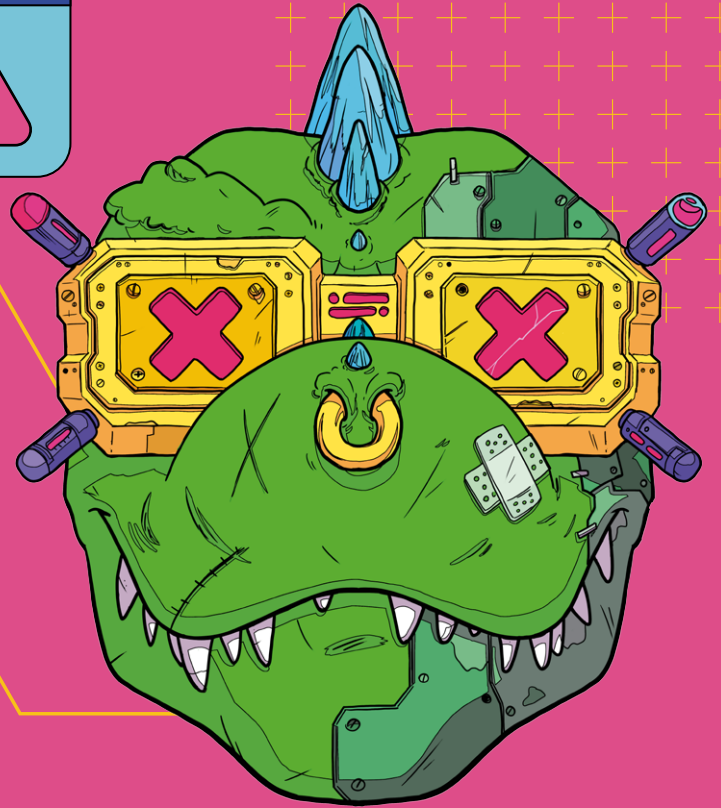


EPIC.



ARTISTS' VALLEY

BY  Santander



CCXP WORLDS21

Dear artist,

IT'S TIME TO APPLY FOR CCXP WORLDS 21 ARTISTS' VALLEY!

The Artists' Valley is most definitely the heart of CCXP.

It is a space for both independent and renowned artists to show their work, interact with fans, as well as sell prints, sketchbooks, original artwork, and other materials.

In 2020, we had the first edition of CCXP Worlds, a 100% online event, which took to brought the world's biggest comic con to a digital environment. **CCXP Worlds 21** will be held on **December 4-5**, bringing back the artists digital booths.

Comic books are still one of CCXP's cornerstones and the Artists' Valley continues to be adapted to this new digital format. Like this, we're able to meet the visitors' demands, who consider AV as one of the festival's favorite areas, as well as offer artists a chance to use CCXP as a platform to be closer to their audiences and sell their products

By hearing all the feedback from artists and the public regarding last year's platform, we have worked tirelessly to release a platform update considering the positive aspects of CCXP Worlds 2020's Artists' Valley, focusing on livestream sessions and content production. The more the artist goes live, the more highlighted he/she will be on the event platform. The digital booths have also been improved, and communication between the audience and the artists has been updated to become much simpler and more direct! Stay tuned to know what's new in CCXP Worlds 21!

Most of the rules and operations are set to remain similar as to what was implemented in the 2020 edition, **seeking to reach a much wider audience since access to Artists' Valley will remain free** and the fact that we're not limited to the maximum capacity of the convention center. In addition to that, some artists couldn't afford travelling to São Paulo, Brazil, for CCXP, which may result in a higher number of applications, but also a healthy competition for a spot at the Artists' Valley.

Also, in order to help artists in such hard times, **all artists selected for the Artists' Valley will be able to participate for free**. The selection process held in the last edition will remain the same, as hereby described.

Bear in mind that meeting all requirements does not guarantee you'll get a spot since we'll limit the number of spots to 600 max.

- **Read the guide carefully.**
- **Fill in the application form with all relevant information which may help you during this selection process. This information will also be on your digital booth, which needs to be complete to draw the attention of users who will be browsing the event platform.**



CALENDAR

SEPTEMBER

23

Opening – Artists' Valley
Applications - 12h (GMT -3);

OCTOBER

13

Closing – Artists' Valley Applications
Until 23h59 (GMT -3);

NOVEMBER

04

Emails sent to both selected
and not selected artists.

NOVEMBER

05

Official line-up of artists.

NOVEMBER

05

The Application Guide will be sent so
artists can read about the digital booth
setup as well as reading and accepting
the platform terms of service.

NOVEMBER

08

Opening period for submission of contact
information to the CCXP Worlds 21
platform - **Starting at 12h (GMT -3);**

DECEMBER

03

Deadline for submission of contact
information to CCXP Worlds 21
platform - **Before 23h59 (GMT -3)**





SUMMARY

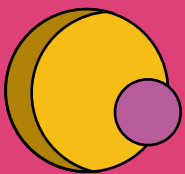
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01

SELECTION CRITERIA

These are the following criteria taken into consideration during the selection process:

1.1

There is a higher priority for comic book artists with new comic books set to be released during CCXP Worlds 21.

1.2

Piracy is absolutely prohibited at CCXP Worlds 21. Applications mentioning sales of T-shirts, mugs, and other products with characters created by other artists must state that the applicant holds a license to produce and/or sell products with those characters, otherwise the application will be immediately declined;

1.3

Plagiarizing other artists is also prohibited at the Artists' Valley;

1.4

Any work including hate speech against any minority or instigating violence against someone or a social group based on race, gender, ethnicity, nationality, creed, sexuality or any other aspect will not be accepted at CCXP Worlds 21;

1.5

Any products related to a political party or religiously affiliated won't be accepted at CCXP Worlds 21;

1.6

We're also trying to keep the Artists' Valley **as diverse as possible** when it comes to subjects and styles in order to show how diverse this kind of market truly is. So we are aware that there might be a higher number of artists with similar art styles and we'll try to keep it as diverse as possible.

1.7

Please check all information on your application, since we won't be able to analyze it carefully if they're missing;

1.8

Artists under the age of 18 will not be allowed to subscribe to Artists' Valley at CCXP Worlds 21.

1.9

The participation in Artists' Valley during previous CCXP editions **does not guarantee** a spot in this edition.

IF POSSIBLE, PLEASE CREATE AN EXCLUSIVE GALLERY OR PAGE ON YOUR PORTFOLIO AND SUBMIT THE LINK TO IT IN THE APPLICATION FORM. PLEASE PAY CLOSE ATTENTION TO THE INFORMATION REGARDING THE LINK TO YOUR ONLINE PORTFOLIO:

- Use an accessible link. This link will be used to evaluate your application for the Artists' Valley.

Applications without this link or if it 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 profile on social media which contains both your portfolio and photos or **information that are not relevant to the evaluation of your application;**

- If possible, please **create an exclusive gallery or**

page on your portfolio and submit the link to it in the application form.

We usually receive a large number of applications (two to three times the number of spots available), which results in some healthy competition for spots. **Please be careful and pay close attention** when filling out the form. Also, make sure to include all information that can make your application stand out from the hundreds of applications received.

02

THE ARTISTS' VALLEY AT CCXP WORLDS 21

Just like in 2020, CCXP Worlds 21 is going to 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 CCXP World's website, a platform through which visitors will be able to watch panels online, visit exhibitors and access other kinds of content and experiences that take CCXP to the digital environment.

Each artist webpage will feature the following information (everything must be submitted by the artist himself/herself):

- Introduction;
- Short bio;
- Pictures of some of your work;
- Images and description of all products for sale;
- 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 specially for CCXP Worlds 21. Remember: the store won't be hosted on the event server and must be handled by the artist himself/herself (If you're part of a group of artists, this group can submit one application and use only one page on the event's website.).

***Remember that all information must be registered in Portuguese and English by the artist, and all texts in both languages are under his/her full responsibility.**

We won't offer shared booths or any other kind of attendance categories. All webpages will offer the same features.

Selected artists won't pay any fees to participate in this edition or even pay any shares for products sold. It is, indeed, for free!

Selected artists will receive the Application Guide with further detailed information on how to submit the requested data for their booth and Artists' Valley webpages.

The application must be done through the form available at the end of this guide. **We will only consider applications containing all required information submitted before October 13th, 2021, before 23h59 (GMT -3).**

03

PRODUCT SALES AT THE ARTISTS' VALLEY

- 3.1** The Artists' Valley's main goal is to offer an opportunity for marketing and exhibiting comics in different formats, as well as art prints, sketchbooks, original artwork, and other products.
- 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 authorized under any circumstances. In such cases, the company or the artist must get in touch with CCXP's Commercial Department (comercial@ccxp.com.br) for more information on available options.
- 3.3** Selling materials whose commercial rights belong to third parties without written consent or proper license and also unlicensed items ("pirated products") or **products with plagiarized art is strictly forbidden at CCXP Worlds 21.**
- 3.4** All activities planned for the booth, as well as the products to be sold, must be described in the registration form. These activities and products will be made public by the festival organizers as long as the booth schedule is sent in advance.
- 3.5** Shall 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.

04

ARTISTS' RESPONSIBILITIES

4.1

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

4.2

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

4.3

On **November 5th, 2021**, all selected artists will receive a copy of the **Exhibitor's Guide**, which contains all details about the event and further instructions on how to set up the digital booth and the Artists' Valley's webpage.

4.4

Submit the information requested to create your page on the CCXP Worlds 21 platform, including products to be offered and your livestream schedule, until December 3rd. There will be no extension of this period and incomplete or incorrect information cannot be updated later.

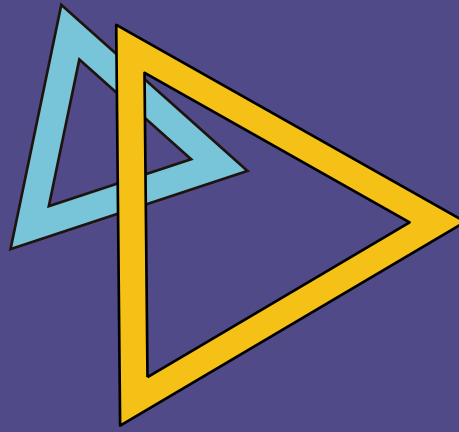
4.5

CCXP Worlds 21 will be held on December 4-5, 2021. Therefore, all selected artists are responsible for setting their opening hours during event days and on their individual webpages using the event's online platform.

4.6

This year, as well as in 2020, we will extend Artists' Valley's term of operation even after the CCXP Worlds 21 weekend, i.e. after the 5th of December. Therefore, all accesses to Artists' Valley this year will be working normally until January 5th. Therefore, all accesses to Artists' Valley 2021 will run normally until January 5th. We will give you one more month for you to exhibit and sell your work. But, if you are not interested in keeping your booth operating after December 5th, please contact our customer service so that we can deactivate it: artistsvalley@ccxp.zendesk.com

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ARTISTS' VALLEY BY  Santander

APPLICATION PAGE

CLICK HERE



(applications open from 09/23 to 10/13/2021)

For additional information, please contact
artistsvalley@ccxp.zendesk.com.



CCXP WORLDS21