

Policy Guidelines for Artist Alley & Exhibitors

Malmö Game Week (MGW) is a nonprofit event dedicated to celebrating creativity, diversity, and community within gaming and fandom culture. As a family-friendly, inclusive, and sustainable event, we ask all Artist Alley participants and exhibitors to follow the policy below to ensure a safe, respectful, and inspiring environment for everyone.

Legal compliance

- All products sold or exhibited must comply with Swedish law, including copyright and consumer protection regulations.
- MGW does not accept the sale of AI-generated artworks or products. We celebrate human creativity and craft.
- Fan art is welcome, but it must be clearly marked as unofficial and not misrepresented as licensed or original IP. We encourage artists to avoid tracing or overly derivative work out of respect for fellow creators and the spirit of originality. All fan art must be your own artistic interpretation and not a direct reproduction of existing material.
- Any bootleg, counterfeit, or unlicensed merchandise is strictly prohibited.
- Exhibitors are responsible for ensuring they have the right to sell the work they display. Malmö Game Week does not vet individual artworks but may remove content if required by IP holders.

Environmental responsibility

- All exhibitors must actively consider the environment when planning their setup and products.
- Reduce single-use plastics and non-recyclable materials. Bring reusable displays, packaging, and signage where possible.
- Take responsibility for cleaning your area and minimizing waste during and after the event.

Inclusive and safe content

- No discrimination of any kind is tolerated, whether in behavior, exhibited material, or verbal interactions. This includes but is not limited to racism, sexism, homophobia, transphobia, ableism, or xenophobia.
- Any sexually explicit content, or depictions of gore, extreme violence, or disturbing themes is prohibited. MGW is a family event.

- All designs and artwork must avoid hate symbols, political extremism, or material likely to cause harm or fear.

Booth behavior & setup

- Treat your fellow exhibitors and visitors with professionalism, patience, and kindness.
- Keep noise levels reasonable. If you're using speakers or audio devices, ensure they don't interfere with neighboring booths.
- Strong scents, flashing lights, or potentially triggering visuals should be avoided if possible.
- Make your booth accessible. Avoid cluttering aisles and ensure wheelchair access wherever possible.

Consequences

Any violation of these guidelines may result in removal from the event without refund. MGW staff reserves the right to intervene or make final decisions regarding materials, behavior, and booth practices.

By participating in MGW, you agree to uphold the spirit of the event: inclusive, community-driven, respectful, and creative.

Thank you for helping us make MGW a meaningful and welcoming celebration for all!

Contact

If you have questions about these guidelines or need support preparing your booth, please contact Marielle Sterner, marielle.sterner@spelenshus.se.