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## **ARTIST ALLEY REGISTRATION AT C2E2 IS NOW OPEN!**

### **Applications Being Accepted for Popular Attraction; Interested Artists are Encouraged to Register Early!**

Norwalk, CT, May 19, 2009: Applications for Artist Alley at the Chicago Comic & Entertainment Expo (C2E2) are now being accepted. C2E2, the new comic and pop culture convention which is being launched by Reed Exhibitions, organizers of New York Comic Con (NYCC), will take place April 16 – 18, 2010 at McCormick Place in downtown Chicago. According to organizers, one of the most popular and eagerly anticipated venues at NYCC is Artist Alley, which is why they are announcing the early registration availability for Artist Alley at C2E2. Interested applicants are encouraged to get their applications in as early as possible to ensure participation and a good location in Artist Alley at C2E2.

“We’ve already begun to receive a lot of inquires and interest from the artist community about Artist Alley, and so we wanted to be sure to get this up and running as soon as possible so that everyone has an early shot to sign up,” notes Larry Settembrini, Exhibits and Sponsorship Manager for C2E2. “We are certain to have a great selection of high demand talent on hand, and we will be giving up-and-coming artists an opportunity to showcase their work as well. New York Comic Con has been a breeding ground for new talent, and we expect C2E2 to provide those same opportunities.”

Artist Alley will be a section of C2E2’s exhibit hall reserved for comic book and pop culture creators -- both legendary as well as emerging -- and is a unique arena that allows creators and fans to personally interact. With more than 300 artists anticipated to attend to the show, C2E2

will not only include new talent, current industry leaders, and living legends in its Artist Alley, it will also focus heavily on Midwest and Chicago based talent. “While C2E2 will be modeled after NYCC, it will also have a distinctive Chicago tone and attitude,” Settembrini concludes. “While the show is only three days in April, we plan to create something that people will remember for a long time, and out of everything that we plan, it’s often the talent and interaction in Artist Alley that sticks out in many people’s memory.”

As noted, space in Artist Alley is very limited. Artists can apply for space at [www.C2E2.com](http://www.C2E2.com) by clicking on the Artist Alley link on the left side of the page. Settembrini notes that C2E2 is open to feedback and suggestions and welcomes comments directly to him at [lsettembrini@reedexpo.com](mailto:lsettembrini@reedexpo.com)

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