



NEW ARTIST ALLEY

This is the place for discovering creative talents at Manga Comic Con. In the New Artist Alley, they will be showcasing their ideas for manga, comics and more. The colorful Artists' Mile presents the artists' own comics, manga and dojinshis. Posters, stickers, buttons, artwork, cocoa cards and self-produced merchandising can also be discovered. All products can be purchased directly on site. Many artists will be drawing live at their stands and signing Con Hons.

It is intended for 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 individual artists, artist duos, trios or circles may participate, provided they have already registered as such when applying.
- 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.
- Products created predominantly or exclusively with AI are not permitted
- 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 2026 apply. You will find these on our website at www.manga-comic-con.de/standregistration. You can also read through the exact conditions of participation for the New Artist Alley under section 1.26.1 entitled "Deviating or additional conditions and notes for participation in the New Artist Alley".

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 two years. Participants awarded a place by lottery who have registered for the event must wait two years before reapplying. This also applies if the application was made by a group of artists. Participation in the New Artist Alley and the Artist Area is not permitted. You may only be registered in one of the two areas.



New Artist Alley Exhibitor Package

Exhibition space rental including stand construction (1 table 2 chairs partition walls lighting)	320.00 €
AUMA-fee	1.20 €
Basic Marketing Package (i.e. mandatory entry in the exhibitor directory)	49.00 €
Sustainability flat rate	13.00 €
Free exhibitor pass	1 Stück

Total Costs 383.20 €



All prices plus VAT. The Basic Marketing Package, the Sustainability flat rate and the AUMA fee are mandatory fees without an opt-out option.

Updated June 2025 | Subject to change

FURTHER INFORMATION ON THE NEW ARTIST ALLEY



Application Procedure – Overview of the time schedule

July 2025	<ul style="list-style-type: none">• Open for applications• Please apply using the online form at www.manga-comic-con.de/newartistalley-en• All applicants will be issued with a confirmation of receipt
18.07.2025	<ul style="list-style-type: none">• Closing date for applications
31.07.2025	<ul style="list-style-type: none">• Lottery to draw the 80 participants and the waiting list• All successful candidates immediately receive a link to the online exhibitor registration form
01.11.2025	<ul style="list-style-type: none">• Closing date for exhibitor registrations
Until the end of November 2025	<ul style="list-style-type: none">• Mailing of stand admission
30.11.2025	<ul style="list-style-type: none">• Closing date for registering events at MCC 2026
From January 2026	<ul style="list-style-type: none">• Mailing of stand allocations including table locations in the New Artist Alley
From January 2026	<ul style="list-style-type: none">• Online exhibitor passes available
From the end of January 2026	<ul style="list-style-type: none">• Mailing of invoices for exhibition space rental
19 - 22 March 2026	<ul style="list-style-type: none">• Leipzig Book Fair and Manga Comic Con

All applicants submitting a fully completed application will automatically be included in the lottery for places in the New Artist Alley 2026. 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 01.11.2025, 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.

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, blind 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.
- The offering of paid games of chance (e.g. tombolas, wheels of fortune, gacha games, ...) is not permitted at Manga Comic Con.
- 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, no more than 50% of the entire product range and 50% of the stand area should consist of fan art.
- AI-generated products and items, which were created exclusively or partially with the aid of generative artificial intelligence, may not be exhibited or 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.

It is not permitted to book more than one stand in the New Artist Alley and Artist Area. Only one stand may be booked in one of the two areas.

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 210.00** 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