



# HEROES CONVENTION

## ARTIST ALLEY

### REGULATIONS



**JUNE 16-18, 2023**  
**CHARLOTTE CONVENTION CENTER**  
**501 SOUTH COLLEGE STREET, CHARLOTTE NC 28202**

- **FLOOR PLAN IS SUBJECT TO CHANGE.**

#### 2023 HEROES CONVENTION - ARTIST ALLEY INFORMATION

- ARTIST ALLEY TABLES ARE LOCATED INSIDE THE GRAY AREA ON THE MAP ABOVE.
- EXHIBITOR BOOTH SPACES ARE THE NUMBERED SPACES IN WHITE AREA.
- YOU CAN REQUEST A MAP REFLECTING AVAILABLE BOOTH SPACES BY EMAILING [KARLA@HEROESONLINE.COM](mailto:KARLA@HEROESONLINE.COM).
- ARTIST ALLEY TABLE RESERVATIONS ARE NON-REFUNDABLE.

## HEROESCON 2023 :: JUNE 16-18

The Heroes Convention is one of the most recognizable names on the comics convention circuit and has a well-deserved reputation as a convention that puts COMICS first.

That means aisles packed with fans looking for new comics and comic-related merchandise. The 2023 Heroes Convention will celebrate our 41st Anniversary Show, and we can't wait to have you all back with us!

Our expanded floor plan incorporates more Artist Alley tables and Exhibitor Booths, but space is fully expected to sell out well in advance of the show. Book your table soon!

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### ARTISTS ALLEY TABLE: \$325\*

Artist Alley tables at the Heroes Convention are reserved for creators and the work they have made themselves. **Great for a solo venture or a two-person team!**

**You may reserve up to TWO 6' Artist Alley Tables per Artist/Group.**

If you will require more space than what is afforded on TWO 6' Artist Alley Tables, please consider reserving a 10'x10' Exhibitor Booth.

ARTIST ALLEY TABLES ARE SUBJECT TO APPROVAL. ANY ARTIST ALLEY TABLE APPLICATION DEEMED INAPPROPRIATE WILL BE REFUNDED.

\*ARTIST ALLEY TABLES ARE TRANSFERABLE, BUT OTHERWISE NON-FUNDABLE. PLEASE BEAR THIS IN MIND WHEN RESERVING SPACE.

**THERE ARE NO REFUNDS ON ARTIST ALLEY TABLE CANCELLATIONS.**

#### ARTIST ALLEY TABLE RESERVATIONS INCLUDE:

- ONE, SKIRTED, 6' table with TWO chairs and TWO Artist Alley Passes for the weekend.  
*HeroesCon 2023 Artist Alley Table Numbers will be provided by May of 2023.*
- Your name and a website link featured on our [HeroesCon Artists Alley](#) page.

#### ADDITIONAL SEATS/PASSES:

**You may purchase ONE additional seat+pass per each individual Artist Alley Table reservation.**

The cost of an additional seat and accompanying Artist Alley pass is **\$75.00**. You may add a maximum of 1 additional chair/pass to an Artist Alley Table, NO EXCEPTIONS.

We want everyone to have the most pleasant and comfortable show they can, and overcrowded tables are the opposite of pleasant and comfortable.

#### PLACEMENT:

**PAID ARTISTS ALLEY TABLE SPACES ARE AWARDED ON A FIRST-COME, FIRST-SERVED BASIS.**

Some reservations from the 2020 and 2021 Heroes Conventions have been transferred to our 2023 HeroesCon, and those artists tables will be placed first.

If you have seating preferences (ie: near another artist, against a wall), there is a space on the Artists Alley Form where you can indicate those preferences should you have them. Please know that, though we try as hard as we can to honor these, it is impossible to honor all of them. We thank you for your understanding!

#### DIMENSIONS:

**ARTIST ALLEY TABLES ARE 6' WITH APPROXIMATELY 4' OF SPACE BEHIND.**

- You are not allowed to put items in the aisle in front of your table, and you are not allowed to turn your table out of line with other artists' tables.
- If your set-up will take up more space than the allotted 6' table, you may want to consider reserving a 10'x10' Exhibitor Booth space instead.

#### INDIE ISLAND:

**YOU CANNOT REQUEST TO BE SEATED IN INDIE ISLAND, NOR CAN YOU PURCHASE A TABLE INSIDE INDIE ISLAND.**

Indie Island is a curated section of our Artist Alley, and we do not accept applications for space inside of Indie Island. We consider every artist's body of work on an individual basis, and allow that to inform our Indie Island selections after a group deliberation. What this REALLY MEANS is that we cannot guarantee ANY artist a spot in our Indie Island. Not even those who have tabled in our Indie Island over previous years.

## DISPLAYS:

**DISPLAYS CANNOT EXCEED 6' W X 8' H INSIDE ARTIST ALLEY.**

**Please be considerate of your neighbors!** Excessively tall and/or wide displays behind artist tables are not permitted. If you would like to utilize a tall display, please ask to be placed along the perimeter against a wall.

## WE ARE FAMILY-FRIENDLY SHOW, AND THAT WE TAKE GREAT PRIDE IN THAT REPUTATION.

Banners/Displays with questionable/rude/provocative subject matter are NOT PERMITTED FOR DISPLAY at our show. If you feel that your display 'might' be questionable, please consider using an alternative "all-ages appropriate" option. If you are unsure if your banner/display is questionable, you can email an image to [Karla@heroesonline.com](mailto:Karla@heroesonline.com) for approval.

## THERE IS NO DRAPE BEHIND OUR ARTIST ALLEY TABLES.

If you would like to rent an 8' tall drape to place behind your table, you may do so through our decorator. You will receive instructions on how to do this closer to the show once table numbers have been assigned.

## BADGES/PASSES/WRISTBANDS:

**You will receive TWO Artist Alley Badges & Wristbands with your Artist Alley table reservation.**

**Badges on lanyards are purely for souvenir/name tag purposes.** These will NOT grant access to the Convention Floor. **You MUST WEAR YOUR WRISTBAND ALL WEEKEND.**

The wristband is what allows you floor access during restricted hours, and is your ticket into the show all weekend. Wristbands will be 100% water-proof, medical-grade, and hypoallergenic. They must be worn until the end of the show. If you lose your wristband, you will be required to purchase a replacement for \$50.

**You may add one additional chair and badge to each table for an additional \$75.00.**

**The MAXIMUM ALLOTMENT of badges per 6' table is three.**

If you will require additional badges/wristbands for the weekend, you will need to purchase additional passes. Additional Artist Alley Badges (over the 3 per-table allotment) are \$75.00 each, and can be reserved in advance through [Karla@heroesonline.com](mailto:Karla@heroesonline.com)

## REFUNDS/CANCELLATIONS:

**ARTIST ALLEY TABLE RESERVATIONS ARE NON-REFUNDABLE.**

Should you need to cancel your table reservation at our 2022 show, we can roll your reservation toward the 2023 Heroes Convention, or keep it on file as a deposit toward a future reservation.

**THERE ARE NO REFUNDS ON ARTIST ALLEY TABLE RESERVATIONS.**

## SHOW HOURS:

### ARTIST ALLEY TIMES:

Thursday (setup): 12 NOON - 8pm

Friday: 7am - 7:30pm

Saturday: 9am - 6:30pm

Sunday: 10am - 8pm

### OPEN TO THE PUBLIC:

*Pre-registered Fans are allowed onto the convention floor up to 30 minutes early each day*

Friday: 11am - 7pm

Saturday: 10am - 6pm

Sunday: 11am-6pm

## REGISTRATION/CHECK-IN:

**ARTISTS ALLEY REGISTRATION/CHECK-IN IS LOCATED JUST INSIDE THE COLLEGE STREET ENTRANCE OF THE CHARLOTTE CONVENTION CENTER. LOOK FOR THE ARTIST ALLEY REGISTRATION KIOSK ON THE LEFT SIDE OF THE CONCOURSE! This is where you will pick up your badges/wristbands for the Heroes Convention.**

When you arrive at the Charlotte Convention Center please check-in here first and collect your wristbands to gain access to the Convention floor. You can then take either the elevators or the escalators down to the Convention Floor. You may only take dollies/hand-trucks down in the elevator.

**If you will need to use the loading dock to unload your set-up,** please contact Karla Southern ([Karla@heroesonline.com](mailto:Karla@heroesonline.com)) in advance to be added to the loading dock checklist.

# ELECTRICITY / INTERNET / WI-FI:

## ELECTRICITY:

**Electrical hook-ups must be arranged for and paid through the Charlotte Convention Center and Smart City Networks.** You can arrange this in advance through Smart City, or you may purchase electricity on-site at the Convention Center. [Charlotte Convention Center / Smart City Networks - Electrical Order Form](#)

## INTERNET/WiFi:

**There is NO FREE WiFi on the Convention Floor at the Charlotte Convention Center.** The Charlotte Convention Center has made improvements to their cellular coverage in recent years, which means that \*MOST\* cellular devices \*SHOULD\* have a signal on the convention floor. This, unfortunately, is NEVER A GUARANTEE. You can purchase WiFi through Smart City Networks and the Charlotte Convention Center if you would prefer to purchase a direct connection. [Charlotte Convention Center / Smart City Networks - WiFi](#)

**Karl Seeba** - Smart City: Charlotte Convention Center

Office: 704-339-6700

[kseeba@smartcity.com](mailto:kseeba@smartcity.com)

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## RENTAL EQUIPMENT:

Additional equipment (ie: Fixtures, Grid Wall, Decor) can be rented through our decorator [Carolina Tradeshow Decorators](#). Please contact [Karla@heroesonline.com](mailto:Karla@heroesonline.com) for additional information.

## SHIPPING / DRAYAGE:

You may ship items to the Convention Center in advance of the show through our Decorator [Carolina Tradeshow Decorators](#), or via the **UPS Store** located inside the Charlotte Convention Center.

## THE UPS STORE

A full-service business center, the Charlotte Convention Center's in-house UPS Store caters all printing and shipping needs, including freight packing and shipping, luggage boxes, postal and mailbox services, and printed meeting supplies. Convenient and fast, the store welcomes walk-ins as well as advance orders, which save time and money.

- In-bound/outbound shipping and receiving service
- Printing, copying and faxing at 24/7 work station kiosks
- Online printing and shipping orders plus tracking

You can find their website and all the information you should need here:

<https://locations.theupsstore.com/nc/charlotte/501-s-college-st>

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## PARKING:

The landscape surrounding the Charlotte Convention Center has changed over the past two years. Parking areas that may have existed the last time you visited may no longer be available.

There are paid parking lots in the surrounding area of the Charlotte Convention Center. You can see a map of parking here: [http://s3.amazonaws.com/crva.com/uploads/CLT\\_CCC-Parking\\_Map\\_Updated\\_June2019.pdf](http://s3.amazonaws.com/crva.com/uploads/CLT_CCC-Parking_Map_Updated_June2019.pdf)

## LIGHT RAIL:

You might also consider utilizing the Charlotte Light Rail which makes a stop next to the Charlotte Convention Center at the 3rd Street / Convention Center stop as well as at the Westin Charlotte at Stonewall Station.

<https://charlottenc.gov/cats/rail/Pages/routes.aspx>

# RESTRICTIONS:

## BOOTLEG / COUNTERFEIT RESTRICTIONS:

**Heroes Convention does NOT PERMIT the sale of bootleg or counterfeit materials of any kind.**

The sale of counterfeit or bootleg materials is unlawful and may result in expulsion from the show without refund. Heroes Convention will not accept responsibility for any seizure of property, profit loss, or hardships incurred and will not issue a refund for any booth or table rental fees. **This includes the selling of art prints without the express written permission of the artist.**

## FOOD/BEVERAGE RESTRICTIONS:

**The sale of food and beverage items is NOT PERMITTED without the express approval of the Concessions Department of the Charlotte Convention Center. Selling food stuffs at your Artist Alley table may result in a Cease and Desist from the Charlotte Convention Center (with possible monetary fees/penalties).**

The Heroes Convention will not accept responsibility for any seizure of property, profit loss, or hardships incurred under these circumstances and will not issue a refund for table or booth rental fees.

HeroesCon expects anyone wishing to sell edible merchandise at our convention to adhere to any rules/regulations put in place by the Charlotte Convention Center. If you would like to sell food or beverage items, you may do so by going through the Catering Department of the Charlotte Convention Center to obtain approval.

**Betsy Belcher** - Catering Sales Manager: Charlotte Convention Center  
Office: 704-339-6044 / [Betsy.Belcher@charlotteconventionctr.com](mailto:Betsy.Belcher@charlotteconventionctr.com)

**(You are allowed to bring snacks, and beverages, for your own consumption onto the show floor. The food restrictions only apply to the SELLING of foodstuffs.)**

## WEAPON SALES / RESTRICTIONS:

**The Charlotte Convention Center prohibits the possession, sale and/or distribution of any item that may be considered a "dangerous weapon" on its premises.**

"Dangerous Weapons" are defined as any object or device designed or intended to be used to inflict serious injury upon persons or property; including, but not limited to: firearms, knives of any kind or type, razors and razor blades, metallic knuckles, clubs, blackjack and nightsticks, dynamite cartridges, bombs, grenades, mines and any other type of explosive, as well as loaded canes. (City Code 1961 § 13-38.1; Ord. No. 545, § 1, 8-11-80)

In compliance with the aforementioned regulations, the following items are no longer permitted for sale, or in the possession of persons, on the premises of the Charlotte Convention Center during the hours of the Heroes Convention:

- Metal Swords (unsharpened or otherwise) • Knives (unsharpened or otherwise)
- Throwing Stars (unsharpened or otherwise) • Darts (unsharpened or otherwise)
- Nunchaku, Blackjack, Nightsticks, and Batons • Brass Knuckles
- Sais, Kamas, Hatchets, Tomahawks, Axes, Stylized Blades (ex: Wolverine-style Claws) • Fireworks (of any kind)

## GAMBLING / GAMES OF CHANCE:

**The Charlotte Convention Center, the Heroes Convention, and the State of North Carolina PROHIBIT gambling of any kind. NO EXCEPTIONS.**

If you are conducting a game, lottery, or drawing wherein a customer is required to exchange ANY amount of money in order to receive a prize of ANY KIND, that customer MUST WIN A PRIZE that is equal-to or greater-than the dollar amount that was exchanged. NO EXCEPTIONS. The Heroes Convention reserves the right to terminate ANY practice of gambling, game, lottery, drawing, etc that we feel is questionable or objectionable, without refund.

Please be advised. This is a non-negotiable offense and will result in removal from the convention floor.

## ADULT MATERIALS:

**Heroes Convention is a family-friendly show, and we are very proud of our all-ages-appropriate reputation. We strongly discourage the sale of adult materials of any kind.**

If you have materials for sale that could be considered objectionable, we request that you please keep these items out of plain view so that everyone who attends may enjoy our show. You may be asked to remove certain materials at our discretion should we find them to be objectionable.

## HEROES CONVENTION HOLD HARMLESS AGREEMENT:

Artist/Exhibitor assumes ALL RESPONSIBILITY, hereby agreeing to protect, indemnify, defend and hold harmless the HEROES CONVENTION, its employees and agents against all claims, losses and damages to person or property, governmental charges and or fines and attorney fees arising out of, or caused by, exhibitor's installation, removal, occupancy, or use of the exhibition premises or any part thereof. Artist/Exhibitor agrees to hold harmless the HEROES CONVENTION and any of its production partners from loss or damage of merchandise or injury sustained during attendance at its event. The HEROES CONVENTION takes no responsibility for items lost or stolen; it is up to the vendor to carry insurance for merchandise.

No Artist/Exhibitor may pack up, or vacate its booth or table space before the end of the event. All Artists/Exhibitors must be packed up and all products and materials owned by said dealer must be entirely removed from the convention space by 11:00 PM EST on the last day of the event.

## HOTELS:

### **WESTIN CHARLOTTE - 601 S. College Street, Charlotte NC, 28202**

Located just across the street from the Charlotte Convention Center

There is a Starbucks in the lobby, as well as a restaurant and lounge on-site. The Westin is also easily walkable to a wide variety of area restaurants, though after a long day of charming convention attendees, you may opt to take a Lyft!

### **THE EMBASSY SUITES BY HILTON CHARLOTTE UPTOWN - 401 East Martin Luther King Jr. Blvd, Charlotte, NC 28202**

Located just one block from the Charlotte Convention Center. Features free made-to-order breakfast, free WiFi, indoor pool and fitness center. Within a 10-minute walk to many local shops and restaurants.

### **HOME2 SUITES BY HILTON CHARLOTTE UPTOWN - 610 S Caldwell St, Charlotte, NC 28202**

Located just across from the NASCAR Hall of Fame, a short walk to the Charlotte Convention Center! Features free breakfast, WiFi, in-suite kitchens, pet-friendly rooms and more.

### **HILTON CHARLOTTE UPTOWN - 222 E 3rd St, Charlotte, NC 28202**

Located just up the street from the Charlotte Convention Center

4 Star Hotel located just a short walk from the Convention Center. Features on-site dining at the Coastal Kitchen and Bar, free access to the connected YMCA, and more.

### **J. W. MARRIOT - 600 S. College Street, Charlotte NC, 28202**

Diagonally across the street from the Charlotte Convention Center

Luxury hotel featuring a 24-hour fitness center, rooftop bar & pool, Spa, and restaurants Dean's Italian Steakhouse and Caroline's Oyster Bar.

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## AIR TRAVEL SHUTTLE:

If you are flying into Charlotte on Thursday, June 15 or Friday, June 16 you may be able to use our HeroesCon shuttle to get from the airport to the Charlotte Convention Center.

Please let Karla Southern ([Karla@heroesonline.com](mailto:Karla@heroesonline.com)) know that you would like to be added to the HeroesCon Shuttle list and send her a copy of your itinerary.

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## ADDITIONAL FAQs:

### **• ARE THERE ID OR MINIMUM AGE REQUIREMENTS TO ENTER THE EVENT?**

There are no age limitations to ATTEND the Heroes Convention. HOWEVER, If you are under 18 years of age and would like to table in our Artist Alley, we will require the permission of a parent and/or guardian. You can contact [Karla@heroesonline.com](mailto:Karla@heroesonline.com) for more details.

### **• HOW CAN I CONTACT THE ORGANIZER WITH QUESTIONS?**

You can email Heroes Convention Event & Creative Coordinator, Karla Southern, at [Karla@heroesonline.com](mailto:Karla@heroesonline.com) with any questions related to HeroesCon or Artist Alley.

### **• DO I HAVE TO BRING MY PRINTED TICKET TO THE EVENT?**

You do not NEED to bring your printed ticket but it's also never a BAD IDEA to have it with you...just in case!

### **• CAN I UPDATE MY REGISTRATION INFORMATION?**

Yes, but only until June 1, 2023.

If you DO change your information, please let [Karla@heroesonline.com](mailto:Karla@heroesonline.com) know!

### **• IS MY REGISTRATION FEE OR TICKET TRANSFERRABLE TO A DIFFERENT ARTIST?**

Yes...but if you need/want to transfer your AA reservation to another Artist, you will need to contact Karla Southern at [Karla@heroesonline.com](mailto:Karla@heroesonline.com) to do so.

### **• IS IT OK IF THE NAME ON MY TICKET OR REGISTRATION DOESN'T MATCH THE PERSON WHO ATTENDS?**

NO. You will need to let Karla Southern ([Karla@heroesonline.com](mailto:Karla@heroesonline.com)) know if the name on the reservation will be different from the individual who is tabling at the event.

## QUESTIONS?

### **Karla M. Southern**

Heroes Convention Event & Creative Coordinator

Office: 704-375-7462

[Karla@Heroesonline.com](mailto:Karla@Heroesonline.com)

# HEROESCON CODE OF CONDUCT

The HEROES CONVENTION is dedicated to providing a fun, safe, harassment-free convention for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, age or religion.

## **WE WILL NOT TOLERATE HARASSMENT OF ANYONE IN ANY FORM AT ANY TIME.**

Any convention participant violating these rules may be sanctioned or expelled from the Heroes Convention, without a refund, at the discretion of the convention organizers.

## **EVERYONE IS SUBJECT TO OUR ANTI-HARASSMENT POLICY.**

This includes: Artists, Attendees, Exhibitors, Guests, Press, Sponsors, Staff, and Volunteers.

If you are being harassed, have witnessed someone else being harassed, or have any other safety concerns, please contact a member of the Heroes Convention staff or a Heroes "Sidekick" (Convention Volunteer). The Information Booth, located at the main entrance of the convention floor, is ready to assist you or can quickly put you in contact with someone who can help. Notifying a staff member in a timely manner is the best way to ensure that harassments are addressed quickly and efficiently. We are happy to contact our security or local law-enforcement, and can provide escort to a safe place, or otherwise assist anyone experiencing harassment to ensure that everyone feels safe for the duration of the convention.

ALL persons are subject to this anti-harassment policy and are expected to follow these rules for the duration of the Heroes Convention as well as at all related Heroes Convention events. This policy includes the Convention Center as a whole, and extends to all after-hours events at our host hotels and any other associated venues.

We are VERY PROUD of our Family-Friendly convention. It is our policy that Artists and Exhibitors should not display images or material that surpasses a PG-13 rating at their booths or artist table. We also discourage over-sexualized or excessively gory clothing/uniforms/costumes at our convention.

It is our wish that EVERYONE feel comfortable at our show, and in an effort to make that possible, there are gender-neutral bathrooms available in the Professional Registration Office (Room 101) on the main concourse located on the College Street side of the Charlotte Convention Center.

We appreciate your cooperation and understanding of the aforementioned policies. We are committed to maintaining a Family-Friendly COMIC-BOOK SHOW where EVERYONE feels safe and welcome for many years to come.

**THANK YOU!**  
**The Staff of the Heroes Convention**