



Nekocon 2024 vendors, artesans and sponsors

Nekocon is the second oldest and one of the best known anime events in Finland. Nekocon 2019 attracted 1400 visitors. The 2022 Nekocon attracted around 1500 visitors and sold out. For the 2023 Nekocon, we sold around 1800 tickets and the event sold out. The total number of visitors in 2023 was around 2000. For the **2024** Nekocon, we expect **2000 visitors** and to sell out.

The theme for Nekocon 2024 is **otukset ja kummajaiset (creatures and critters)**. The event will be held in **Kuopio on 13.-14.7.2024**. Nekocon is a two-day event.

Venue is **Kuopion musiikkikeskus** (Kuopionlahdenkatu 23, 70100 Kuopio) and **Kuopion taidelukio Lumit** (Kirkkokatu 45, 70100 Kuopio).

Nekocon is organised by Nekocon ry and is entirely volunteer-run. Nekocon is brought to life by a group of enthusiasts and it does not pay any financial compensation to the organisers or seek to make a profit from the event.

Join us to create the cutest event of the year in sunny Kuopio! Sponsor and vendor applications are now open: [Vendor application](#)

If you have any questions or concerns regarding vendors, sponsors, Nekocon or Kuopio, do not hesitate to get in contact via email.

sponsorit@nekocon.fi

Elppi "elppidraws" Hyvärinen
Jere "Jentle" Pystynen
Sponsorivastaavat



Packages for sponsors, vendors, artisans and associations

Vendor packages

Main sponsor

For the main sponsor of the event we offer

- 12 vendor tables in the main vendors hall
- One page ad in the programme
- Company logo space on Nekocon wristbands and other materials
- Ads as the main sponsor on Nekocon's social media channels and at the event.

The main sponsorship will be sold to one sponsor only and it is be priced at **1800 €**.

Vendors: Valohalli

XS-package

1 vendor table
1/4 page ad in programme
Vendor passes

160 €

S-package

3 vendor tables
1/2 page ad in programme
Vendor passes

470 €

M-package

6 vendor tables
1/1 page ad in programme
1 Feed social media ad
Vendor passes

990 €

L-package

8 vendor tables
1/1 page ad in programme
1 Feed + 1 story social media ad
Vendor passes

1270 €

About the vendor packages

- Packages are cheaper than buying the parts separately. One vendor table is equivalent to **215x140cm (3m²)** and one **140x80cm table** in the vendors hall.
- Vendors can purchase additional space or a table for **€150** per vendor table, if there's room.
- Vendors may purchase ads as sponsors in addition to the packages if they wish. In this case, advertisements will be priced according to the price list (see next page).
- Please read the general guidelines for vendors and sponsors in this file.



Kuva: Riikkis @Riikkisphoto

If any of our vendor packages does not suit your needs, get in contact with us and let's work from there. We can create a package that meets your needs. Please do not hesitate to get in touch if you have any questions or concerns!

A written contract will be made between sponsors and Nekocon.

Outdoor vendors

Food carts, coffee, fast food or other food vendors are suitable. There are only a few outdoor vendor spots available.

For outside vendors, we need information about the products being sold, electricity needs and cart size. The price is determined by space and electricity needs.

Outdoor vendors are responsible for obtaining the necessary permits, certificates and other necessary paperwork. Outdoor vendors are subject to the same guidelines and requirements as indoor vendors.

Artesan package

Artesan table is **80€**

Artesan tables are located on the second floor of the Musiikkikeskus, in Konserttilämpö. The Artesan table includes a table (140 x 80 cm) and two chairs as standard, please let us know on your application if you have your own floor stands or other larger structures. Artesans will receive vendor passes for the event, so please indicate your pass needs on your application.

Artesan spaces are primarily for artists, craftspeople and small businesses. Artesan tables are not suitable for reselling products. You do not need a business ID to be an artisan.

Artesans are subject to the same restrictions on products as other vendors, so please refer to the vendor guidelines. Artesans may purchase advertising for the programme if they wish.

Artesans are selected on the basis of an application, and selections are made based on suitability to Nekocon. Applicants may be redirected to apply to artist alley instead. There is no separate application deadline. To apply for an artesan table, you will need a portfolio showcasing your products. The portfolio can be a PDF, a webpage or a drive folder, but there are no restrictions on the content. A social media feed is not suitable as a portfolio.

Artesan application form: <https://forms.gle/z32zcHVZyT5nkxCR8>

Non-profits and other conventions

Non-profit table is **25€**

The non-profit package is aimed at non-profit associations that fit Nekocon's audience. The price includes a table and two chairs by default, but other options can also be negotiated separately. Non-profit table includes vendor passes.

If you are interested in a non-profit table, please contact us by email! Nekocon may refuse an association's participation in the event if it deems the association's activities to be contrary to Nekocon's values.

Ads and sponsoring the competitions

Programme

You can buy ads to Nekocon's printed programme. The quality of the ad needs to be at least 300 dpi.

- Full page advertisement (A5 vertical): **70 €**
- Half page advertisement (A6 horizontal): **40 €**
- 1/4 advertisement (A7 vertical): **25 €**

Social media

You can buy ads on Nekocon's social media platforms (Twitter, Instagram, Facebook), priced as follows:

- One-time post to feeds, stays up: **40 €/post**
- Instagram -story for 24 hours: **20 €/post**

Slide-ad

Musiikkikeskus has around 10 TV screens and a projector in Valohalli, which will be used during the day to show the programme map and other announcements. Your advertisement can be around 15 seconds long. The ad can be made up of single image or animations, which can be used to create a PowerPoint presentation. The size of the slide advertisement is 1280 x 720 px.

- The price for a slide ad is **50 €**

We will publish the promotional materials we receive from sponsors through our social media channels, as agreed. We do not make sponsors' promotional materials, we only publish them on our channels (unless otherwise agreed in advance).

Please provide us with promotional materials and logos as early as possible, at the latest by the date specified in the contract.

Please submit any materials to the programme, the website or the venue's info desk by May 10th by email to sponsorit@nekocon.fi.

Please contact the vendor manager if you would like to have your ads on our social media channels even outside the "high season" of events.

Gift cards and product prizes

Nekocon will feature a number of **cosplay competitions**, a **photoshoot competition**, **gaming tournaments** and an **AMV competition**, with sponsored prizes for the fabulous winners. Sponsored prizes can be gift cards or products, a good value for prizes is 20-70 euros.

The prize sponsors will have advertising space in Nekocon's printed programme guide, social media and/or on the venue's information screens, as well as their logo on Nekocon's website.

In addition, prize sponsors will have their logo displayed in slideshows on stage or on screens during the competitions.

Vendors can also partly pay for their tables with competition prizes. You can't fully pay with prizes. All prizes must be approved by Nekocon's vendor manager before signing the contract.

If you are only interested in sponsoring our competitions, you can get in contact with us via email sponsorit@nekocon.fi. We'll gladly give more information about our competitions and tournaments via email as well.



Kuva: Mikael Peltomaa @Elderx

Vendor halls

Sponsor packages and vendor tables include free admission to the event and free parking on both days (if a sponsor has more than three people, additional admission must be arranged separately).

Coffee and snacks will also be available in the green room throughout the event. Green room also has a fridge to store your own snacks. Make sure to leave room for others and clean after yourself!

The main vendor hall is located on the first floor of Musiikkikeskus (Kuopionlahdenkatu 23, 70100 Kuopio) in the **Valohalli**, which is very easy to find for all visitors.

In addition, there is a second sales room on the second floor in **Konserttilämpö**, where tables can be purchased by individuals and artists.

Construction, dismantling and opening hours

TGoods can be brought in through the loading doors of Musiikkikeskus on the Kirkkokatu side. There is a ramp at the loading area, so goods can be transported on rollers. There is a parking area next to the loading doors, which is free for vendors during the event. There is a lift to Konserttilämpö.

Vendor tables and booths can be set up on Friday between 15:00 and 21:00.

Vendor hall and artesan tables will be open

Saturday 10–18 and
Sunday 10–16.



Kuva: Usvalapsi @usvalapsi

General guidelines and info

- A written contract will be created between sponsors and Nekocon.
- The main form of contact will be via email. However, vendor manager will be providing his phone number to sponsors and vendors and is reachable by phone before and during the event.
- Nekocon does not accept sponsors or vendors selling counterfeit or pirated products. Similarly, products that use third-party illustrations without the permission of the party concerned are prohibited. Tables will be checked before opening and any pirated products will be removed. Checks may also be carried out during the event.
- Prohibited vending products also include products with AI-generated illustrations. The ban applies to image generation where the image is wholly or mostly generated using a prompt tool based on the use of third party image resources.
- If the prohibited products are not removed when asked to, or if there are a significant number of them, the vendor may be removed from the entire event. In this case, the price of the table space will not be refunded.
- You may not play music or engage in loud activities that disturb other vendors or visitors at your own stall.
- Vendors are allowed to bring their own shelves, racks and stands to the sales area they have purchased. All structures must be sturdy and must not sway or tip over. All structures must fit within their own sales area.
- Please note that nothing may be attached to the walls of the venue without permission.
- Sellers are responsible for their own insurance, employee wages, any permits and taxes related to the sale of products.
- If you intend to sell food, please let us know when you reserve a table, as the venue has some restrictions on food sales. In addition, we require food vendors to display food labels in accordance with Finnish legislation.

- Emergency exits or passageways may not be obstructed by scaffolding, boxes or other objects. Please follow the staff's' instructions regarding safety.
- In an unlikely case of emergency during the event, follow the instructions of convention staff and security. Vendor manager will inform you about the meeting point and the closest emergency exit in advance.
- If vendors come across any criminal activity during the event, they're required to inform the staff and security immediately. If you feel unsafe or uncomfortable during Nekocon for any reason, contact the nearest convention staff member immediately.
- The sale of K18 products is allowed, but the products must be placed on tables where they cannot be seen by minors. They must be presented in good taste and sold in accordance with the laws and guidelines in Finland. (K18 computer games, DVDs, etc. must not be sold to persons under 18. Comics, pictures or other products containing non-moving material may be sold to persons over 15 years of age, regardless of the content.) If necessary, our representatives will provide instructions on the presentation of products before and during the opening of the event.
- Please note that advertising outside your sales area, for example with flyers or posters, is prohibited without a written permission. This includes, but is not limited to, leaving advertisements on the tables of the event area, other vendors' booths or artist alley, and distributing advertisements and materials to visitors outside your sales area without specific permission.
- All advertising and solicitation on the venue by vendors, associations, individuals and organizations other than those participating in the event and paying for a vendor space is strictly prohibited, and advertisers and individuals will be removed from the event and the ticket price will not be refunded.