

Artist Area

The Artist Area is the creative heart of Manga Comic Con and offers the opportunity to showcase art to a large and enthusiastic audience. Whether it's illustrations, prints, original artwork, handmade products, or custom merchandise – here, visitors can discover the diverse creative scene surrounding manga, comics, anime and Asian culture.

The Artist Area is designed for individual artists and small groups of artists who wish to exhibit and sell their original creations. Take advantage of this opportunity to engage directly with fans, make new connections and showcase your work to a dedicated community.



REGULATIONS ON JOINT EXHIBITION STANDS

- Only individual artists, artist duos, trios or collectives may take part, provided that they have already registered as such at the time of application.
- Sharing a stand with other artists is permitted, provided that they were named as co-exhibitors in the application and registered as such in the stand booking (*please note – this incurs a fee!*).
- Multiple applications are not permitted and may result in exclusion from the application process.
- Parallel individual applications by a registered duo, trio or group, or by co-exhibitors, are also considered multiple applications.

PARTICIPATION LIMITS

- The number of participants in the Artist Area is limited. The final number will depend on the space available and is at the sole discretion of Leipziger Messe GmbH. There is no entitlement to a stand space.
- A waiting list with 20 places will be maintained for those on the waiting list.
- It is not possible to participate in both the New Artist Alley and the Artist Area at the same time. Registration is permitted for only one of the two areas.

STAND SIZES AND COSTS

In the Artist Area, stand spaces of 4 m² and 6 m² are available. The costs for participation depend on the chosen stand construction variant and size. Detailed information on the available options and prices can be found on our website: www.manga-comic-con.de/standoptions.

APPLICATION PROCEDURE – OVERVIEW OF THE TIME SCHEDULE

24.08.2027	Start of application period Application via online form at: www.manga-comic-con.de/artistarea-en All applicants will be issued with a confirmation of receipt
21.09.2027	Closing date for applications
15.10.2027	Announcement of participants and waiting list All participants and people on the waiting list will be informed immediately by e-mail.
01.11.2027	Closing date for exhibitor registrations at the special price
Until the end of November 2027	Mailing of stand admission
30.11.2027	Closing date for registering events at MCC 2027
From January 2027	Mailing of stand allocations including table locations in the Artist Area
From January 2027	Online exhibitor passes available
Ab Ende Januar 2027	Mailing of invoices for exhibition space rental
18. – 21.03.2027	Leipzig Book Fair and Manga Comic Con

Excerpt from the Artist Area Terms and Conditions

(see also the special terms and conditions of participation for Manga Comic Con 2027, sections 1.11 and 1.26.2)

By submitting their fully completed application, applicants will automatically be entered into the draw and selection process for participants in the Artist Area 2027. At the same time, the General and Special Terms and Conditions of Participation of Leipziger Messe are accepted. These can be found on our website at **www.manga-comic-con.de/standregistration**. The special terms and conditions for the Artist Area can be found under section 1.26.2, 'Deviating or additional conditions and notes for participation in the Artist Area'. Furthermore, particular attention should be paid to section 1.11, 'Products'. This section sets out what may and may not be sold.

Sharing a stand with other artists is generally permitted. All artists represented at the stand must be listed as coexhibitors in the application and subsequent registration. Detailed information on this can be found in section 1.9 of the Special Terms and Conditions of Participation (Coexhibitors and additionally represented companies).

Multiple applications shall not be permitted and may lead to exclusion from the application process.

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.

All participants selected by lottery and curated will receive a link to the online exhibitor registration form. The fully completed registration must be submitted to Leipziger Messe GmbH by 01.11.2026, otherwise the place in the Artist Area will be forfeited. In this case, the place will be allocated to an applicant from the waiting list.

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

Participants must be at least 18 years old.

The product range on offer must relate to anime, manga, comics or Asian countries. Furthermore, the product offering shall be independently drawn, designed, sewn, crafted or manufactured by its creator.

The participant undertakes to ensure that the stand is manned throughout the entire duration of the trade fair.

All applicants will be checked for compliance with the regulations on fan art and AI (see section 1.11) prior to the draw. Should it become apparent from the applicant's online presence (at the time of application) that these regulations are not being complied with, this will result in exclusion.

Cancellation of registration by the Artist Area exhibitor must be delivered to Leipziger Messe GmbH in writing. For cancellations before the registration approval has been sent out, a fee of EUR 220.00 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.

The key provisions of section 1.11 'Products' for applicants to the Artist Area:

- Compliance with copyrights, rights of third parties and applicable German laws is mandatory.
- The EU regulations on CE marking must be strictly adhered to.
- Many of our visitors are minors and the regulations on the protection of children and young people must be strictly observed. Products that glorify violence, are pornographic or are not suitable for minors must not be freely accessible to underage visitors. In particular, adequate censorship is deemed to have been applied where explicit depictions in manga, comics or similar media are not displayed in plain view, primary sexual characteristics are fully covered at all times, and secondary sexual characteristics are not depicted in a sexualised context.
- When selling lucky bags, grab bags, blind bags or similar concepts, please note that it must be clear to buyers from the outside what products are contained within them. The value of the goods contained in lucky bags must be at least 90% of the selling price. Exhibitors in the Artist Area and Artist Area may also offer handmade products or works of art in lucky bags or similar items. In the case of lucky bags or comparable surprise packs, the distribution of the product ranges or product groups contained within must be the same in all bags on offer. Furthermore, at least one representative selection must be displayed in plain view for visitors to inspect.
- The offering of paid games of chance, in particular raffles, wheels of fortune or similar paid prize draws, is prohibited at Manga Comic Con. However, raffles, wheels of fortune and gacha machines operating as a 'blind bag' system are permitted in exceptional cases, provided that they contain only products from the same product category of comparable value, for example different variants of a single product range. Blank prizes and items of a different or lower value are not permitted. Please be sure to read section 1.11 of the specific terms and conditions of participation.
- Leipziger Messe GmbH tolerates the sale of fan art in the Artist Area and Artist Area, 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.

