

2023 - 2024

AVCON - ADELAIDE'S ANIME AND
VIDEO GAMES FESTIVAL



**Artist Alley
Information Pack**

CONTENTS

01	What is AVCon?	3	06	Online Reach	9
02	South Australia	4	07	Venue	10
03	Demographics	5	08	Media	11
04	Sponsors	6	09	Artist Alley Packages	12
05	Guests	7	10	Contact Us	16
06	Artist Vendors Indie Games	8			



WHAT IS AVCON?

AVCon is the only event of its type in Adelaide.

The AVCon Anime and Video Game Festival is an annual celebration of Japanese animation, video gaming, tabletop gaming, esports, game development, art, technology, and cosplay all in the heart of Adelaide – the capital of South Australia!

Run by Team AVCon Inc, a not-for-profit volunteer organisation dedicated to serving the local South Australian community. Team AVCon Inc also runs various other anime and gaming themed events geared towards hobbyists, professionals, and the general public; meaning no matter your skill level or need, we have you covered! Because Team AVCon Inc is a not-for-profit, all funds generated are used exclusively for making AVCon events better year after year. We put our full focus on promoting local content and giving the South Australian community an event that feels their own.

The AVCon Festival has been running for 21 years and built a lasting legacy within South Australia and stands as one of the pillars of pop culture celebration on the Australian calendar. Because of its long lasting success, AVCon has developed a sterling reputation and is respected nationwide in multiple industries and communities.

AVCon is committed to fostering local and interstate talent in fields such as game development, digital productions, writing, art and design, sewing and construction and other creative outlets such as streaming and podcasting.



SOUTH AUSTRALIA

Although many Aboriginal people settled in the area we know today as South Australia, the traditional owners and custodians of the Adelaide plains were the Kurna people who called the area Tarntanya.

Modern Adelaide was established as the first free British settlement in Australia and does not have roots as a convict colony like many other Australian cities. It is named for Queen Adelaide, wife of King William IV.



Adelaide is home to a large variety of highly renowned arts, performance and food festivals that run all year long. In fact one of the many nicknames of South Australia is 'The Festival State' so AVCon is in good company.

Greater South Australia is home to many wine regions that are considered amongst the best in the world. Areas such as the Barossa Valley and McLaren Vale produce first class wine and are also some of the most scenic landscapes in the country and well worth a visit.

DEMOGRAPHICS

Surveys have found AVCon appeals to and is attended by males and females in equal measure, with another large segment of our attendees identifying as non-binary or genderfluid.

40% of AVCon attendees fall into the 18 to 24 age range and another 40% fall into the 25 to 34 bracket meaning AVCon has solid appeal to the younger demographics who make up the largest share of consumers spending money on pop culture related products and services.



AVCon is a family-friendly event that offers free entry to children under 10 and targets content directly at young fans to foster a lifelong love of AVCon and pop culture. Feedback from previous years indicates that AVCon resonates with and is well regarded by the family demographic.

AVCon also runs "After Dark" which is an 18+ pop culture celebration run on the Saturday night of the main AVCon Festival. After Dark allows older fans to enjoy a range of pop culture entertainment not suitable for a younger audience and vendors and artists to offer a wider range of products than normal.

AVCON AFTER DARK PARTY



SPONSORS

In previous years AVCon has had Internode, a large provider of premium internet services (and now part of TPG Telecom) as a major sponsor.

Nintendo has participated in AVCon in multiple years, setting up large displays on the show floor.

Crunchyroll (through Madman) has been a sponsor of AVCon providing anime screenings and prize giveaways.

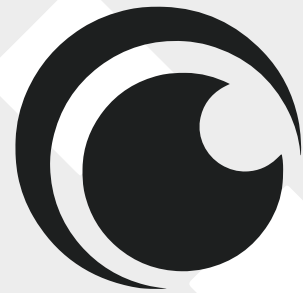
AVCon has worked with national tabletop retail outlet Good Game to run content in our table top area.

AVCon has worked with local anime and game retailer Shin Tokyo for almost two decades on promotion, exhibition and as a ticket seller partner.

UniSA has worked with AVCon to promote local technologies in development, support local game devs in the Indie Game Room and promotion of other University level courses on offer.



UniSA



crunchyroll





GUESTS

Home grown icons - AVCon has hosted many Australian icons such as **Jade Gatt** and **Ryan Lappin** (host of Australian kids show Cheez TV) and **Steven "Bajo" O'Donnell** and **Stephanie "Hex" Bendixsen** (host of Australian video game show Good Game).

International Celebrities - AVCon has flown in many international guests such as cosplayers **Jessica Nigri** and **Yaya Han**, voice actors such as **Jen Taylor**, **Caitlin Glass** and **Steve Downes** and Japanese animator **Hiroshi Nagahama**.



ARTISTS VENDORS INDIE GAMES



30 indie games featured in our Indie Game Room in 2023. Over the ten years plus the Indie Game Room has been running we have supported over 1000 local and interstate game developers.



40 EXHIBITORS IN OUR EXHIBITOR HALLS YEARLY

ONLINE REACH



21.1K

AVCon Facebook has 21.1k followers and reach of 100k over 2023.



4.4k

AVCon Instagram has 4.4k followers and a reach of 18.5k over 2023.



400K

AVCon Website generated 400k page views over 2023.



VENUE

AVCon will run out of the Adelaide Showgrounds. Just on the outskirts of the Adelaide CBD, the Adelaide Showgrounds is home to the Royal Adelaide Show, a mainstay of South Australian life and a venue well worn and familiar by most South Australians since childhood.

The Showgrounds is a large and modern venue and one of the largest under-cover exhibition spaces in the Southern Hemisphere. The Showgrounds accommodates other large pop culture events such as Supanova and Oz Comic-Con. The Showgrounds are easily accessible by car (with ample parking), the Adelaide Tram System and by bus.



MEDIA

As a community event, AVCon has developed specific and beneficial relationship with print, online, radio, and television media outlets in South Australia. Each year we host media representatives from TV stations, newspapers, websites and online content creators who eagerly report on our event and the impact it has on the South Australian landscape.





ARTIST ALLEY PACKAGES



ARTIST ALLEY FULL TABLE PACKAGE: \$320

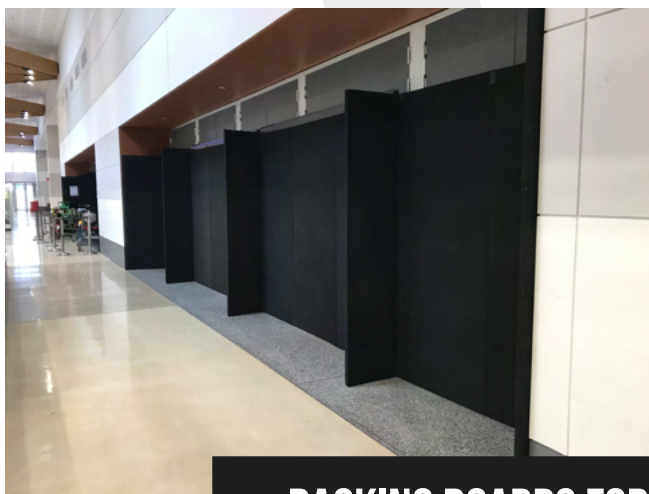
The Full Table Package comes with the following:

1 x Trestle Table (180cm long x 76cm wide)

1 x Velcro Only Backing Board (2m Wide x 2.4m high)

2 x Padded Chairs

2 x AVCon 2024 Artist Passes



BACKING BOARDS FOR REFERENCE



ARTIST ALLEY HALF TABLE PACKAGE: \$160

The Half Table Package comes with the following:

1/2 x Trestle Table (90cm long x 76cm wide)

1/2 x Velcro Only Backing Board (1m Wide x 2.4m high)

1x Padded Chair

1 x AVCon 2024 Artist Pass

(By choosing the Half Table package, you will be sharing a space with another artist. Artists applying for this package can request who they share space with but no guarantees can be made.)

All electronics wanting to be plugged in at the Adelaide Showgrounds must have a valid Test and Tag within 2 years of the dates of 28th of June 2024.

ADD ONS THAT CAN BE PURCHASED WITH YOUR PACKAGE:

Black Tablecloth: **\$10**

Extra Padded Chair: **\$10**

Extra Artist Alley Pass - **\$30 (limited to 1 extra pass per artist)**

Test & Tag: **\$5 (per item)**

Electricity: **\$40**

AVCon Artist Alley will not be offering double table packages this year.

Applications for the AVCon 2024 Artist Alley will open on **Saturday 27th of January, at 5:00pm** and will close on **Saturday 2nd of March, at 5:00pm**.

All applicants will need to have at least \$5 million in Public Liability Insurance and a Certificate of Currency must be demonstrated before setup can occur at AVCon 2024.

The application process will request samples of your work, links to social media accounts where work is displayed, and a description of how your table would be set up and the types of products on offer. Applications will be subject to a vetting process and acceptance into the AVCon Artist Alley will be influenced by the following criteria:

- Hosting a wide selection of offerings that is diverse and that covers multiple mediums or product types.
- Table set up in a professional manner and is high quality in both appearance and function.
- Product offerings are mostly relevant to AVCon's anime and video gaming themes.
- Products or content is unique from other tables in the Artist Alley.
- Content of products is kept to a family friendly rating for AVCon day trading.
- Products on offer are of high quality. This does not mean a subjective judgment on art style, but on the standard of production or the durability of items intended for sale.
- Artist will trade at After Dark and can offer unique products for the event.

Places in the AVCon Artist Alley are limited and as such not all applicants will be successful, even if all criteria is met. Selection is based on several factors and there may be some applications that will not be successful for reasons beyond control. For example; several high quality artists may apply with the same product range or specialise in fan art from the same anime/game. It may also be the case that there is simply not adequate room for everyone who applied.

Not being accepted is not an indication of an artist's skill or quality.

AVCon's selection is final. Unsuccessful applications may go on a waiting list and fill spots if there are any future vacancies.

Emails will be sent out **Saturday 16th of March for both successful and unsuccessful applicants**. Information regarding invoicing, bump in/out times and other instructions will follow for successful applicants.

Applications can be made at the following Google form:

<https://forms.gle/RNrvAMak9DC1bYer9>

Terms and Conditions:

<https://www.avcon.org.au/terms-and-policies/#artist-and-exhibitors>

AVCON AFTER DARK



AVCon will be running a new version of our popular AVCon After Dark event on Saturday 29th of June from 6pm to 10pm. This event will take place at the same venue as AVCon (Jubilee Pavilion, Adelaide Showgrounds) but will be restricted to attendees over 18 years of age. Vending at After Dark is optional but if you wish to opt in, you will gain 4 extra hours of trade time and have the ability to sell art and products rated 18+ (although your product lineup can remain unchanged if you prefer). Artists who do not opt into After Dark will have their table sectioned off and watched by security.

AVCon After Dark vending is at no additional cost and comes included in the Package price for AVCon Artist Alley.

ARTIST ALLEY GALLERY



CONTACT US

EMAILS

ARTIST ALLEY

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ELECT CONTACTS

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