

# Guide to applying to EmblemCon as an Artist or Exhibitor

Thank you so much for your interest in applying to EmblemCon! This document is to clarify what we're looking for in applicants for the Artist Alley, Creatives Corridor and Exhibitor's Hall. *Please read this document before applying* - thank you!

## Artist Alley vs Creatives Corridor vs Exhibitors' Hall

What is the difference?

We have three different categories to apply for - **Artist Alley**, **Creatives Corridor** and **Exhibitors' Hall**

The three work as follows:

### **Artist Alley**

- For Fire Emblem fanartists making physical merchandise based on their own artwork. For example, people who make charms, stickers, washi tape, etc featuring their own drawings. To apply for this, you must have proof that you own or have owned a storefront and fulfilled orders.
- Artists who are in the Artist Alley can also advertise commissions as part of their Artist Alley booth, you are not limited to only physical items.
- There will be a maximum of 50 Artist Alley booths, ignoring any moderator booths.

### **Creatives Corridor**

- For Fire Emblem fanartists who do not own a storefront but offer digital art commissions, this is not for people offering digital commissions based on manipulating official content (e.g graphic design), but people doing their own art, whether this is their own style or something like pixel versions of characters in a Fire Emblem style.
- Must have proof of successfully completing a commission, whether that be the link to a social media post or DMs (with personal info redacted) showing delivering the artwork to a customer.

- We have no limit on spaces for this, all commissioners will be listed in one discord text channel together, with one thread each but you must provide (closer to the date) some sort of banner or description to explain what you offer including rough prices - you are limited to only one picture summarising this, so that we do not have a large confusing channel.
- This is not a replacement for Artist Alley, this is simply an addition that we made because we have been getting more and more Artist Alley applicants and we wanted a chance to showcase even more Fire Emblem fan talent without having to have hundreds of channels.

### Exhibitor's Hall

- This is a general broad "Fire Emblem fanworks that are not directly drawings of Fire Emblem content in some way"
- For people who create works based off of Fire Emblem properties that are not typical fanart. For example, people providing graphics based on Fire Emblem art, wallpapers, sprite edits, or physical merchandise containing Fire Emblem logos and emblems rather than typical character fanart.
- Also contains people who sell or otherwise distribute official Fire Emblem merchandise from other sources (e.g people who sell cipher cards, or provide other Japan exclusive merch and games).
- Again anyone here must have proof of either fulfilling sales or commissions.
- We currently do not have a strict limit to the number of Exhibitors because we typically do not get that many applicants, but may impose a limit if we have too many applications.

## What we are looking for in applicants

### Artists

Starting with EmblemCon 2024 we have been requiring Artist Alley applicants to already have a physical storefront and a history of selling merchandise. If you do not have a storefront or only offer digital products, **you can still apply to the creatives corridor** if you have commissions open. If you are applying to Artist Alley but also offer commissions - you **do not need to apply to both**.

For the Artist Alley we are looking for artists who are passionate about the Fire Emblem series and a fan of the games - this is a convention **from Fire Emblem fans for other Fire Emblem fans**.

We require that anyone with a storefront must have either most of their merchandise be from the Fire Emblem series, or if they have a larger store they must have at least several different pieces of Fire Emblem merchandise (at least 5

preferably). We will judge these on a case-by-case basis. If you have a larger storefront we please ask that you have a section dedicated solely to Fire Emblem - or you send screenshots of all of your Fire Emblem merchandise, to make it easier for our moderators to see what you have to offer that's relevant to the convention.

If your storefront is not open during the application period, please show us screenshots showing your products - either a form of your offline site or screenshots from when it was live. We know many stores are seasonal.

For Creatives Corridor applicants, we simply ask for proof of previously doing Fire Emblem fanart, and providing some sort of Fire Emblem fanart when you give further information for your spot on the Creatives Corridor later down the line.

In terms of what we are looking for in applicants, we are **not** looking at follower count, art quality or how long you have been making artwork for. We have always prided ourselves on being an inclusive server that can show off artwork from artists no matter how experienced. Whilst we know that having a physical storefront may be difficult for newer artists, there is no requirement for creatives corridor other than having done a successful commission. We highly encourage new artists to apply!

If we have more Artist Alley applications than spots, which is usually the case, we will then prioritise based on the diversity of merchandise you offer. This is both in terms of which types of physical merchandise you offer (e.g is it only charms or do you have other products like sticky notes or artbooks or other products) and which Fire Emblem games and characters are represented in your storefront. If we have 5 artists over the amount of spots we have, the one with Thracia and Blazing Blade merch is going to get in over 4 people only providing Three Houses merchandise.

This does not mean that if your merchandise only represents one game you definitely will not get in - we still encourage anyone with a storefront to apply! The amount of applicants we get each year is different, so we never know beforehand what our artist alley will look like, and sometimes the games you'd think are popular amongst applicants are actually not!

Also if you apply for artist alley and have commissions but do not get accepted, we will offer you a place on the creatives corridor automatically when we let you know that we could not accept you.

All applicants will receive a response on their application either through discord DMs or emails.

## Exhibitors

For exhibitors we simply require proof of previous sales or commissions, and if you are providing a service like graphics or sprite edits we want to have proof of previously doing Fire Emblem based work either as part of your portfolio or as a previous commission. Since we get significantly less exhibitor applications, we do not need to be as strict with applications as long as you fit within the guidelines listed before.

## Why did you remove digital only from artist alley?

As EmblemCon has grown over the years, we have had more and more artist alley applications. Whilst in the beginning we were able to have an incredibly diverse artist alley, with people of all skill levels and time in the fandom, as we started getting more and more applications we realised we were no longer able to accept as many newer artists into the artist alley, and were not able to accept pretty much any digital only artists.

So to give everyone a shot to show off their art, we created a new category called Creatives Corridor where anyone can show off their art and commissions, regardless of how experienced they are with commissions. We hope that this can bring some diversity to the convention that we have not been able to have since we started growing bigger. This is not a replacement for the artist alley, but simply an addition alongside it so that we can promote more and more people in the fandom.

## What if I don't know what category I fit in?

If you are unsure, you can always DM Okke or one of the senior mod team (our founder - Mysti, or our artist alley head - Rocky).

However if you apply to the wrong category we won't dismiss your application, but if we accept you we'll simply let you know which category you've been accepted into.

## Where can I apply?

Creatives Corridor: <https://forms.gle/EijurvivSrpXi56u5>

Artist Alley: <https://forms.gle/8XMeQsyeh5iCiNrX9>

Exhibitor's Hall: <https://forms.gle/uC71iZcp4teJC9vv5>

