

Dear Artist Alley Participant,

SHERLOCKED USA is thrilled to host our very first Artist Alley! This packet will detail everything you need to know about how to sign up and all requirements to participate in the Artist Alley

The SHERLOCKED Artist Alley is a place for both amateur and professional artists to display and sell their original Sherlock artwork and crafts.

Please read through this packet carefully as it contains very important information about participating in the Artist Alley as well as an FAQ section to further assist you in the process. All artists (and their helpers) are expected to abide by the rules and standards outlined in this packet. Standard Terms and Conditions are included in this packet for future reference and agreed upon purchasing an Artist Alley Table.

If you've any additional questions, please email: Enquiries@sherlocked.com

The game is on! We look forward to seeing you at SHERLOCKED USA 2017!

Artist Alley Team
SHERLOCKED USA 2017

SHERLOCKED Artist Alley Guidelines

- **All artwork/merchandise sold at the table must be Sherlock related**
- **Artist must monitor and secure their merchandise, SHERLOCKED USA & Massive Events are not responsible for any theft during the run of the convention.**
- **SHERLOCKED is a family-friendly event and there will be children around, absolutely NO EROTICA is permitted. Violators will be removed from the Artist Alley with no refund.**
- **Absolutely no consumable such as food or drinks may be sold**
- **No weapons or firearms may be sold**
- **Only Artist Alley pass holders are permitted behind the table.**
- **All work must be the work of the artist, see "Selling by Proxy" note below for further details on selling for another artist.**
- **Sellers permit must be printed and available on demand.**
- **Artists are permitted to split tables with other artists, granted that the other artist has obtained their own separate sellers permit. The table must be bought under the primary table holders name and the handling of funds is decided between the primary artist and secondary artist. Massive Events is not responsible for any funds not paid to the Primary Artist from the Secondary Artist.**
- **All artists are permitted 1 helper but helper must purchase a general admission ticket to the event.**
- **Artist Alley Passes are non-refundable**

- **You must be 18+ by the date of the event in order to purchase an Artist Alley pass. 16+ are permitted if accompanied by an adult.**
- **Please thoroughly read through the Terms and Conditions, by purchasing an Artist Alley Pass you are agreeing to these Terms and Conditions.**

Deadlines

Artist Alley Registration Deadline	May 12th 2017
CA Seller's Permit Deadline	May 12th 2017
Merch Approval Deadline	May 12th 2017

How to Register

- 1. Purchase a General Weekend pass and Artist Alley Pass from the Eventbrite page**
- 2. Email Enquiries@sherlocked.com with the following information:**
 - **First & Last Name**
 - **Artist Name**
 - **Eventbrite AA Ticket Number**
- 3. Attach a PDF of all merchandise you plan to sell by May 12th 2017 to Enquiries@sherlocked.com with your AA ticket number included.**
- 4. You will not be permitted to set up your table until a Merch Approval has been submitted.**
- 5. Submit a digital copy of your CA Sellers Permit by May 12th 2017 to Enquiries@sherlocked.com**
- 6. You will receive an emailed confirmation of your acceptance into the SHERLOCKED USA Artist Alley. Bring a copy of this email when picking up your badges.**

FAILURE TO SUBMIT A CA SELLERS PERMIT BY THE DEADLINE WILL RESULT IN THE LOSS OF YOUR TABLE.

1. Artist Alley Table Packages and Additional Artist Alley Passes:

Artist Alley Package

- One (1) 2'x6' and 2.5' high table (skirt not included)
- One (1) Artist Alley Pass for the primary artist
- Two (2) Chairs

2. Additional Artist Alley Passes

A maximum of two (2) Artist Alley participants behind each table at all times. If the artist would like to have a helper, the helper must first purchase a weekend pass then contact us at Enquiries@sherlocked.com where their information will be collected and they will be registered as the artist's helper.

3. All participants behind an Artist Alley table must have an Artist Alley Pass.

Only individuals with Artist Alley Passes are permitted behind tables in Artist Alley at all times, including set-up and break-down hours.

Table Assignments

1. Artist will be given their table assignments when they check-in.
2. If the artist needs to relocate their table please speak with an Artist Alley Volunteer prior to the event hall opening. We will do our best to accommodate the artist within reason.

CALIFORNIA SELLER'S PERMIT

California Seller's Permit numbers must be emailed to Enquiries@sherlocked.com no later than May 12th 2017 . By law, any individual selling items in the state of California must have a California Seller's Permit. The permit is free and easy to obtain. You may apply for a permit online, by mail, or in person at one of the Board of Equalization field offices.

SHERLOCKED Artist Alley requires that all primary and subsidiary artists provide a seller's permit number in order to complete their registration. Additionally, all artists must keep either a paper or electronic copy of each California Seller's Permit at their table according to state policy.

The online application can be found at the California Board of Equalization website. (<http://www.boe.ca.gov>).

Refund Policy and Transfers

Artist Alley Passes are Non-refundable

Rule Violations

During the convention, Artist Alley Volunteers will be enforcing Artist Alley Table Display and Sales Policies with the Two Strike Rule. Any tables that fail to adhere to these policies will be subject to eviction.

1. In the event an Artist Alley participant is presented with a written warning, they will be given time to rectify the issue. A second offence will lead to an expulsion of the entire table's participants from Artist Alley. Passes will be confiscated and reports will be made to remove any individuals from participating in future years.
2. Please note that actions will not only affect the offending participant, but will also apply to all participants (primary artist, subsidiary artists, and helpers) at the table
3. Erotica of any kind is strictly forbidden and if an artist is found to be distributing or selling erotic material within SHERLOCKED Artist Alley or within the SHERLOCKED

convention centre said material will be removed and disposed of and artist will be removed from the SHERLOCKED Artist Alley with no refund.

Sales Policy

Artist Alley exists to promote and celebrate original artwork by fans of Sir Arthur Conan Doyle's fictional detective stories of Sherlock Holmes. We encourage original prints, comics, 'zines, and crafts. Below are guidelines and restrictions on what may and may not be sold in Artist Alley. Any artists who are non-compliant to the sales policies are subject to the 2 Strike Rule.

Bootleg Merchandise, Grey Market Goods and Pseudo-Merchandise

Bootleg or counterfeit merchandise which are products that are considered to be illegitimate, pirated or illegal, are strictly prohibited at SHERLOCKED USA.

Grey market goods, also known as parallel imports, are genuine products protected by copyright, trade mark or patent rights that are imported into a country without the authority of the IP rights owner in that country, are strictly prohibited.

Pseudo-merchandise (items that, intentionally or not, directly compete with licensed merchandise available in the Exhibit Hall or elsewhere) is also strictly prohibited. Pseudo-merchandise includes items such as, but not limited to, cosplay props and costumes, cosplay weapons, T-shirts, buttons, keychains, and cell phone straps that are similar to existing licensed merchandise. Please do your research before getting to work. A general rule to follow is to avoid using fan art of any type of T-shirts, bags, buttons, stickers, keychains, and like items.

Artists caught selling bootleg or counterfeit merchandise, grey market goods will be immediately expelled from the Artist Alley and disqualified from any convention run by Massive Events.

Artists found to be selling pseudo-merchandise will be issued a warning and asked to remove the item(s) from the table for the remainder of the convention. Artists will receive only one warning for pseudomercandise—continued breach of contract will lead to immediate expulsion from the Artist Alley. Massive Events will not issue a refund for table space or passes.

Adult Material and Erotica

Absolutely no adult material or erotica is permitted in the artist alley. If artists are caught selling Adult Material or Erotica, regardless if the buyer is of legal age, the artist will be immediately expelled from the Artist Alley and disqualified from any convention or event run by Massive Events. Massive Events will not issue a refund for table spaces or passes.

Proxy Selling

To avoid conflicts and minimise chances of artwork being pirated, there is no proxy selling permitted. If the artist is found to be selling the work of another artist, they will be asked to remove the work from the table and will be given a warning. If the artist does not comply

they will be expelled from the Artist Alley. Collaborative works, such as anthologies, would be an exception to this rule.

Body Art, Henna Tattoos, and Service Type Business

Henna tattoos, face painting, and other work expressing art on a person's body is prohibited in Artist Alley

Table Display Policy

Extra Goods and Supplies

1. All sale items, goods, and supplies must fit on or under your table. You must keep your own items on your table and not "spill" onto any tables or areas next to you. This includes additional displays, boxes, clothing, etc.
2. Items may NOT be stored on the floor behind your chair or against any walls. The pathway behind tables must be kept completely clear. Artist Alley Volunteers and Artist Alley participants must be able to pass through aisles to get to the end of the rows unimpeded. Any additional supplies or merchandise must be kept under your table.

People behind the table

1. Only two (2) chairs and individuals may be behind the table at any time. You may not take or borrow chairs from any other tables.
2. Primary artists, subsidiary artists, and helpers must have their own Artist Alley Pass to be behind the table. Individuals without an Artist Alley Pass or "borrowing" a pass will be asked to leave.

Signage and Display Limitations

1. All signage and displays must be less than 7 feet 6 inches (7' 6") inches from the floor.
2. Tables at the end of aisles may NOT use stands to display art that spill into the walkway or aisles for attendees and artists.
3. Stands and displays cannot extend beyond the confines of your table. Tripods and displays must not extend beyond the bounds of your table(s), meaning you cannot display items behind your table.
4. Use of table clamps to secure signage is permitted under the discretion of Artist Alley Volunteers.

Prohibited Items

1. Weapons: Swords, guns, and any projectile items are prohibited.
2. Lighted candles or incense: Do not make your table a fire hazard.
3. Industrial machines and volatile/flammable Liquids: Do not bring industrial machines, aerosol cans, airbrushes, or any other supplies or equipment that could be potentially harmful, dangerous, or noisy.
4. Objects and items that will obstruct the flow of traffic in the aisles: Objects included are chairs, easels, boxes, clothes racks, table coverings, etc. Table coverings that drape into aisles should be tucked in and not out for someone to trip on. No items may be on the floor in front of your table.

5. Unsteady overhead displays: Overhead displays that are determined to be unsteady by Artist Alley Volunteers must be taken down and not put up again during the course of the convention. Please make sure that your overhead displays are secure BEFORE you bring them and set them up. If they sway with a gust of wind, then they are not safe. Displays must also not exceed 7' 6" in height when measured from the floor.

6. Music: Please be respectful of Artist Alley Volunteers, attendees, and fellow Artist Alley participants by not playing music or other audio through speakers or with instruments.

Artist Alley Terms and Conditions

For your reference, below is the Terms and Conditions agreed upon the purchase of Table Packages and/or Additional Badges.

1. Defined Terms

By contracting to rent an artist table at SHERLOCKED USA 2017 and by exhibiting your art at SHERLOCKED's Artist Alley, you agree to abide by these Standard Terms and Conditions (the "Standard Terms"). The "Event" means SHERLOCKED USA, currently scheduled May 26th - May 28th 2017 ("Event Dates") at the Marriot LAX ("Show Facility").

The Event is owned,

produced, and managed by Massive Events and its authorized representatives. "Artist" means: (i) the artist, (ii) the artist's company, (iii) those staffing the artist's table or otherwise acting as artist's representative or agent with regard to the Event; (iv) any other entity or person that applied for artist space rental and signed this contract for artist; and (v) each of artist's owners, officers, directors, members, shareholders, employees, contractors, agents, representatives, and invitees. Artist Alley Packet and Regulations are rules and regulations for Artists. "Minor" means a person under 18 years old. Artists are fully responsible for verifying age where applicable.

2. Qualifications of Artist

To participate in Artist Alley, Artist must purchase a SHERLOCKED USA 2017 Artist Alley Table Package. Massive Events, in its sole discretion, has the right to determine whether a prospective artist is eligible to participate in the Event. Applicants must submit information about the art that they intend to exhibit.

3. Payment Terms

(a) Artist must pay one hundred percent (100%) of the total SHERLOCKED USA 2017 Artist Alley Table Package fee immediately upon applying for Artist Alley on-line.

4. Table Space Occupancy

Show Masters has sole discretion to designate hours and dates for installing, occupying, and dismantling tables. If Artist fails to install its display in its assigned space by one hour before the Event opens or leaves its space unattended during the Event hours, Show Masters shall have the right to take possession of the space and no refund

will be due to Artist. Artist may not dismantle the display until the Event is officially closed by Show Masters.

5. Artist Alley Passes

Provided the Artist has paid in full on time, the Artist shall receive one (1) Artist Alley Pass for either the One Table or Two Table Artist Alley Table Packages, which badge shall be for the primary artist only. Regular badges to SHERLOCKED USA do NOT provide access to Artist Alley during setup and take-down hours, and do NOT provide permission to sit behind an Artist Alley table. No parking vouchers or parking passes are available.

6. Conduct at Event and Table

Artist shall conduct itself at all times in accord with normal standards of decorum and good taste at an event open to minors. All exhibits shall display products or services in a tasteful manner as determined in Massive Event's sole discretion. Live animals (excluding service animals), nudity, partial nudity, carnival-type attractions, and gambling are prohibited. Advertising distributions must be made only from within Artist's table. The aisles, passageways, and overhead spaces remain strictly under control of Massive Events. Those staffing the Artist's table or otherwise acting as its representative or agent with regard to the Event must remain within the Artist's table while working. Artist's displays must be arranged so that table visitors do not block aisles.

7. Fire and Safety Laws

Artist shall comply with all federal, state, and local fire and safety laws at all times. Artist is solely responsible for ensuring its compliance with such fire and safety laws.

8. Anti-Piracy Policy/Grey Market Goods

Sale, distribution, or display of "Infringing Content" is strictly prohibited at the Event. "Infringing Content" is material that violates any copyright, trademark, patent, trade secret, privacy or publicity rights, or is defamatory to or violates the privacy, of any person or entity, such as but not limited to pirated, grey market, unlicensed, or bootlegged products, merchandise, costumes, characters or art work. Artist represents and warrants that its table shall not contain, display, sell, distribute or make available any Infringing Content, and that the Artist shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event.

9. Products Permitted at Artist Alley

All items on sale and display must be the original creation of the Artist. Artist shall not sell or display any official products or merchandise of any anime, manga, video game, television show, movie, etc., regardless of whether Artist has a license from the Intellectual Property holder to do so.

10. Weapons and Adult Material

No firearms or weapons of any kind may be sold at Artist Alley. Absolutely no Adult Material or any type of Erotica is permitted, artists found to be selling such items may be removed from the Artist Alley.

11. Listings & Promotional Materials

Artist expressly grants to Massive Events a fully paid, perpetual nonexclusive license to display, reproduce, and distribute company and product information, names, logos, trademarks, copyrighted materials, voices, and likenesses owned by or licensed to Artist in any Event directory and promotional materials. Massive Events will not be liable for any errors in any listing or descriptions or for omitting any Artist from any such directory or promotional material. Artist gives Massive Events permission to take still photographs and moving sound and audiovisual recordings of Artist, Artist's table space, and Artist's personnel during, before or after the open hours of the Event in any manner or medium now known or later discovered (the "Massive Events Recordings"). Massive Events shall own the copyrights in the Massive Events Recordings (including any extensions and renewals thereof) throughout the world, in perpetuity.

12. Care of Show Facility

Artist shall promptly pay for any and all damages caused by Artist to the Show Facility or associated facilities, table equipment, or the property of others. Artist may not sell food or drink or give away free samples of food or drink in the Show Facility. Massive Events reserves the right to cause Artist to immediately cease all distribution of food and drink, even free samples, at Massive Event's sole discretion.

13. Permits and Taxes

Artist shall obtain any licenses, permits, or approvals ("Permits") under federal, state, or local law applicable to its activities at the Event at its sole expense. Artist shall obtain any necessary tax identification numbers and permits and shall be solely responsible for paying all taxes, including but not limited to sales taxes, license fees, use fees, or other fees, charges, levies, or penalties that become due to any governmental authority in connection with its activities at the Event.

14. Artist's Assumption of Risks

Artist expressly assumes all risks and liabilities arising from or related to Artist's participation, acts or omissions at the Event, including without limitation, all risks of harm or loss of any kind suffered by anyone attending, producing, organizing or affiliated with the Event, the Exhibit Facility, and the City of Los Angeles (the "City"), which risks include but are not limited to theft, harm, damage or injury to a person (including death), property, intellectual property, copyrights, trademarks, business, or profits, from whatever cause or source. Artist is solely and exclusively responsible for its property and any theft, damage, or other loss to Artist's property (whether or not stored in any courtesy storage area, including without limitation any subrogation claims by an insurer). The Massive Events, the

Exhibit Facility, and the City of Los Angeles (collectively, the "Releasees") have no responsibility or liability, nor is a bailment created, for property delivered by or to Artist.

15. Release and Indemnification

Artist hereby completely releases and shall indemnify, defend, discharge, and hold harmless the Releasees, individually and collectively, and their present and former officers, directors, shareholders, partners, members, affiliates, employees, agents, representatives, sponsors, funders, attendees, insurers, attorneys, and predecessors, assignees and successors of each of them, from any and all demands, damages, losses, liabilities, causes of action, lawsuits, counter-claims, obligations, contracts, indemnities, contributions, suits, debts, sums, attorneys' fees, and claims of every kind or nature, whether known or unknown, in law, equity, or otherwise that either may now have or have had or that may hereafter accrue, individually, collectively, or otherwise in connection with, relating to or arising from Artist's participation in the Event. This Section 15 applies to, without limitation: (a) any debt owed by Artist or breach by Artist of any agreements, covenants, promises or other obligations to third parties; (b) any matter for which Artist is responsible under this Agreement; (c) any third party claim for infringement of any patent, copyright, trademark, trade secret, or other proprietary right; (d) any defamation or similar claim; and (e) harm or injury (including death) to any person or third party. Artist shall not settle or compromise any claims against any Releasee without that Releasee's prior written consent.

16. Waiver

Artist acknowledges the possibility that, after signing this Agreement, Artist may discover facts or incur or suffer claims that were unknown or unsuspected at the time this Agreement was executed, and which if known by Artist at that time may have materially affected Artist's decision to sign this Agreement. Artist acknowledges and agrees that Artist is assuming any risk of such unknown facts and such unknown and unsuspected claims. Artist has been advised of the existence of Section 1542 of the California Civil Code ("Section 1542"), which provides: A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOUR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR. Notwithstanding such provisions, Artist knowingly and voluntarily waives the provisions of Section 1542, as well as any other statute, law, or rule of similar effect. This release does not apply to acts of gross negligence or intentional or wilful misconduct on the part of the Releasees, to the fullest extent permitted by law.

17. Limitation of Liability

UNDER NO CIRCUMSTANCES WILL ANY RELEASEE BE LIABLE FOR ANY LOST PROFITS OR ANY INCIDENTAL, SPECIAL, INDIRECT, PUNITIVE, OR CONSEQUENTIAL DAMAGES WHATSOEVER, WHETHER OR NOT IT HAS BEEN

INFORMED OF THE POSSIBILITY OF ANY LOST PROFITS OR DAMAGES. The maximum liability of any Releasee will not, under any circumstance, exceed the amount actually paid to Massive Events by Artist for table space rental under this Agreement. Massive Events makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or any other matters.

18. Compliance with Laws

Artist shall comply with all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Show Facility (including, without limitation, copyrights, trademarks, and any union labor work rules, and PCI compliance). Noncompliance with this Section may result in immediate removal of the Artist.

19. Cancellation by Artist

There shall be no refunds for cancellation of Artist Alley Passes or additional passes. If Artist fails to staff its table through the end of the Event or otherwise forfeits its table for violating this contract, Artist remains obligated to pay in full for all Artist Table Packages ordered in this contract, and Massive Events may retain all payments already received, regardless of whether Massive Events resells or otherwise reassigns canceled or forfeited tables. Massive Events reserves the right to resell or otherwise reassign canceled or forfeited tables.

20. Restriction or Termination by Massive Events

Massive Events may restrict or remove any table that Massive Events, in its sole discretion, believes is objectionable, inappropriate or illegal. If Massive Events restricts or removes such a table, no refund will be due to Artist. Massive Events may also terminate this contract effective upon written notice of termination if Artist (1) breaches any of its obligations under the contract or (2) is adjudicated as insolvent, declares bankruptcy, or files or has filed against it, any petition in bankruptcy, or fails to continue its business. In either of these cases, Massive Events shall have no obligations, expressed or implied, to refund any payments previously made.