



Up Your
Alley!

Artist Alley 101
Guide Workshop

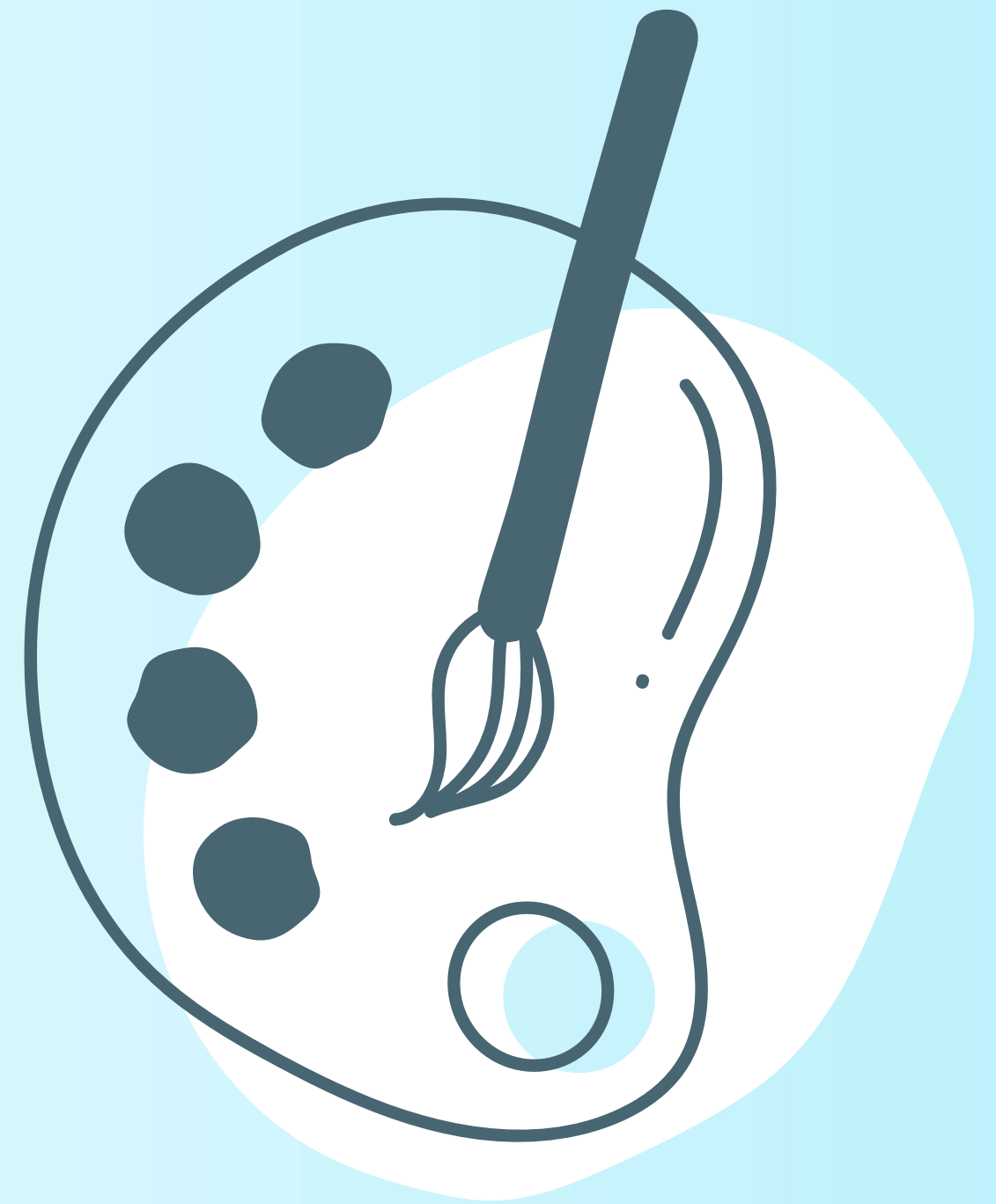
A How-to Guide for
Applying for Artist
Alley

Part 1

Created & provided by Manny714

In this workshop:

- **Searching and Applying to Artist Alleys:**
- **Techniques for finding artist alleys that align with your interests and goals.**
- **Tips for preparing and submitting applications effectively.**
- **Communication with Organizers:**
- **Strategies for asking relevant questions to organizers for clarification and guidance.**
- **Effective communication to ensure a smooth and successful artist alley experience.**
- **Planning Ahead for a Great Experience:**





What's an Artist Alley?

Artist Alley 101

Artist Alley

Artist Alley is a vibrant space at conventions where artists, illustrators, and creators showcase and sell their artwork, crafts, and merchandise. It offers a diverse range of original and fan art prints, comics, handmade crafts, stickers, buttons, and jewelry. It's the go-to place for unique creations, fostering direct connections between artists and their audience/buyers.





How to Find Artist Alleys

Where and How to search:

S

Social Media

Popular social media sites such as twitter, Instagram & Facebook.

W

Websites

Official websites of conventions/event websites

C

Communitites

Who is in your circle? stay connected and let them know what you do!

S

E

Search engines

Utilize Google and event websites to find conventions near you.



Convention Websites:

- [Animecons.com](https://www.animecons.com)
- [Fancons.com](https://www.fancons.com)
- [Eventbrite](https://www.eventbrite.com)

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ANIMECONS TV

CONVENTION CONFSSIONAL



A PODCAST FOR ALL THOSE CONVENTION GEMS

Katy Hunt of Convention Confessional

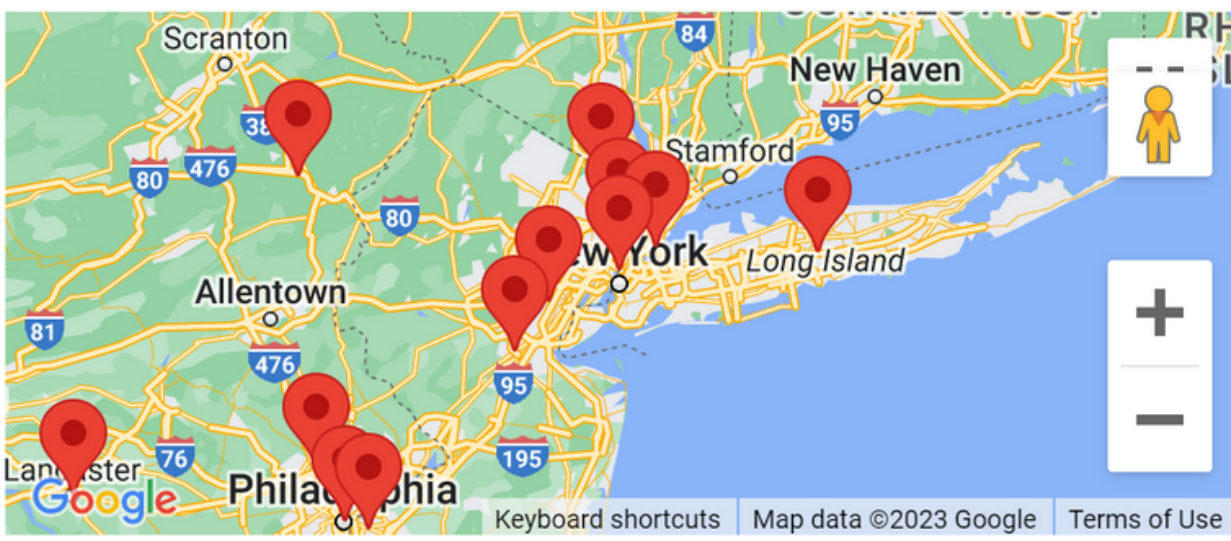
This Week's Anime Conventions

We **strongly recommend** getting **vaccinated, boosted, and wearing a mask** if you attend any convention regardless of the convention's own policies. *STAY HOME IF YOU ARE SICK!*

- Anime Blues Con** - Memphis, TN
July 7-9, 2023
- Anime Texas** - Houston, TX
July 7-9, 2023
- ExpOtaku Torremolinos** - Torremolinos, Málaga, Spain
July 7-9, 2023
- Okashicon** - Pflugerville, TX
July 7-9, 2023
- OkiiSaraCon** - Malone, NY

Anime Convention Map

Use our [interactive map](#) to find anime conventions near you...



Map showing locations of anime conventions in the Northeast US, including Scranton, Allentown, Philadelphia, New York, Stamford, Long Island, and New Haven.

Keyboard shortcuts | Map data ©2023 Google | Terms of Use

Anime Convention Schedule

- Home
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- Worldwide Map
- Recent Additions & Updates
- Submit a New Convention

Year: Now through end of 2024 **SELECT YOUR YEAR**
 2024 **2023** 2022 2021 2020 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 2009 2008 2007 2006 2005
 2004 2003 2002 2001 2000 1997 1996 1992 1990 1989

Location: Anywhere • North America • **USA** • Canada • Europe • UK / Ireland • South America • Africa • Asia • Japan • Oceania

States: AK • AL • AR • AZ • CA • CO • CT • DC • FL • GA • HI • IA • ID • IL • IN • KS • KY • LA • MA • MD • ME • MI • MN • MO • MS • MT • NC • ND • NE • NH • NJ • NM • NV • **NY** • OH • OK • OR • PA • PR • RI • SC • SD • TN • TX • UT • VA • VT • WA • WI • WV

SELECT USA: THE SELECT THE STATES YOU'RE INTERESTED IN **SELECT THE CON YOU WANT TO BE APART OF**

List of 2023 New York Anime Conventions

	Dates	Location
Tora-Con 2023	March 4-5, 2023	Rochester Institute of Technology Rochester, NY
NYC Nara Festival 2023 Cancelled	April 15, 2023	Fort Hamilton Community Club Brooklyn, NY
UBCon 2023	April 28-30, 2023	University at Buffalo North Campus, Student Union Buffalo, NY
MinCon 2023 Cancelled	May 13, 2023	Mineola Memorial Library Mineola, NY
AniBash 2023	August 12-13, 2023	Seneca Park, Longhouse Shelter Rochester, NY
Long Island Tropic Con 2023	August 19-20, 2023	Hyatt Regency Long Island Hauppauge, NY
BX-Anime & Comic Expo 2023	August 26, 2023	St. Helena's Roman Catholic Church Bronx, NY
Anime NYC 2023	November 17-19, 2023	Jacob K. Javits Convention Center New York, NY
	Dates	Location

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Search... 🔍

Anime NYC 2023 Information



Anime NYC 2023

November 17-19, 2023

Jacob K. Javits Convention Center

New York, NY

Visit Convention Site

View on Map

Anime Convention

Organized by [LeftField Media](#)

Anime NYC is New York City's anime convention! A showcase of the best of Japanese pop culture in the biggest city in America, Anime NYC brings anime fans together for three days of unique exhibits, exclusive screenings, and appearances by some of the biggest creators in Japan!

🚫 [Anime NYC 2023 COVID-19 Policy](#)

🚫 [Non-Harassment Policy](#)

Registration Information

Advance Rates
\$157.56 through July 31, 2023

[Register Now](#)

Attendance Information

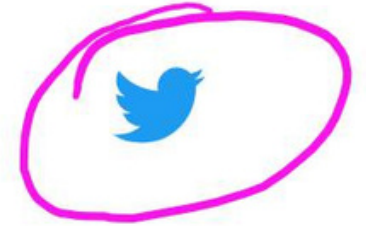
2 AnimeCons.com members plan to attend

✎ Update Anime NYC 2023 Information

Add or Update Information for Anime NYC 2023

Last updated: March 31, 2023

Tweets from @animenyc



Nothing to see here - yet

When they Tweet, their Tweets will show up here.

[View on Twitter](#)

Previous/Future Events

- Anime NYC 2023** — November 17-19, 2023
- [Anime NYC 2022](#) — November 18-20, 2022
- [Anime NYC 2021](#) — November 19-21, 2021
- [Anime NYC 2020](#) — November 20-22, 2020
- [Anime NYC 2019](#) — November 15-17, 2019
- [Anime NYC 2018](#) — November 16-18, 2018
- [Anime NYC 2017](#) — November 17-19, 2017

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Search... 🔍

ANIMECONS TV

Anne Yatco Interview

The video player shows a person in a chainsaw costume (Chainsaw Man) being interviewed by a woman with a camera. The text 'ANIMECONS TV' is at the top left and 'Anne Yatco Interview' is at the bottom. A small anime-style character with red hair and a camera is in the top right corner of the video frame.

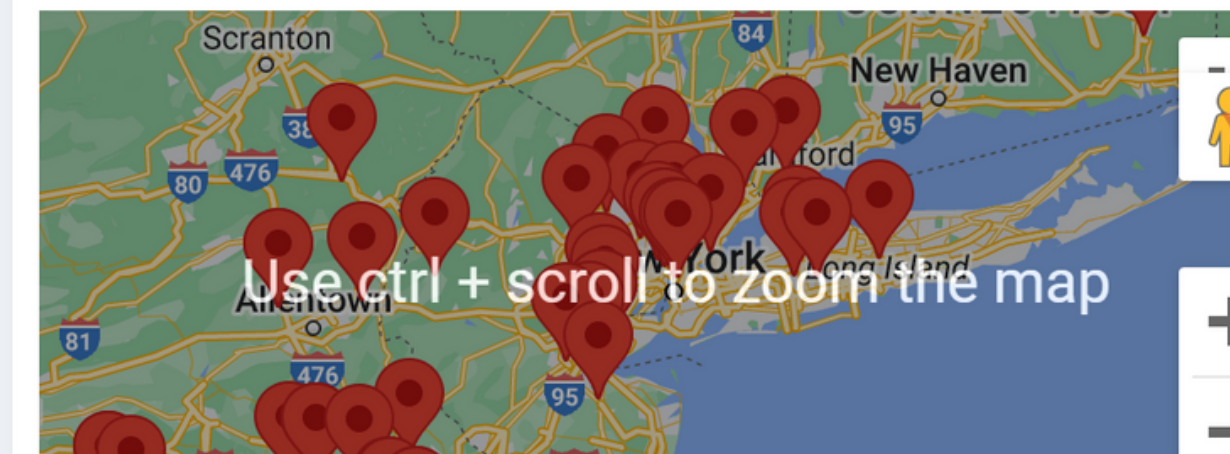
📅 This Week's Conventions

We strongly recommend getting vaccinated, boosted, and wearing a mask if you attend any convention regardless of the convention's own policies. STAY HOME IF YOU ARE SICK!

- Lakesidefurs** - Wald im Pinzgau, Austria
July 1-8, 2023
- ČeSFuR** - Bystřice nad Pernštejnem, Czech Republic
July 2-6, 2023
- Furtastic** - Grenå, Denmark
July 2-6, 2023
- Dice Tower East** - Orlando, FL

🗺️ Convention Map

Use our [interactive map](#) to find conventions near you...



YOU'VE GOT PLANS



Find your next event

Popular in [New York](#)

[All](#) [For you](#) [Online](#) [Today](#) [This weekend](#) [Free](#) [Music](#) [Food & Drink](#) [Charity & Causes](#)

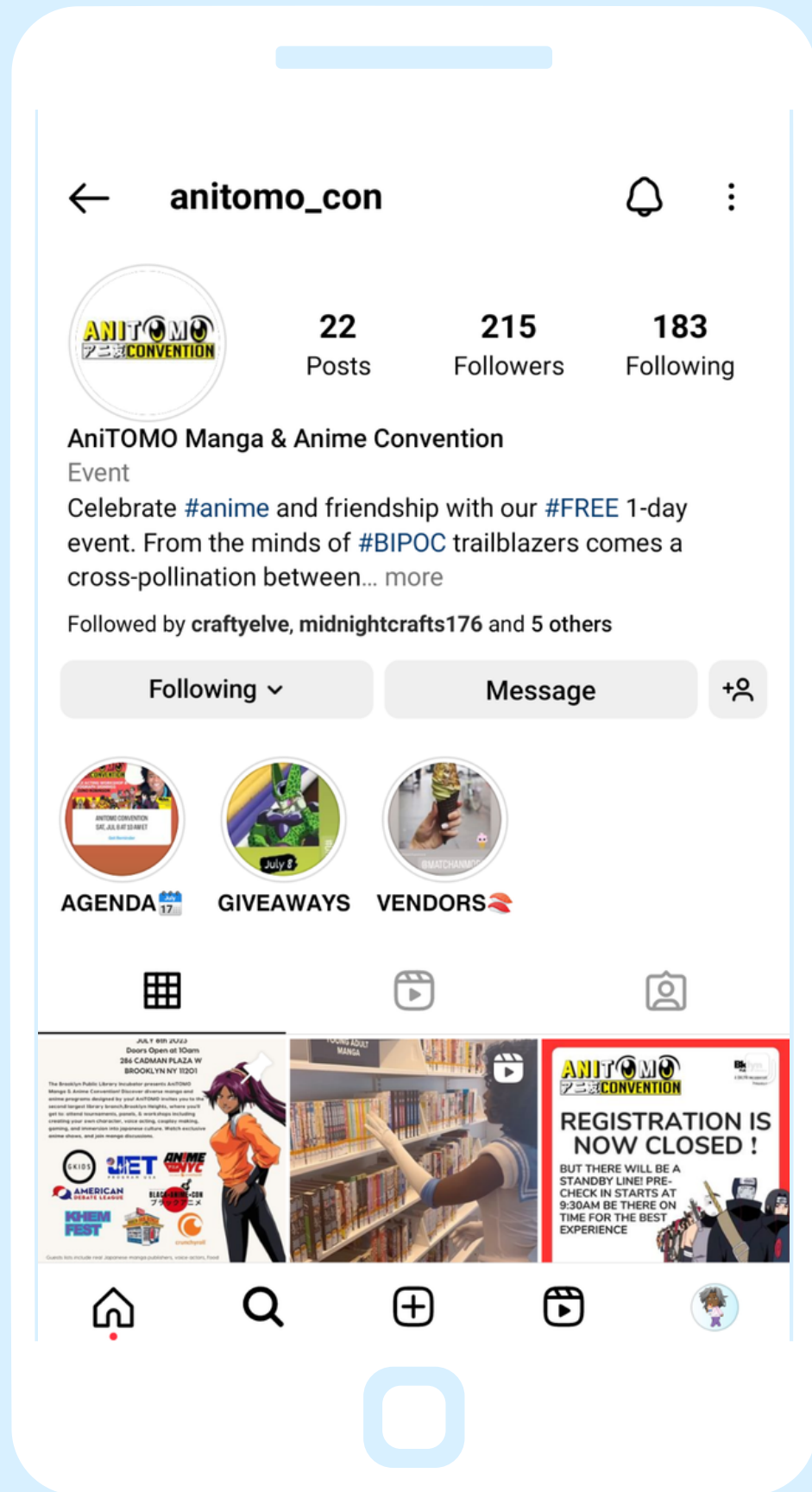
Check out trending categories

Use Keywords in search: Comic Con, Comic event, Comic Convention, Anime Cons, Anime Events, Anime Conventions



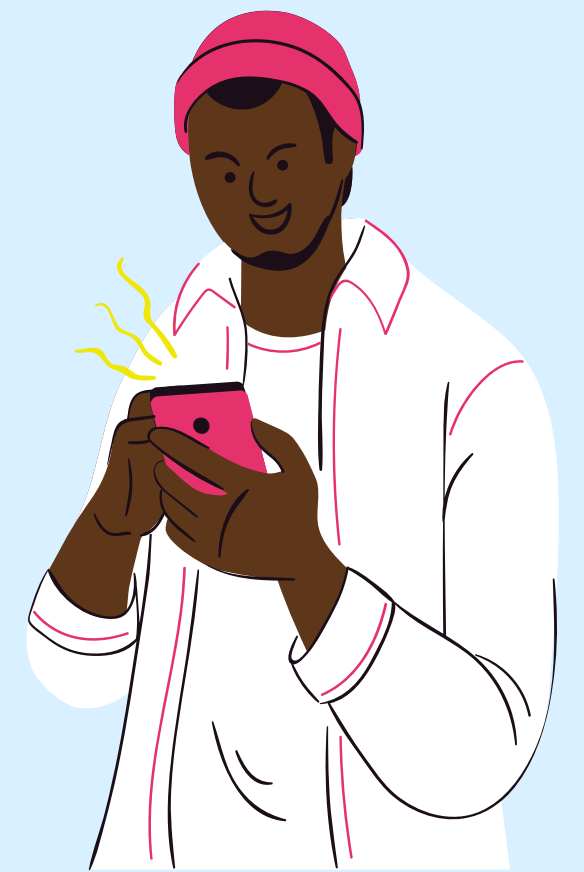
Apply on the Official Con Website

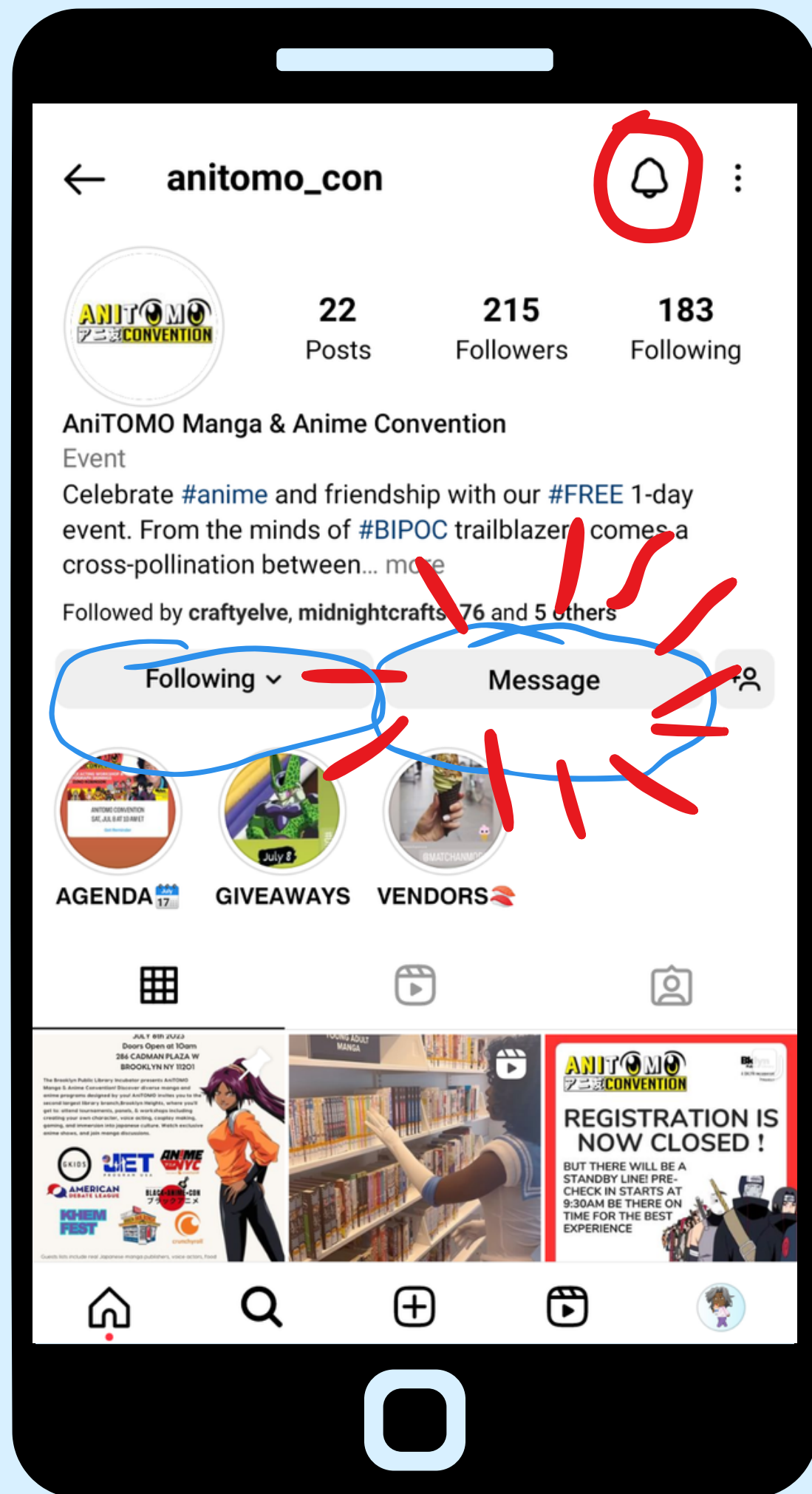
Connect on the official convention website and search for the Artist Alley application along with rules and guidelines for how to apply.



Social Media

Connect with Conventions on their Social Media Pages:





Contact organizers via Instagram

Follow & subscribe to the Convention's Instagram page to get updates about its events and happenings. To contact the organizer or advertising team, send them a DM! (Direct message) inquiring about Artist Alley and how to apply.

This method can be employed for a multitude of purposes.

- When a convention only has social media
- if you can't find the artist alley application on their site
- If Artist Alley is sold out but you'd like to still inquire.
- If the convention has not gotten back to you via website/email.

DerpyCon

3,243 Tweets

DERPYCON 2023

DERPYCON 2023

October 27-29

Hyatt Regency New Brunswick
New Brunswick, NJ



Follow

DerpyCon

@DerpyCon

DerpyCon • New Jersey's Anime, Gaming, Sci-Fi, and Comic Convention • October 27 - 29, 2023 at [@hyattnewbruns](#)

Entertainment & Recreation ⓘ New Brunswick, NJ [derpycon.com](#)

Joined March 2012

506 Following 1,642 Followers

Not followed by anyone you're following

Search Twitter

You might like



Katsucon

@Katsucon

Follow



Zenkaikon

@zenkaikon

Follow



Kogaracon

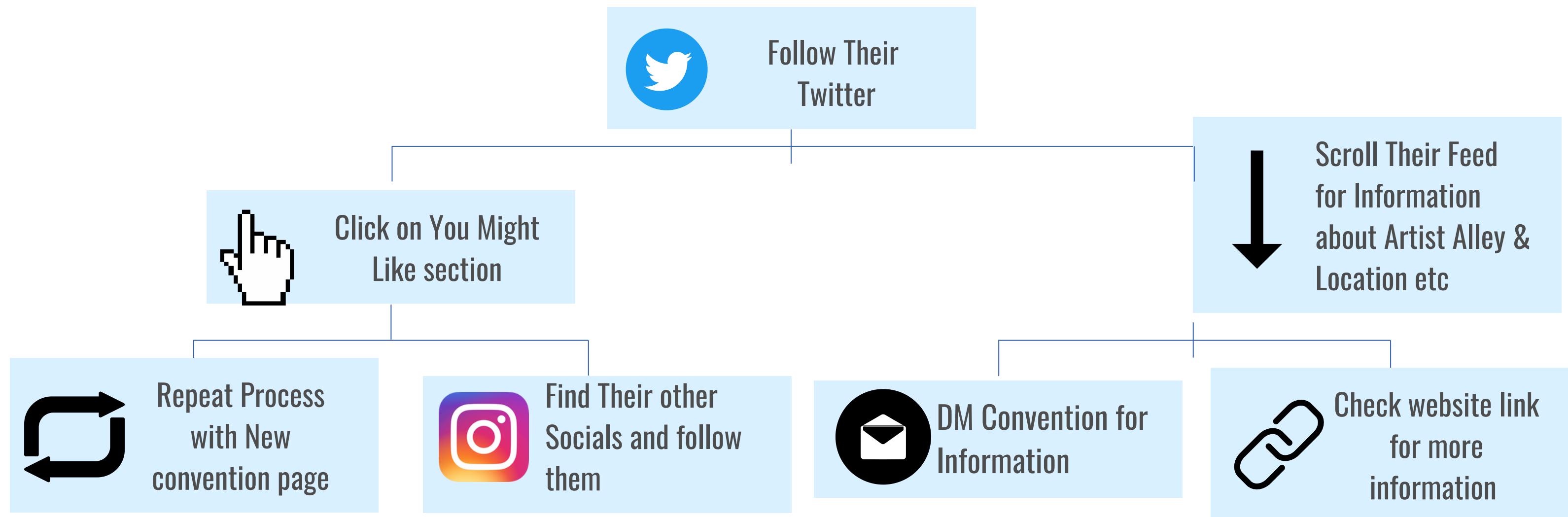
@Kogaracon

Follow

Show more



Twitter Flow Chart



About 22,600,000 results (0.84 seconds)

Events

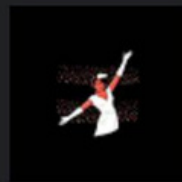
12 OCT New York Comic Con
 Thu, Oct 12 – Sun, Oct 15
 Javits Center, 429 11th Ave
 New York, NY



16 DEC Big Apple Comic Con
 Sat, 9:30 AM – 6:00 PM
 The New Yorker Hotel, 481 8th Ave
 New York, NY



14 OCT New York Comic Con - Saturday
 Sat, Oct 14 – Sun, Oct 15
 Javits Center, 429 11th Ave
 New York, NY



→ Search more events

Learn more Feedback

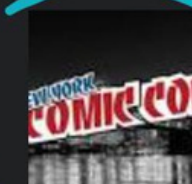
About 3,640,000 results (0.45 seconds)

Events

17 NOV Anime NYC - Viernes
 Fri, Nov 17 – Sun, Nov 19
 Javits Center, 429 11th Ave
 New York, NY

26 AUG BX-Anime & Comic Expo
 Sat, 9 AM – 4 PM
 St. Helena's Roman Catholic Church, 1315 Olmstead Ave
 Bronx, NY

12 OCT New York Comic Con
 Thu, Oct 12 – Sun, Oct 15
 Javits Center, 429 11th Ave
 New York, NY



→ Search more events

Learn more Feedback



Google is your best friend:

Use the keywords in the screenshots to search to find a list of conventions near you and their dates: Use the Social media/Website Strategy to inquire & apply for conventions.



Community

It Takes a Village!

Have friends that attend conventions? How about gamer friends and cosplayers? Sometimes the connection is there-- all you have to do is ask! At a convention? Perfect time to ask a volunteer for information/ask to talk to one of the planners/managers. Introduce yourself and get their contact info to reach out!

Go for it! Similarly, you can message artists on social media!



Sold Out?

There's still hope!

Utilize the social media system to directly contact organizers and inquire about open slots that may not be publicly known. Connect with them to explore potential opportunities and secure a spot that might not be advertised.

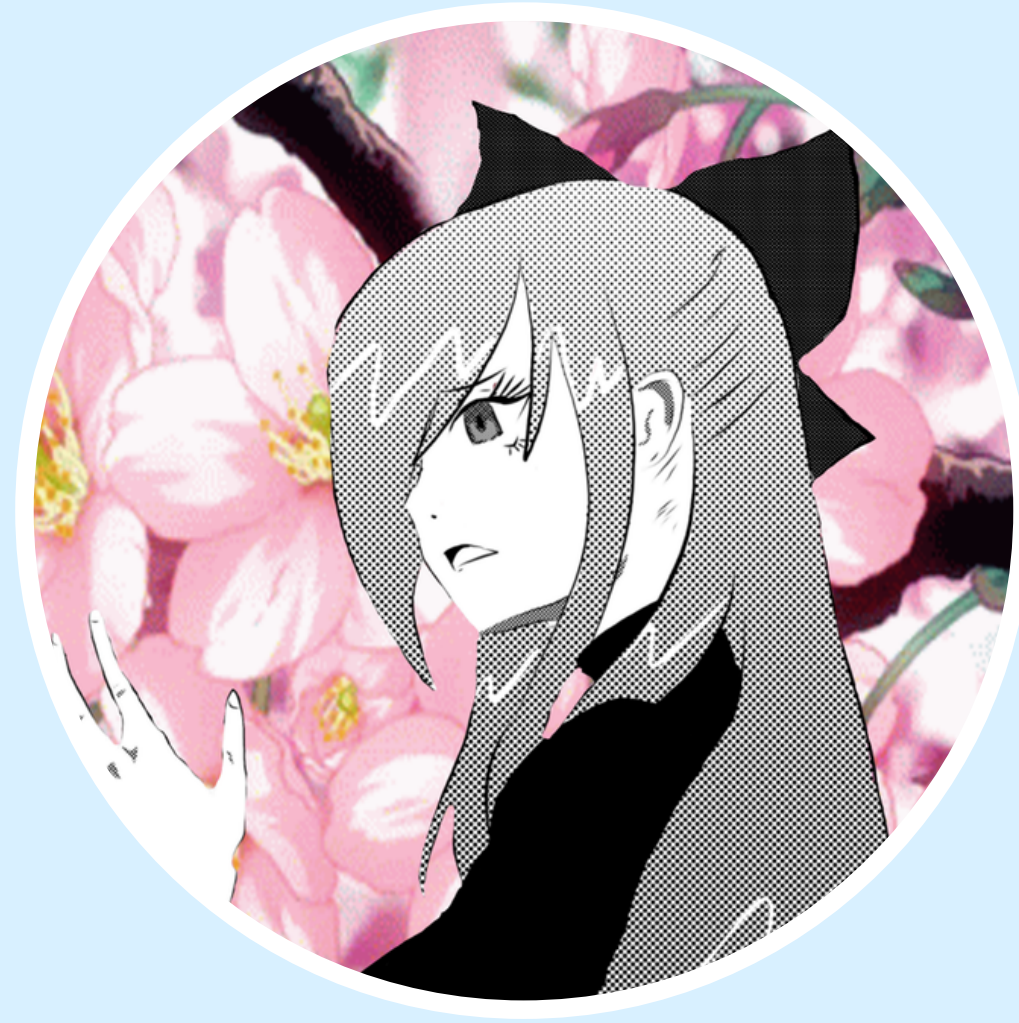


Don't Be Afraid to Be Annoying!

It often pays off!

Reach out to convention organizers via social media/email even if the show appears to be sold out. Chances are that there are artist slot dropouts and organizers will look to fill that slot. By contacting them, you can raise your chances of being put on the waitlist or even be offered a last-minute table sometimes at a discounted price.





Applications

Elaborate on what you want to discuss.

First Come First Serve

The earlier you submit your application and pay for it, the higher your chances of getting a slot. Once the organizers confirm your application, based on available slots and other applicants, your spot is locked in. These slots fill up quickly.

Juried Application

Involves a convention committee overseeing the selection process. The committee carefully evaluates applications to curate a diverse and high-quality artist alley experience. Artists are chosen based on the event's theme, goals, and the representation they can bring to the space. These applications often require artists to provide more detailed information, such as portfolio samples. The committee reviews and compares submissions before selecting their pool of artists.

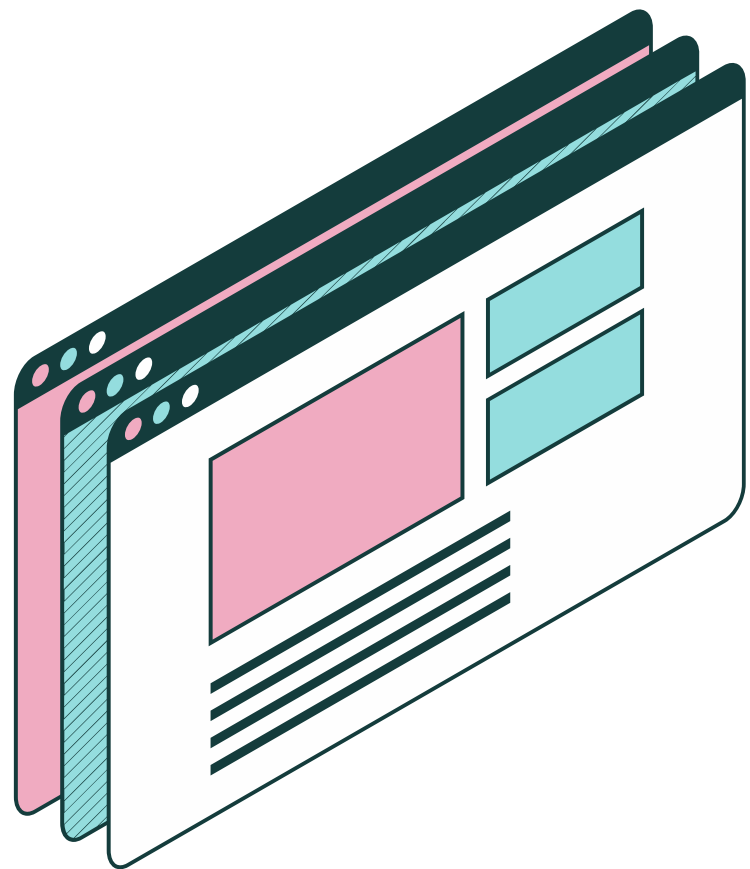
Application Process Juried:

Fill out Information

Fill out the application with your information.

Submit your Portfolio/Website

Submit requested samples of your work if requested.



What to Submit:

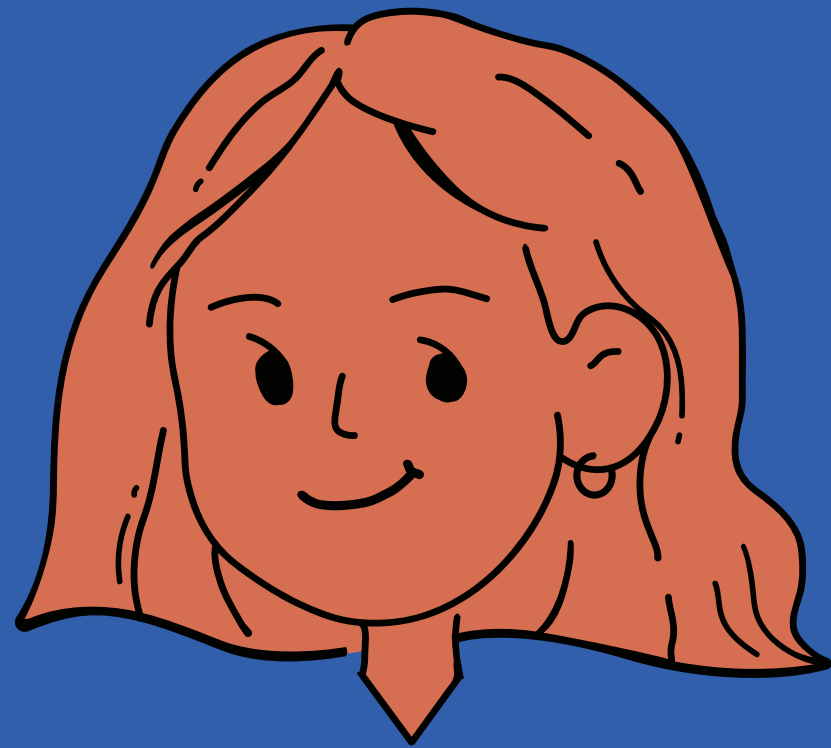
Jurors seek clear and concise examples of your work and products. It's ideal to have a dedicated platform for this purpose. Avoid relying solely on social media, like Instagram, as it may not fully showcase your products, especially if you have various content. Consider using platforms like Etsy, Threadless, Red Bubble, Ko-fi shops, or creating a merchandise page or store on your website. This ensures a focused presentation of your artwork and products to impress the jurors.



No Shop? Website? No Problem

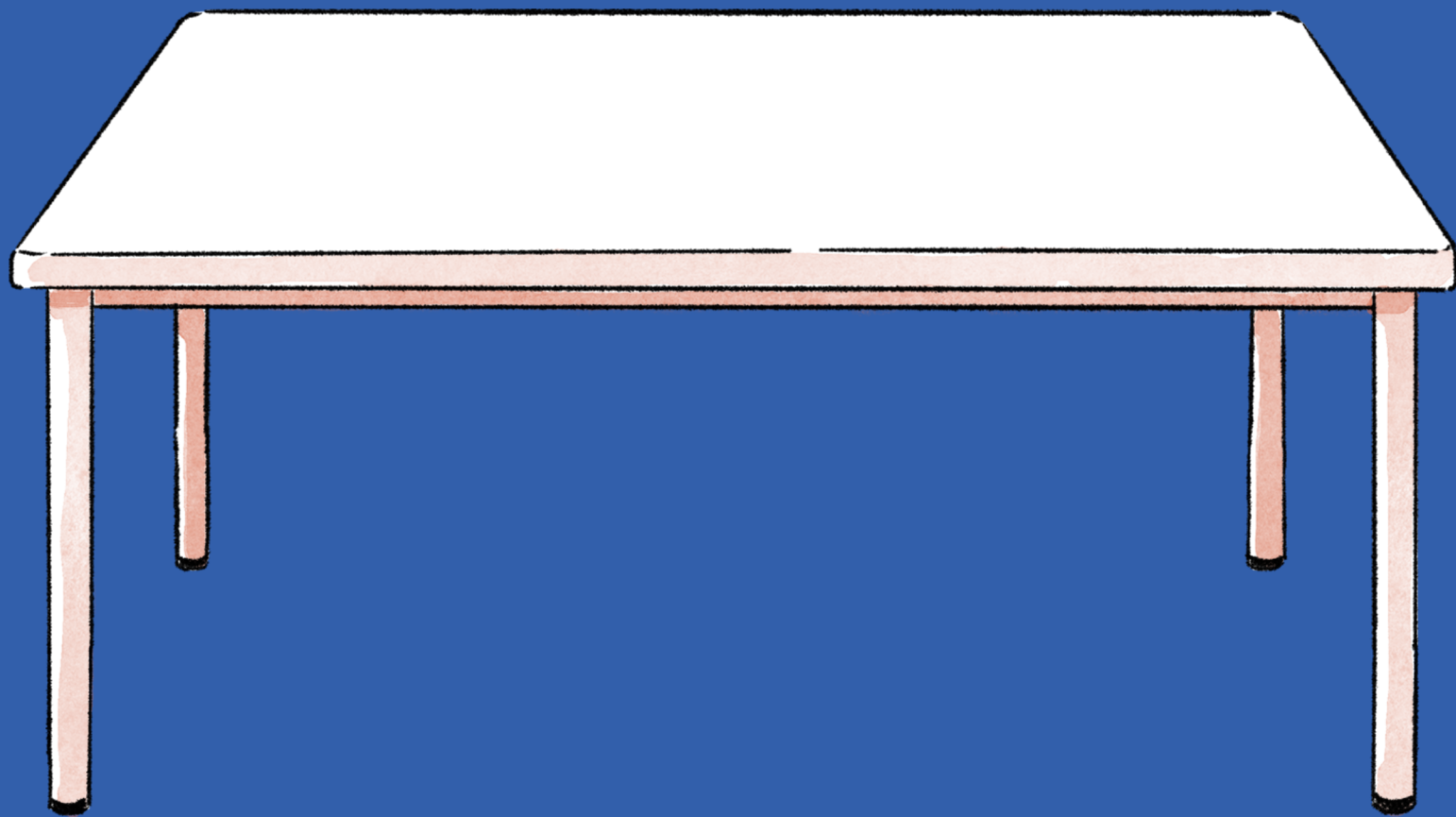


Showcase your art on free portfolio platforms! Take clear product photos, upload them, and name them for the convention's artist alley application (e.g., "AniTomo Artist Alley Application 2023"). Submit the link. You can also create a PDF compilation with clear descriptions and costs. Present your work professionally and comprehensively.



Tabled before?

If you have tabled before, provide photo examples of your previous setups. You can also create a mock-up at home to showcase your products. Note: Some conventions may not accept drawn/digital mock-ups, so check their guidelines. When in doubt, ask for clarification!



Free Portfolio Platforms:

Please see the following below

Behance

<https://www.behance.net/>

Tumblr

<https://www.tumblr.com/>

Alley Application Examples

Behance:

Jessica Blake: Behance

<https://www.behance.net/gallery/141206263/Artist-alley-original-artwork-commission-portfolio>

<https://www.behance.net/gallery/47351303/Artist-alley-fanart-portfolio>

Laura Frick Behance

<https://www.behance.net/gallery/70891373/Artist-Alley-Portfolio-2018>

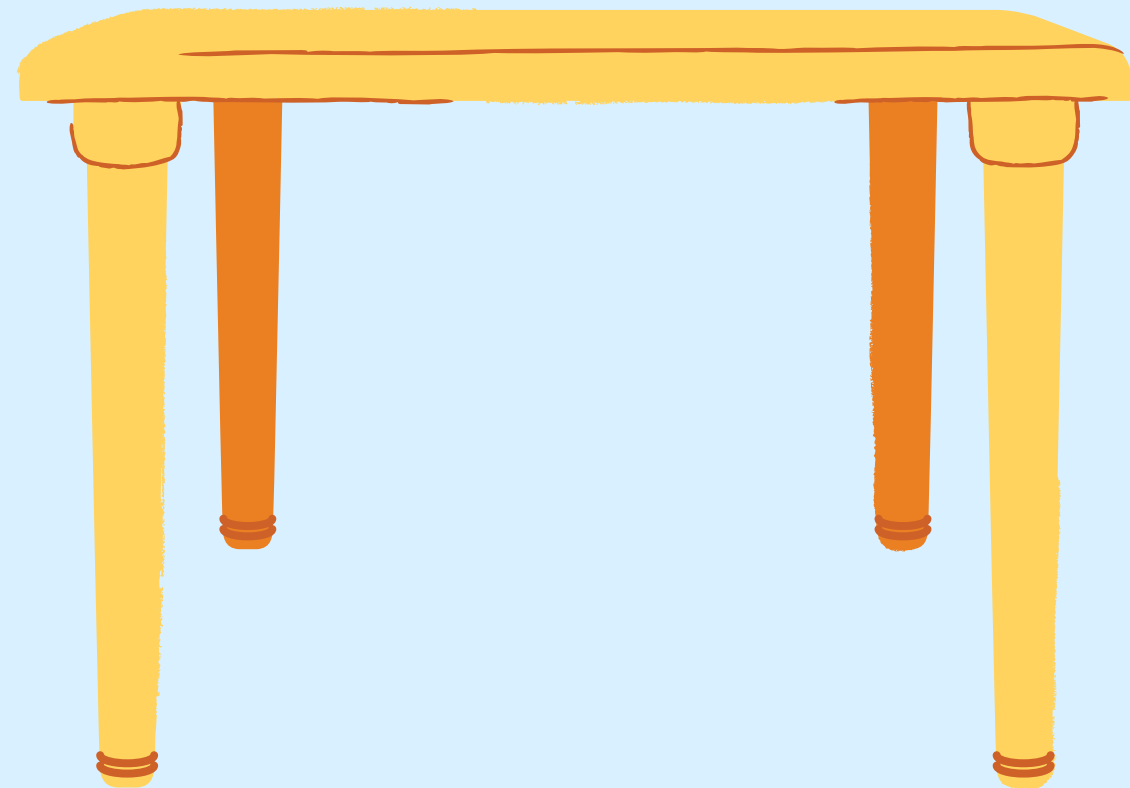


Tables & Set Up

The Art of Tabling

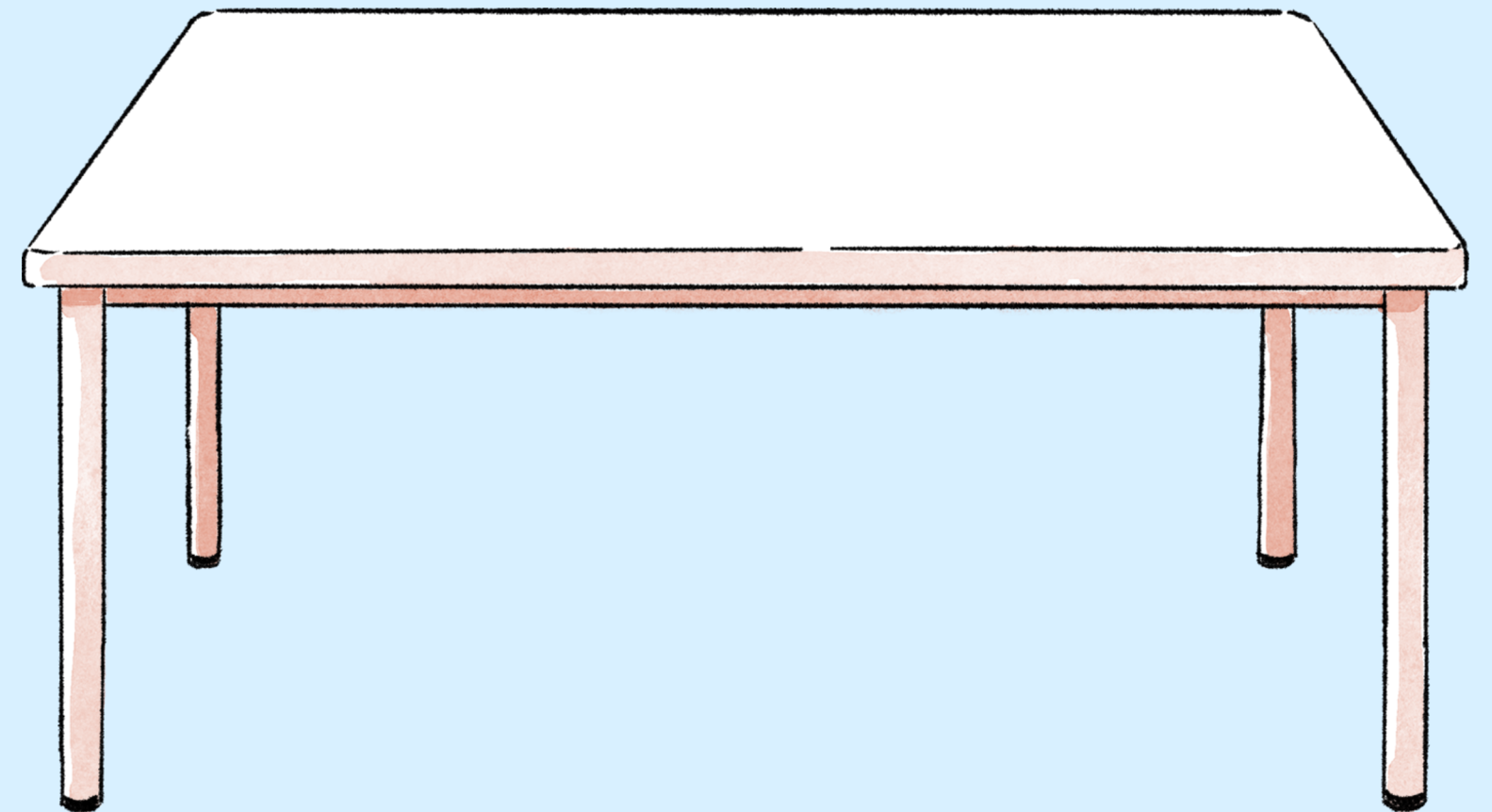
4Ft Table

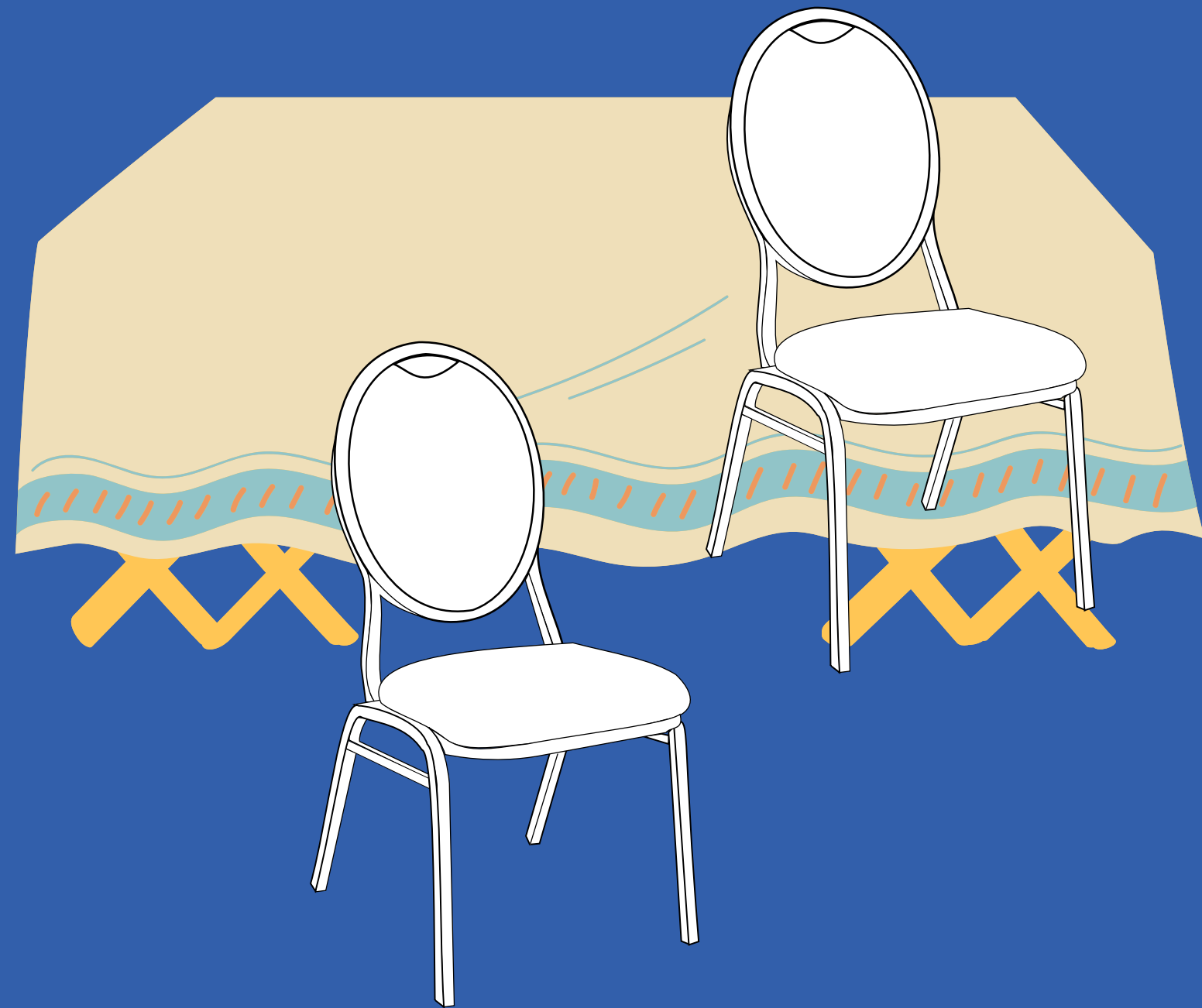
Typically suited for smaller conventions or artists with a limited inventory.



6 Ft Table

Typically suited for smaller conventions or artists with a limited inventory.





Tables often include 2 chairs, 2 badges, and sometimes tablecloths in the artist alley submission fee. Additional chairs may require extra payment, usually equivalent to a badge or half its price. It's best to discuss these details with the convention organizer.

Read Application Guidelines

While most of this information can be found in the artist alley application, if anything is unclear, don't hesitate to ask! Here are some helpful prompts for your questions:

- What's the policy on extra chairs?
- Are table clothes included?
- Am I allowed Helpers/Volunteers? how many?
- What's the deadline for application deposits if chosen?

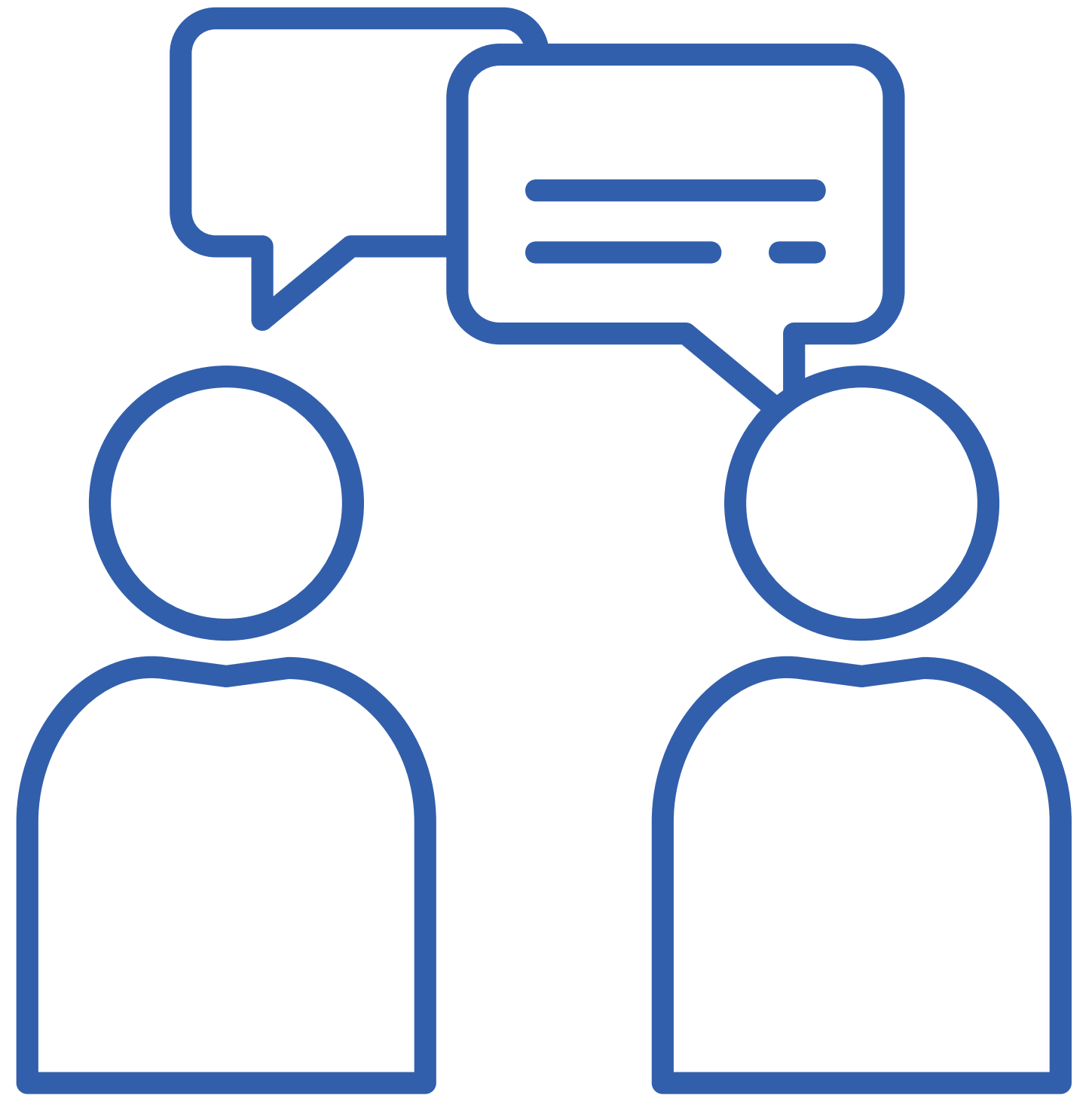


Table Strategy



Plan Your Table set up

Dedicate a day/evening to mock up your table setup and capture detailed photos. This way, when you arrive at the event, you'll have a clear plan in mind, preventing last-minute confusion and ensuring a smooth setup process.



Packing

Ideally, a full day before the convention to pack all the necessary supplies and merchandise for the event. Being well-prepared ensures a smooth and organized experience.



Payment Options:

Before the convention, ensure you have your payment methods covered: cash and card are the rule of thumb. Accept card payments through peer-to-peer contact apps like Venmo, Cash App, or Square for added convenience.

More on Money:



- Ideally, bring \$150 in cash, including a mix of \$5s, \$10s, and \$20s denominations.
- Carry your cash on you at all times I ideally in a fanny pack in our pouch you can stash by you.
- Carry a card reader for digital transactions. Sign up for the Square app to get a free card reader, allowing you to accept payments conveniently and securely.

Resources for Digital payment:



Paypal



Square App



Cash App



Venmo App



That's A Wrap!

This Presentation is available as a downloadable PDF!
grab it on the Magna Ax website!
MagnaAx.com/about

Check out my Manga series Magna Ax!
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