



Vendor rules and regulations

V2027.01

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Scope and Definitions

Scope. These rules apply to every vendor, artist, representative, employee, and assistant operating a booth at AnimeCon. By applying for or operating a booth, each participant agrees to comply with these rules and all instructions issued by authorised staff.

Contractual status and precedence. These rules form part of the agreement between AnimeCon and each accepted participant when they are provided before or at the conclusion of that agreement. If these rules conflict with mandatory law, the event permit, venue requirements, or a written instruction from a competent authority, the higher-ranking requirement prevails. If they conflict with AnimeCon's order or participation terms, those terms prevail unless AnimeCon confirms otherwise in writing.

Applicable law. These rules are governed by Dutch law. Nothing in these rules excludes or limits rights, remedies, or liabilities that cannot lawfully be excluded or limited. AnimeCon approval does not replace any licence, permit, registration, consent, or legal obligation imposed on a participant.

- **Vendor:** any registered commercial seller operating a booth.
- **Artist:** an accepted creator selling work made by that creator or accepted group.
- **AnimeCon staff:** authorised AnimeCon personnel, venue personnel, security staff, emergency services, and safety inspectors acting within their responsibilities.
- **Event:** AnimeCon, including the Dealer Room and other areas controlled by AnimeCon.
- **Must** and **must not** indicate mandatory requirements; **may** indicates discretion.

General Rules

1. **Merchandise approval.** AnimeCon may restrict the display or sale of merchandise that is unlawful, unsafe, counterfeit, of unverifiable origin, or otherwise inconsistent with these rules. Vendors must remove any questioned item until AnimeCon confirms that it may be sold. Any further measure will be determined under the Compliance and Enforcement section.
Please refer to the list of prohibited and restricted items below for details.
2. **Audio.** Music and audio displays must remain at a volume that does not disrupt visitors, neighbouring booths, announcements, or event operations. Vendors must adjust or stop audio when instructed by AnimeCon staff. Audio must be suitable for a family-friendly event and must not contain profanity.
3. **Property, insurance, and liability.** Vendors remain responsible for safeguarding their property and for obtaining insurance appropriate to their activities, including public liability and cover for stock and equipment. To the extent permitted by law, AnimeCon is not liable for indirect loss, loss of profit, loss of sales, or loss of or damage to property unless caused by AnimeCon's intent or deliberate recklessness. Nothing in these rules excludes liability that cannot lawfully be excluded.
4. **Allocated space.** Displays and merchandise must remain within the assigned booth area. Vendors must not shift their booth, occupy adjacent space, or move another vendor's booth or property. AnimeCon staff may require immediate correction, regardless of the time or effort involved.
5. **Promotional materials.** Vendors may distribute authorised flyers only from their own booth and only with prior approval. Vendors must prevent litter and must not distribute stickers. A vendor is responsible for reasonably foreseeable cleaning, repair, or replacement costs arising from promotional materials distributed from its booth, to the extent the damage is attributable to the vendor or persons acting on its behalf.
6. **Attachments and rigging.** Vendors must obtain prior approval before attaching anything to the building. AnimeCon may provide approved attachment materials. Banners may be rigged only by the designated third party and may incur an additional fee disclosed before the service is ordered. A vendor is responsible for reasonably foreseeable repair or replacement costs caused by unauthorised attachment or rigging attributable to the vendor or persons acting on its behalf.
7. **Booth staffing.** Each booth must remain open and staffed by at least one registered representative throughout the Dealer Room's published opening hours.

8. **Booth sharing.** A booth may be used only by the vendor or artist named in the accepted application and their registered representatives. Space, display area, or sales activity must not be shared with an unregistered business or seller. Any breach will be handled under the Compliance and Enforcement section.
9. **Product categories.** Acceptance does not give any participant exclusive rights to sell a product or category. AnimeCon may limit the number of participants offering substantially similar products to maintain a balanced event.
10. **Safety instructions.** Vendors must follow lawful and reasonable instructions issued by AnimeCon staff, venue staff, security personnel, emergency services, and safety inspectors acting within their responsibilities. A serious or repeated breach may result in removal from the event. Refunds and compensation are governed by the participation agreement, applicable law, and the circumstances of the breach.
At all times consider that:
- Access to emergency exits and safety equipment may never be blocked.
 - Aisles between booths must remain unobstructed and at least 3.5 m wide.
 - Large banners and posters must meet the fire-safety classification required by the venue, event permit, or competent authority. Vendors must provide a valid certificate or test report on request.
11. **Application decisions.** AnimeCon may decline an application when the proposed booth, merchandise, presentation, applicant history, available space, safety requirements, venue restrictions, or balance of the event does not meet its selection criteria. Where reasonably possible, AnimeCon will state the principal reason for the decision. Approval of a previous application does not guarantee future acceptance.

Prohibited Items

The items listed in this section must not be displayed or sold. Vendors must remove prohibited items immediately when instructed. Any further measure will be determined under the Compliance and Enforcement section.

Counterfeit and Unlicensed Merchandise

Rule. Vendors must not display or sell counterfeit goods or goods that infringe intellectual-property rights. Retail merchandise represented as official or licensed must be supported by evidence of authenticity or authorisation on request. AnimeCon may temporarily require removal where there are reasonable grounds to question authenticity, licensing, or lawful sale. AnimeCon's review is an event-admission measure and is not a determination of legal ownership or infringement.

Items with unspecified manufacturing origins

Product safety. Every non-food consumer product must comply with applicable EU and Dutch product-safety regulations. If a product lacks required safety markings (such as a valid CE mark where mandatory), traceability labels, or clear manufacturing origins, AnimeCon reserves the right to prohibit its sale immediately. <https://ec.europa.eu/safety-gate/#/screen/pages/obligationsForBusinesses>

A vendor that cannot provide the required product information or supporting documentation may not sell the item.

Marketplace sourcing. A product is not prohibited solely because it was purchased through an online marketplace. However, vendors must not sell marketplace-sourced products when origin, intellectual-property status, safety, traceability, required labelling, or regulatory compliance cannot be verified. AnimeCon may require invoices, supplier details, product photographs, declarations, test reports, or other supporting evidence.

Weapons and weapon replicas of any kind

Weapons and weapon replicas, including cosplay props designed or presented as weapons, must not be displayed or sold at the event.

Chewing gum

Chewing gum must not be sold because discarded gum can cause difficult and costly cleaning.

Restricted Items

The items listed in this section may be sold only when every stated condition is met and any required approval has been obtained in advance from AnimeCon staff.

Food and Drinks

Prior notice. Vendors planning to sell food or drinks must inform AnimeCon in advance what they intend to sell and how the products will be displayed, stored, sampled, and sold.

Fresh, heated, or chilled products. Refrigerated, heated, freshly prepared, or other products intended for immediate consumption must not be sold in the Dealer Room. Vendors interested in these products must contact catering@animecon.nl in advance to discuss possible locations and arrangements elsewhere at the event.

Eligibility. Vendors may sell consumable products only if their operations, registrations, transport arrangements, insurance, and product information comply with applicable law and AnimeCon's approved event plan. AnimeCon may limit food sales to vendors whose compliance can be verified before the event; residence or local establishment alone is not a sufficient criterion.

Packaging and consumption. Food and drink sold in the Dealer Room must be prepacked and labelled as required by law, unless AnimeCon has approved sampling or another expressly permitted format. Vendors must tell buyers that products may not be consumed inside the Dealer Room. A carry bag is not a substitute for legally compliant product packaging or labelling.

Food-safety system. Vendors that prepare, handle, sample, repackage, or sell food must use an applicable HACCP-based food-safety plan or approved hygiene code and must provide evidence of compliance on request. AnimeCon may require a responsible, trained person to be present throughout sales and sampling activities.

Sampling and allergen information. Sampling is allowed only with prior approval and is the sole exception to the rule against consumption in the Dealer Room. Samples must be prepared, portioned, protected, and served hygienically at the booth. For non-prepacked food, the vendor must make the required allergen information available before consumption. Sampling must stop immediately if hygiene, waste, crowding, or venue requirements cannot be met.

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

Foods and drinks containing alcohol

- **Prior approval and legal authority.** Alcohol-containing products may be displayed, sold, supplied, or handed over inside the Dealer Room only with AnimeCon's prior written approval and where all required authorisations are in place. Vendors must not sell, supply, or sample alcohol to anyone under **18** and must follow all applicable age-verification requirements.
- **Consumption and collection.** General alcohol consumption is permitted on the festival grounds where served by authorized event bars. However, **sealed alcoholic products purchased as retail items within the Dealer Room must remain sealed and must not be consumed anywhere on the event grounds.** Alcohol sampling inside the Dealer Room is permitted strictly at the authorized booth under the specific conditions below.
- **Conditional Sampling.** Alcohol sampling is permitted inside the Dealer Room strictly at the authorized booth under the following operational conditions:
 1. The vendor has obtained express prior written approval from AnimeCon management and holds any required municipal permits.
 2. Sample volumes must be strictly limited to small tasting portions (e.g., maximum **20ml** for low-alcohol items like sake or wine, and maximum **10ml** for permitted spirits).
 3. The vendor must actively perform physical age verification before handing over any sample and must refuse service to anyone unable to present valid identification.
 4. Sampling activities must not block aisles or cause crowding. AnimeCon staff reserves the right to immediately suspend sampling if these conditions are breached.

Important!

Strong alcoholic beverages. Products classified as strong alcoholic beverages must not be displayed, sold, supplied, sampled, handed over, or collected at the event, unless AnimeCon has granted a specific written exception before the event. The vendor remains responsible for correct classification and all required authorisations.

Cosmetics

Legal compliance. Cosmetics may be sold only if they comply with Regulation (EC) No 1223/2009. Items must feature clear ingredient labelling, usage precautions, and expiry details in English or Dutch. AnimeCon may remove any cosmetic product that lacks professional packaging, appears unhygienic, or causes reasonable safety concerns.

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

Handmade Items

Verification. Vendors selling handmade items must be able to show that they made the items themselves. AnimeCon may request photographs of the production process, material and supplier information, design files, invoices, or comparable evidence before or during the event.

Erotic and other explicit material (18+)

18+ Area. Vendors whose main product range consists of explicit material must select the 18+ Area when ordering their booth. They may also display and sell all-ages work in that area.

Applicants may be asked to provide representative samples for selection and compliance review. AnimeCon will process submitted files only for stated review and enforcement purposes, restrict access to authorised staff, apply an appropriate retention period, and provide the applicable privacy information. Submission does not grant AnimeCon a licence to publish or otherwise exploit the work.

Regular Dealer Room. Explicit items may be sold outside the 18+ Area only if they remain fully covered and out of direct view. They may be shown only on request.

Example: keep prints in a closed binder clearly marked "18+", or display a small sign stating that explicit works are available on request.

Prohibited material. Material prohibited by Dutch law must not be displayed, offered, or sold at the event.

Mystery Bags and Boxes

Mystery bags and boxes may be sold only if all of the following conditions are met:

1. The vendor must obtain prior approval from AnimeCon and disclose every possible item that may be included.

2. Before purchase, the buyer must be able to see or review the complete list of possible contents.

The vendor may provide this information through a written list, a display of the possible contents, or by allowing the buyer to inspect the bag or box before purchase.

3. Every item included must appear on the disclosed list or display.

4. The items included must be commercial retail products or authentic creations matching the advertised theme of the bag or box.

Lotteries

Prior written approval is required. Any activity in which a participant may win a prize wholly or partly by chance must be disclosed before the event. A promotional

game of chance is allowed only where participation is free, the activity solely promotes a product, service, or organisation, and every requirement of the applicable Promotional Games of Chance Code is met. A paid lottery or other licensed game of chance is not permitted at a commercial booth unless the vendor provides the required permit and demonstrates that the activity and its purpose are lawful. AnimeCon approval does not replace statutory permission.

3D-Printed Items

Prior approval. 3D-printed items may be sold only with AnimeCon's express prior approval. Because online files can be downloaded and printed by parties other than their creators, AnimeCon requires verifiable evidence of design ownership or an official resale licence.

At least one of the following conditions must be met:

- **Original Designs:** The vendor must demonstrate that the physical geometry and design are their own unique work. Designs that replicate, resemble, or are derivative of existing third-party characters or media properties are strictly prohibited under this category.
- **Authorized Resale:** For third-party or existing-property designs, the vendor must provide a valid commercial license that explicitly permits physical reproduction and retail sale. Commercial subscription tiers (such as Patreon merchant licenses) for fan-modeled files do not bypass the underlying media copyright.

Strict No-Fanart Policy. The fanart tolerance policy applies strictly to accepted 2D artwork and does not extend to 3D-printed items. 3D prints based on third-party or existing-property designs are strictly prohibited unless backed by the official studio license described above.

Artwork Sales

Below is a set of rules specifying the restrictions on the sale of artworks.

Fan-made works based on existing properties (Fanart)

Fanart policy for artists. Accepted artists may sell fan-made works if they are their own creations, do not use or closely copy official illustrations, logos, or other official brand elements, and are limited to 50 physical items per design during the event. The artist must immediately remove the work after a substantiated complaint or when instructed by AnimeCon staff.

Own work. The composition, drawing, rendering, and final design must be created by the accepted artist or, for an accepted group, by one or more named group members. Copying, tracing, recolouring, editing, or closely reproducing official artwork is not permitted.

Commercial Vendor Fanart Restrictions.

Commercial vendors must not sell mass-produced or unauthorized third-party fanart. The fanart tolerance policy applies strictly to handmade, limited-run creations independently produced and sold by the accepted artist or circle operating their assigned booth area.

You may only sell your own work

You are only allowed to sell artwork that you or your group created. Selling work by friends who did not apply or were not accepted is strictly prohibited, as it is considered bypassing the selection process. (See also: Proxy sellers)

Retail Items Sold by Artists

Primary rule. Artists must not sell official merchandise or purchased finished products that they did not design. A small ancillary selection of tools or materials may be allowed only when each item directly supports the artist's demonstrated medium, occupies no more than 15% of the booth's display area, and does not exceed 15% of the listed product range. Items sold under this exception are not treated as artwork and must not displace the artist's own work as the booth's primary focus.

Artist circles, groups and collectives

Eligibility. A circle or group, or collective may apply only when all represented artists are named in the application, each work offered was created by at least one named member, and the booth is operated by at least one accepted group member at all times. Not every member must have contributed to every work. A collective is treated as a proxy seller when it primarily represents non-attending creators, operates mainly as a resale or distribution business, or offers work by creators who were not disclosed and accepted. Groups may request full booths only; half booths are reserved for individual artists.

Proxy sellers

Definition and eligibility. A proxy seller is a business or individual that sells work on behalf of artists or groups who are not operating the booth themselves. Proxy sellers are treated as commercial vendors and are not eligible for participation at our events.

AI-Generated Media

AI-generated images are prohibited in the Artist Area. For commercial vendors, the rules below distinguish products whose artwork is a primary selling point from third-party products whose supplier-provided packaging contains incidental AI-generated graphics.

Artwork as the product. AI-generated images must not be used where the image is the product or a main selling feature, including on posters, prints, stickers, pins, apparel, banners, and tablecloths. Non-compliant items must be removed when instructed. Further measures will be determined under the Compliance and Enforcement section.

Incidental supplier packaging. A third-party product may be sold when AI-generated graphics appear only on packaging supplied by the manufacturer or brand, provided that all of the following conditions are met:

- The vendor did not design or commission the packaging art.
- The label art is not sold separately (e.g., as prints, apparel, or digital downloads).
- The vendor can identify the supplier/brand and confirm the packaging is supplied by them if asked.

Tattooing and Body Art

Permanent tattooing. Applying permanent tattoos is prohibited. Permanent body modification requires appropriate hygiene measures, privacy, aftercare, and sufficient opportunity for informed decision-making. Our event cannot provide a suitable controlled environment for these requirements.

Tattoo artists may participate as artists to display and sell their own artwork, promote their studio, and arrange future appointments.

Temporary body art. Henna, airbrush tattoos, face painting, and any other application of art directly to a person's body are not permitted in the Dealer Room. Vendors interested in offering these services elsewhere at the event must contact EXP Plaza at expplaza@animecon.nl in advance.

Compliance and Enforcement

Proportionate enforcement. AnimeCon will select a measure that is reasonable in light of the seriousness, urgency, safety impact, evidence, and repetition of the breach. Measures may include an instruction or warning, temporary suspension of sales, removal of an item, correction or closure of a booth, or removal from the event. AnimeCon may proceed directly to a more serious measure where required by law, safety, the event permit, venue rules, a competent authority, or an urgent and serious breach. Where practicable, the participant will be told the reason and given an opportunity to respond. Refunds, compensation, and recovery of costs remain subject to the participation agreement and applicable law.

Intellectual Property & Takedowns. Participants remain fully responsible for ensuring their stock, art, and displays do not infringe upon third-party copyrights, trademarks, or design rights.

- **Right Holders' Requests:** If a verified franchise owner, copyright holder, or legal authority demands the removal of infringing material, mandatory law takes precedence over internal event policies.
- **AnimeCon Enforcement:** AnimeCon staff reserves the right to immediately require the removal of any disputed or infringing items from the booth. Such removals are temporary administrative event measures and do not constitute an official legal determination of infringement.
- **Indemnification:** Participants agree to indemnify and hold AnimeCon harmless against all claims, legal actions, or losses resulting from intellectual property infringement at their booth.

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.

06-05-2026 – Amended some rules concerning the sale of art at AnimeCon.

- Addendum added regarding restrictions on the sale of AI-generated content on commercial products.

19-08-2026 – Comprehensive revision for clarity, consistency, and enforceability.

- Added scope, definitions, contractual precedence, applicable law, and proportionate enforcement.
- Standardised terminology, headings, rule structure, approval requirements, and sanctions throughout the document.
- Clarified booth operation, product safety, marketplace sourcing, food and alcohol sales, cosmetics, mystery products, lotteries, 3D-printed items, handmade goods, and 18+ material.
- Introduced a conditional fanart policy for accepted artists and clarified rules for commercial vendors, artist groups, proxy sellers, ancillary retail items, and AI-generated media.
- Clarified the restrictions and rationale for permanent tattooing and temporary body art.
- Removed duplicate, conflicting, subjective, and ambiguous wording and corrected language and formatting inconsistencies.