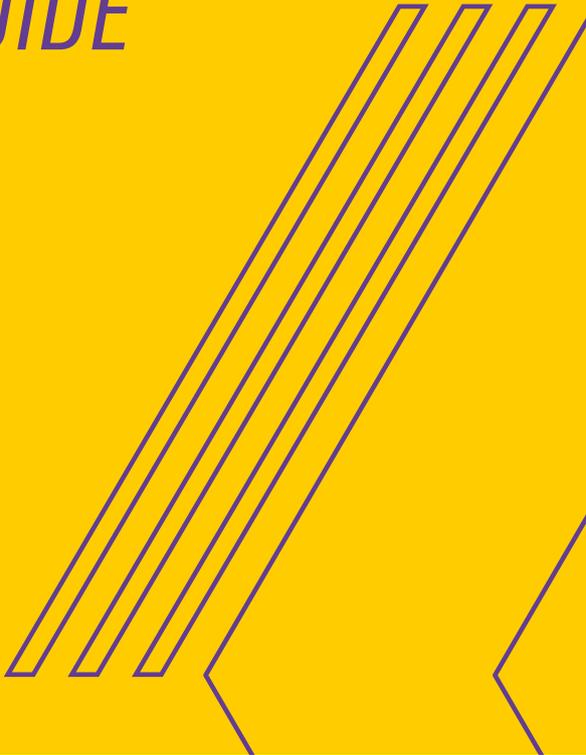


# ***CCXP WORLDS ARTISTS' VALLEY***

*APPLICATION GUIDE*



Dear artist,

## IT IS TIME TO APPLY FOR CCXP WORLDS' ARTISTS' VALLEY!

Artists' Alley is the heart of CCXP. It's the venue for both independent and mainstream artists to showcase artwork, interact with fans and sell prints, sketchbooks, original art and other items.

In 2020 CCXP will be 100% online, **December 4-6**, and named **CCXP Worlds**, bringing to the digital realm everything that makes CCXP the world's biggest comic con.

Comic books are one of CCXP's cornerstones and that's why we're adapting Artists' Alley, renamed Artist's Valley, to fit this new format. This way we can attend to the public's demands, since AA is one of their favorite areas, as well the artists' that use CCXP as an important platform to reach their audiences and trade their products.

Of course, this new approach demands adaptations, which we will present throughout this guide. The change to an online event brings several opportunities: we now have the chance to reach a much wider audience, since visitors will be able to access the event for free and we're no longer limited to the maximum capacity of the convention center. Also, many artists from other states of Brazil or even abroad found travelling to São Paulo a restrictive toll on time or money, the elimination of which is sure to result in an increased number of applications and a healthy competition for a spot at this year's Artists' Valley.

In the spirit of promoting artists during such hard times, all artists selected for the Artists' Valley will participate for free. Nonetheless, the selection process will remain and is described in this guide.

Bear in mind that meeting all requirements does not guarantee a spot at Artists' Valley, since we will limit the number of spots to a maximum of 600.

**Read the guide carefully before filling in the application form with all relevant information that may benefit you in this selection process.**

# NDAR CALENDAR CALE LENDAR CALENDAR CA

**SEPTEMBER**

15

Opening - Artists'  
Valley Applications  
**Starting 12:00p.m.**  
**(GMT -3).**

---

**OCTOBER**

5

Closing - Artists'  
Valley Applications  
**Until 11:59 p.m.**  
**(GMT -3).**

---

**NOVEMBER**

6

Approved applicants  
informed by e-mail,  
signing of the terms of  
service, and opening period  
for upload of information  
and pictures to the CCXP  
Worlds platform.

---

**NOVEMBER**

15

Deadline for uploading  
information and  
pictures.

# **SUMMARY SUMMARY SUMMARY** **SUMMARY SUMMARY SUMMARY**

- 01** THE ARTISTS' VALLEY AT CCXP WORLDS | **P. 05**
- 02** SELECTION CRITERIA | **P. 06**
- 03** PRODUCT SALES AT THE ARTISTS' VALLEY | **P. 07**
- 04** ARTISTS' RESPONSIBILITIES | **P. 08**

# 01

## THE ARTISTS' VALLEY AT CCXP WORLDS

CCXP Worlds will be a 100% online event focused on going digital with everything that makes CCXP the world's biggest comic con. That's why our traditional booths will **become individual webpages for each selected artist.**

All artists' webpages will be available in the Artists' Valley section on the CCXP Worlds website, a platform through which visitors will be able to watch panels, visit exhibitors' virtual booths, access other epic content and experience CCXP in a virtual setting.

Each artists' webpage will feature the following information (everything will be submitted by the artist him/herself):

- Short bio;
- Images of your work;
- Images and description of all products for sale;
- Tags to identify themes/concepts in your work and the products for sale (for example: LGBTQIA+, horror, content for children, fanzines, prints, buttons, etc.), so artists can be easily found by visitors looking for particular topics;
- Attention: if any of the submitted work is intended for adults only, it must be clearly indicated as such when uploading information, so that it can be classified correctly;

- Link to your online store, which may be the one you're already using to sell your products or a store you'll be creating specifically for CCXP Worlds. Remember: the store will not be hosted on the event server and must be handled by the artist him/herself.

A group of artists/collective can submit a joint application and will have, therefore, only one page on the event's website.

There will be no double booths or half booths: all webpages will offer the same features.

**The artists selected to Artists' Valley will not pay any fees to participate in this year's CCXP Worlds, or even pay any percentage on products sold. It really is free of charge!**

The artists selected will receive further detailed information on how to submit the requested data for their individual Artists' Valley webpages.

The application must be done through the form available at the end of this guide.

**We will consider applications that include all required information and submitted before October 5th, 2020.**

## 02

### SELECTION CRITERIA

The following is some of the criteria taken into consideration during the selection process:

2.1. There is a high priority for comic book artists, specially those with new comic books scheduled to be released during CCXP Worlds;

2.2. **Piracy is absolutely prohibited at CCXP Worlds.** Applications that mention sales of T-shirts, mugs, and other products with characters created by other artists must state that the applicant holds the licensed to produce and/or sell products with those characters, otherwise the application will be immediately dismissed;

2.3. Plagiarising other artists is also prohibited both at the Artists' Valley and throughout the entire event;

2.4. Any work containing hate speech against any minority or instigating violence against a person or social group based on race, gender, ethnicity, nationality, creed, sexuality or any other aspect will not be accepted at CCXP Worlds;

2.5. Any products directly related to any political party or that are religiously affiliated cannot be commercialised at CCXP Worlds;

2.6. We are also trying to keep the Artists' Valley as diverse as possible when it comes to subject matter and art styles, in order to show how wide-ranging the market truly is. In broad terms, that means there might

be large competition in specific styles or topics, due to a number of applications with similar characteristics;

2.7. Please check all information on your application, since we won't be able to fully appraise it if anything is missing;

2.8. Participation in Artists' Alley during previous CCXP events does not guarantee a spot in this year's Artists' Valley.

#### **Please pay close attention to the following information regarding the link to your online portfolio:**

- This link will be used to evaluate your application for the Artists' Valley. Applications without this link, or if the link is inactive/broken, will be disregarded;
- **Please submit only one link.** If more than one link is submitted, only the first one will be used for evaluation;
- Do not submit a link to an outdated page, or a profile on social media which contains a portfolio among photos and information that is not relevant to the evaluation of this application process;
- If possible, please create an exclusive gallery or portfolio on your webpage and submit the link in the application form.

## 0.3

### **PRODUCT SALES AT THE ARTISTS' VALLEY**

Every year we receive a number of applications two to three times the number of spots available, so anticipate substantial and healthy competition for a spot in Artists' Valley.

**Please pay close attention when filling out the form and make sure to include all relevant information that will make your application stand out from the hundreds of applications submitted.**

3.1. The Artists' Valley's main goal is to be a conduit for sales and marketing of comics in various formats, as well as art prints, sketchbooks, original artwork and other products. The booth shall be used solely by its assigned artist(s) and no other.

3.2. The use of the webpage for selling any kind of material produced by other artists or on behalf of publishing houses is not authorised under any circumstances. In such cases, the company or the artist must get in touch with the CCXP commercial department ([comercial@ccxp.com.br](mailto:comercial@ccxp.com.br)) for more information on available booth options.

3.3. Materials for which commercial rights belong to third parties without written consent or proper licenses, selling unlicensed items ("pirated products") or products with plagiarised art is strictly forbidden at CCXP Worlds.

3.4. Selling products with any kind of politically or religiously affiliated content is not allowed.

3.5. If the artist's online store contain any items that are not recommended for underage visitors, the store webpage must display an adult content-related disclaimer and only allow access once the visitor has agreed to it

3.6. All products to be sold must be described in the application form and then registered in each artists' individual webpage. Once the individual webpages are online, they will be available for public consultation and display all registered products.

# 04

## ARTISTS' RESPONSIBILITIES

4.1. To fill out the application form correctly and with all requested information.

4.2. In case you are selected, access the event online platform to read and accept the terms of service.

4.3. All selected artists must upload the requested information for the creation of their artist profile pages to the CCXP Worlds online platform no later than November 15th. This deadline will not be extended, and any incomplete or incorrect information cannot be altered at a later date.

4.4. On **November 20th**, all selected artists will receive a copy of the **Exhibitor's Guide**, which contains details regarding the event.

4.5. **CCXP Worlds will be held on December 4-6th, 2020. All selected artists are responsible for setting their opening hours during event days and displaying this information on their individual webpages on the event's online platform.**



# ***CCXP WORLDS ARTISTS' VALLEY***

**CLICK HERE**  
*APPLICATION FORM*

*ACCESS FROM 09/15 TO 10/05*

*FOR ADDITIONAL INFORMATION, PLEASE CONTACT  
[ATENDIMENTO@CCXP.ZENDESK.COM](mailto:ATENDIMENTO@CCXP.ZENDESK.COM)*

**CCXP**WORLDS