></ul>  |
| From February 2024    | <ul style="list-style-type: none"><li>• Online exhibitor passes available</li></ul>  |
| 21–24 March 2024      | <ul style="list-style-type: none"><li>• Leipzig Book Fair and Manga Comic-Con</li></ul>  |

All applicants submitting a fully completed application will automatically be included in the lottery for places in the New Artist Alley 2024. All applicants drawn in the lottery will receive a link to the online exhibitor registration form for the New Artist Alley. The fully completed registration must be submitted to Leipziger Messe GmbH by 20.10.2023, otherwise the place in the New Artist Alley will be forfeited. In this case, the place will be allocated to an applicant from the waiting list.

The lottery for the waiting list will take place immediately after the draw for places. Applicants on the waiting list will be sent their position on the list by mail. Artists on the waiting list have the option of booking a regular stand outside of the New Artist Alley at the early-bird rate until 31 October 2023. If interested, please contact [exhibitor@manga-comic-con.de](mailto:exhibitor@manga-comic-con.de)

There is no entitlement to a specific stand allocation in the New Artist Alley. However, we will try to fulfil any requests made on the exhibitor registration form.

All exhibitors at Manga-Comic-Con should pay particular attention to section 1.11 on „Products“ in the Special Conditions of Participation. This section explains what may and may not be sold. Here are the most important points:

- Compliance with copyrights, rights of third parties and applicable German laws is mandatory.
- Many of our visitors are minors and regulations designed to protect them must be strictly observed. Under-age visitors must not have free access to items and products that are unsuitable for young people, glorify violence or are pornographic.
- When selling lucky bags, grab bags or similar items, exhibitors must ensure that buyers can see which products are included. The value of the goods contained in lucky bags must be at least 90% of the selling price. Exhibitors in the Artist Area and New Artist Alley exhibition areas may also sell their handmade products and artwork in lucky bags or similar items.
- Leipziger Messe GmbH tolerates the sale of fan art in the Artist Area and New Artist Alley, provided the exhibitor does not violate applicable German law. However, fan art should constitute not more than 50% of an exhibitor's product range.
- AI-generated products and items may not be sold.

In the New Artist Alley, it is prohibited to let, sublet or share your table and exhibit with more than the registered number of participants. Any violations can lead to exclusion from the current event as well as future events.

Cancellation of registration by the New Artist Alley exhibitor must be delivered to Leipziger Messe GmbH in writing. For cancellations before the registration approval has been sent out, a fee of **EUR 189.00** will be charged. For any later cancellations, **the full exhibition space rental will be charged**, irrespective of whether the space is later taken by a different artist.

We wish you lots of luck in the lottery!  
Your MCC Team