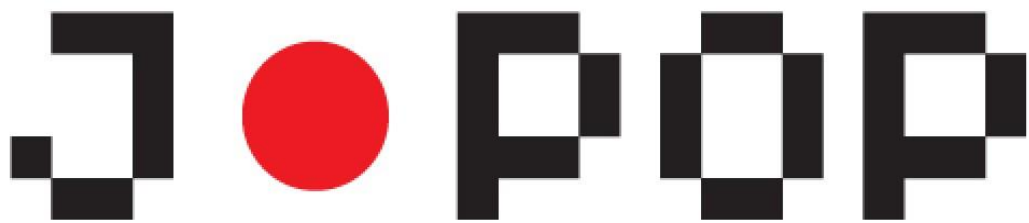


Vendor rules and regulations

V2026.01



STICHTING PROMOTIE JAPANESE POPCULTUUR

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The main rules

1. AnimeCon reserves the right to restrict the display and sale of any merchandise that we deem inappropriate. Counterfeit merchandise and items with unspecified manufacturing origins are not permitted. AnimeCon will investigate all reports of such items and cross-reference materials in question with guidelines and examples provided by websites of the manufacturers and any other means of communication.
Any vendor caught selling or displaying such items will be asked to stop selling and remove said items from sale. Non-compliance may result in removal from the convention with no refunds given.
Please refer to the list of prohibited and restricted items below for details.
2. Music and audio displays are permitted but should be maintained at a reasonable volume. The staff reserves the right to request volume adjustments for any reason. Any music played should be age appropriate. As this is a family-friendly convention, please avoid playing music that contains profanity.
3. All vendors are fully and solely responsible for their property while on the convention site during and after exhibition hours. It is recommended that vendors obtain adequate insurance to cover loss damage or liability. Neither AnimeCon nor its staff will be responsible for any injury, loss, or damage that may occur to the vendor, vendor's associates, or property for any reason.
4. Displays and Merchandise are confined to the area assigned. Significantly disregarding the allotted space, shifting the space, or moving the booths of other vendors (empty or not) is strictly forbidden. If you are caught breaking this rule, you will be tasked to move your displays/merchandise regardless of time or effort needed to correct it.
5. Flyer distribution is permitted exclusively at your own booth, provided prior authorization has been obtained from our staff. Permission for flyer distribution may be granted if it does not lead to security concerns, such as littering of the floor.
The distribution of stickers is strictly prohibited, and your company or organization will be held liable for any damages resulting from stickers being affixed in inappropriate locations.

6. It is not allowed to attach anything to any part of the building without our prior consent. We can provide poster strips and other attachment methods where needed.
Not adhering to these rules means you are liable for any resulting damages. Banners can be rigged at an additional price as banners may only be rigged by a third party. Please contact us beforehand for further information.
7. All vendors are required to keep their booths staffed and open during the opening times of the Dealer Room.
8. Booth sharing is strictly prohibited. Each vendor must place their own order with us. If a vendor is found sharing their booth with another unregistered vendor, both parties may face removal from the festival.
9. No individual or entity shall be granted exclusive rights to sell any specific item or category of items. However, AnimeCon reserves the right to regulate the number of vendors offering similar types of merchandise.
10. Safety is our top priority. It is mandatory to adhere to all safety instructions provided by our staff, the location staff, security personnel, the fire department, and any other safety inspector. Non-compliance will result in removal from the festival without any refunds for tables, tickets, hotel accommodations, missed sales, or any related damages.
At all times consider that:
 - Access to emergency exits and safety equipment may never be blocked.
 - The paths between booths must remain open (and at least 3,5m wide).
 - Large banners and posters must be fireproofed. An official certificate is required.
11. AnimeCon reserves the right to decline applications for reasons that extend beyond the written rules and regulations.

Prohibited Items. Items that you are not allowed to sell at AnimeCon

Below is a list of items that are strictly prohibited for sale at AnimeCon under any circumstances. Vendors found in violation will be required to remove these items immediately or face the closure of their booth and removal from the festival without reimbursement of incurred costs.

Counterfeit/Unofficial/Non-licensed (Bootleg) merchandise

AnimeCon bans counterfeit merchandise. Dealers may only sell officially licensed products. Specialists will inspect booths and report suspect items. Suspect items must be removed until verified. Non-compliance can lead to removal from the festival without refunds.

Items with unspecified manufacturing origins

All retail items sold at AnimeCon must comply with GPSR regulations. They must include manufacturer, product, and importer information if applicable, and details like ingredients or materials used in manufacturing. For more information, please visit the following website:

<https://ec.europa.eu/safety-gate/#/screen/pages/obligationsForBusinesses>

Vendors unable to provide this information will be refused.

Additionally, items resold from platforms such as Alibaba, Temu, Taobao, etc., are no longer permitted.

Weapons and weapon replicas of any kind

For safety reasons, weapons and replicas, including cosplay props, are not allowed for sale at our event.

Chewing gum

Due to the difficulty of cleaning chewing gum litter without resorting to very aggressive methods, we prohibit the sale of any chewing gum products.

Restricted Items. Items allowed under certain conditions

There are certain items that are subject to extra rules or need express permission of the staff before being allowed to be sold at our event.

Foods and drinks (Consumable products)

We have strict regulations regarding the sale of consumable products due to health, hygiene, and food safety concerns. If you plan to sell consumable products at our event, please notify us in advance about what you intend to sell and how you will display and sell it.

Sales of refrigerated, heated, or fresh consumable products are not permitted within the Dealer room. For those interested in selling fresh consumable products intended for direct consumption at our event, please contact us at catering@animecon.nl to explore the available options.

Furthermore, due to liability considerations, we permit the sale of specific consumable products exclusively by local vendors.

All food and drink items sold in the Dealer room must be provided in closed packaging, and the buyer should be informed not to consume them inside the Dealer room.*

**A paper or plastic bag secured with staples or tape is acceptable.*

Dealers selling consumables not packaged in commercial-grade packaging must have at least one employee with a HACCP certification present.

This requirement also applies to vendors offering samples of their food and drinks.

Signs will be displayed to inform visitors that eating or drinking inside the Dealer room is prohibited.

Samples for tasting are allowed but must be consumed at the booth.

Foods and drinks containing alcohol

Items containing alcohol may be sold in our Dealer room; however, additional regulations are applicable under Dutch law as well as the venue's rules. Alcoholic beverages may only be sold to individuals who are 18 years or older, and anyone under the age of 25 must present a valid ID before making a purchase. Vendors are required to request identification in case of any uncertainty regarding an individual's age. Any fines imposed by authorities due to non-compliance with the ID-check regulations will be directly charged to the vendor in violation. These regulations also extend to sampling.

Alcoholic items bought in the Dealer room must stay unopened on festival grounds. Seal these items after purchase, for example, by sealing the bag before giving it to the buyer.

Important!

Strong alcoholic beverages (above 15% ABV) are subject to additional sales restrictions. Beverages with more than 15% ABV cannot be sold directly to visitors. All products purchased will be collected by the festival crew, and visitors who have bought these products must be informed to pick up their orders from a predetermined location upon leaving the festival.

Cosmetics

You are allowed to sell cosmetics at our event; however, all cosmetics must comply with the European Cosmetics Regulation and the Dutch 2011 Commodities Act Decree cosmetic products.

Cosmetic product labelling must include information such as the manufacturer, the product's effect, quantity, ingredients, conditions of use, warnings, and shelf life.

More information: <https://business.gov.nl/regulation/cosmetic-products/>

Erotic and other explicit material (18+)

We have an 18+ section in the Dealer room for vendors with explicit materials. You can also display all-ages work, but your focus should be on explicit content. Select the 18+ Area option when ordering your booth.

Please provide samples of your work. If you don't have any published publicly, email us samples. We will handle them with full discretion and won't share them without your permission.

We allow sale of explicit items in the regular Dealer room area, but it will have to be obscured and kept out of direct sight of visitors.

**For example: You can put prints inside a binder clearly marked with an 18+ logo or put up a small sign telling them that you can show explicit works upon request.*

Material that is prohibited by Dutch law, is not allowed at our event!

Mystery bags and boxes & Lotteries

The conditions for selling Mystery bags and boxes are:

1. The Dealer room Staff must be informed that you're planning to sell them and must be informed of their contents.
2. All possible Mystery box/bag contents must be known to the buyer beforehand. Whether you hang up a list, set up a display with the possible contents or allow the visitor to take a look inside the box/bag before buying it is completely up to you.
3. The contents of a Mystery box or bag may not deviate from what is displayed. If it isn't on the list or on display, it is not supposed to be in the bag or box, it's that simple.

Lotteries

Lotteries of any kind require prior express and written permission from the staff. There are no specific conditions for lotteries other than compliance with Dutch gambling laws; each request will be evaluated on an individual basis.

3D printed items

The sale of 3D printed items is not prohibited, but it requires our express permission. It is challenging to verify that the design of the 3D print is created by the seller. For instance, previous investigations have revealed many instances where designs were directly sourced from free websites such as Thingiverse and printables.com or based on existing properties.

The following strict conditions apply to the sale of 3D printed items:

Either:

- The designs of the prints must, without any doubt, be your own.
- You must be licensed to reproduce and resell the product and/or its variations. (Have a creator's license)

You are responsible for providing us with evidence.

Furthermore, the resale of prints and designs that incorporate copyrighted materials from other properties, such as self-printed anime, game, or comic figurines, is strictly prohibited.

"Hand-made" items

Applications from vendors who sell "hand-made" items will undergo thorough review. If there are any uncertainties, these vendors will be contacted to provide proof that their items are genuinely hand-made by them, along with information on the materials used and their origins. Additionally, items made with materials bought from platforms such as Alibaba, Temu, Taobao, etc., are no longer permitted.

Rules specifically concerning Artists and artworks

The sale of AI-generated, copied, stolen, or traced media from official or non-original sources is strictly prohibited. Artists found selling such media will be removed from our event and barred from participating in future events organized by Stichting Promotie Japanse Popcultuur.

Fan-made works based on existing properties (Fanart)

At our event, all fanart that complies with our house rules may be sold on a small scale unless we receive a notification from copyright owners requesting its limitation. Upon receiving such a notification, all fanart containing material owned by that party will be subject to our policy against bootleg merchandise. At that point, it will need to be removed and can no longer be sold at our event.

It is important to know that most companies and copyright holders do not permit the (re)sale of fan art derived from their intellectual properties and have issued official public statements to that effect. Those who do permit it have clearly outlined the conditions under which such sales are allowed.

Artworks that feature official emblems, symbols, logos, or other copyrighted insignias are prohibited. When using characters from series, games, or movies, no existing illustrations may be copied or used as templates. Fanart must be created in your own style. Even modified versions of official artworks are not allowed.

You may only sell your own work

You may only art that you and/or your circle or group created, selling works of friends that did not apply or did not get through the selection is strictly forbidden as we see this as a circumvention of the selection process. (Also see: Proxy sellers)

Artist circles, groups and collectives

We will individually assess applications from circles, groups, and collectives applying to our event.

As a guideline, we welcome small collaborative artist circles and groups to apply for a booth at our event. However, larger collectives that operate on a commercial basis are considered proxy sellers and will be refused.

Due to limited space and high demand for artist booths, Artist circles and groups may only order Full booths, Half booths are reserved solely for individual artists.

Proxy sellers

Proxy sellers are companies and individuals who represent certain artists and groups and resell their works at events on their behalf. We classify Proxy sellers as commercial dealers, thus applications from proxy sellers will be refused.

Selling retail items as artist

Artists are not permitted to sell official merchandise. However, they may sell a limited quantity of retail items that are directly related to their craft. Examples include sets of preferred marker brands or pre-packaged crafting materials enabling others to create at home. It is important to note that the primary focus of the booth must be on showcasing and selling the artist's own art and craft products.

If you have some second-hand goods you want to sell, please consider using our Bring & Buy.

Dealers are prohibited from selling fanart.

Fanart is not recognized as official merchandise.

Any fanart sold by dealers will be regarded as bootleg merchandise and must be removed, regardless of whether permission was obtained from the artist for resale or if it was self-created.

Tattooing is not allowed at AnimeCon

Applying permanent tattoos is not permitted at our events as AnimeCon cannot provide the necessary space that meets the hygiene requirements for safe and clean tattooing. Additionally, we believe tattoos require careful consideration rather than spontaneous decisions.

We do allow Tattoo artists to participate as an artist to show and sell their own art, and to promote as well as make appointments for their own studio.

Furthermore, applying temporary body art such as henna or airbrush tattoos, face paint, and other forms of artistic expression on a person's body is not permitted in the Dealer Room. For alternative options, please reach out to our colleagues at EXP Plaza. (expplaza@animecon.nl)

Changelog

2023 – First release

2024 – Amended and added rules

25-02-2025 – Rewritten several rules to make them easier to understand.

- Rule added requiring new vendors to provide a website/webshop
- Rule added specifying our right to deny applications
- Addendum added disallowing merchandise with unspecified origins
- Addendum added about tattooing at our event

06-05-2025 – Amended the “Artist circle” rule allowing smaller Artist circles and groups to attend AnimeCon again.

- Addendum added about “Hand-made” items.