

CONVENTION PARTNERSHIP GUIDE

Print Smarter. Sell More.

How convention organizers and their vendors benefit from partnering with MCE Printing — the Artist Alley-focused print shop built for creators.

PREPARED BY
MCE Printing

LOCATION
Kirkland, WA

WEBSITE
mceprinting.com

USA

DOMESTIC PRODUCTION



SHIPS DIRECT TO
CONVENTION VENUE

15+

PRINT PRODUCTS OFFERED



NO EXCLUSIVITY REQUIRED



MCE Printing

Local print shop. Nation-wide reach.

Built for Creators, by People Who Get It

MCE Printing is a locally owned print shop based in Kirkland, Washington, founded with one goal: to bring **high-quality, accessible book and merchandise printing** to independent artists, authors, and niche creator communities across the United States. Drawing on deep roots in the anime publishing space, we understand what conventions need — fast turnarounds, predictable deadlines, and printed products that look exactly like they were designed to.

OUR MISSION

To support artists and creators in niche communities by providing reliable, premium printing with the kind of personal service that large online printers simply can't match.

OUR FOCUS

Convention season is our peak. From Artist Alley print runs to dealer booth signage, we schedule production around event calendars so your vendors always have what they need on time.

What We Print

We offer a wide product line purpose-built for independent artists and convention vendors. Every product ships directly to the customer or — for partner conventions — coordinates to the venue floor.



Perfect Bound Books

Softcover with a flat spine — ideal for manga, novels, art books, catalogues, and anthologies. Full-color or B&W interiors.



Saddle-Stitch Booklets

Staple-bound zines, mini comics, and doujinshi. Our most popular Artist Alley format for short runs.



Manga-Style Books

Right-to-left reading layout with bleed, formatted specifically for manga page flow. Compatible with standard anime trim sizes.



Art Prints & Posters

High-resolution flat prints on coated or uncoated stocks. Ideal for booth décor, prints for sale, and giclee-quality reproductions.



Bookmarks & Cards

Single-sided and double-sided bookmarks, postcards, and promo cards. A staple Artist Alley upsell printed on premium cardstock.



Programs & Signage

Convention programs, wayfinding signage, table tents, banners, and event materials produced to convention deadlines.

Why Partner with MCE?

Our Convention Partner Program adds real, tangible value to your event — for both your organization and your attending artists. Partnering is free and takes less than a week to set up.



Coordinated Convention Shipping

We work directly with your logistics and venue teams to palletize and deliver artist orders directly to the convention hall floor — eliminating lost packages, reducing carry-on baggage nightmares, and ensuring your vendors' tables are fully stocked from Day 1.



Convention-Wide Discount Codes

Your approved artists and dealers receive exclusive promo codes that unlock special pricing — significantly lowering their setup costs and increasing the economic output of your Artist Alley. This gives artists a compelling reason to choose your event.



Custom Convention Page on MCE

Your event gets a dedicated landing page on mceprinting.com showing production deadlines, shipping windows, and product recommendations tailored to your event's setup. Artists can find exactly what they need, pre-planned around your schedule.



Artist Alley Printing Analytics

Gain aggregated, anonymous insights into what your artists are creating and selling. Understand trends in product types — prints vs. books, color vs. B&W — to better market your event's creative output and make data-informed programming decisions.



Dedicated Convention Account Manager

Every partner event is assigned a dedicated point of contact at MCE. From production planning to last-minute rush orders for programs and signage, you'll always have a real person who knows your event looking out for you.

Our Ask

We keep our expectations simple. In exchange for everything above, we ask for just one thing:



A Link to Your MCE Convention Page

All we ask is that you place a link to your event's MCE printing page on your official convention website — for example, in your Artist Alley info section or vendor resources page. This helps your own artists find their deadlines, and helps us reach the creators who need us most.

ON EXCLUSIVITY

We do **not** require you to make us your sole or exclusive printing partner. Conventions are free to work with any printers they choose alongside MCE. That said, conventions that designate MCE as an *official recommended printer* may be eligible for enhanced terms — including higher discount tiers for artists, priority production scheduling, and additional co-marketing support.

No Fees. No Contracts. Just a Better Event.

The MCE Convention Partner Program costs nothing to join. We earn your loyalty by making your event better — not by locking you in. Our success is built on the success of the artists and organizers we serve.

How the Partnership Works

From first contact to convention-day delivery, here's the typical timeline for a new MCE convention partnership:

1 Apply & Connect

Submit your event details through our online partnership application at mceprinting.com/conventions/partner/apply. Our team reviews new partnerships within 2 business days and reaches out to schedule a quick call.

2 Set Up Your Event Page

We configure a custom convention page with your event name, dates, venue, and production deadlines. You gain access to an admin portal to update details, add venue maps, and customize the products we recommend to your artists.

3 Share with Your Artists & Dealers

We generate exclusive discount codes for your approved vendors. Share the codes and your event's MCE page link in your artist confirmation emails, and let your vendors order on their own schedule — we track the deadlines for them.

4 We Handle Production & Drops

As orders come in, we manage the print queue and coordinate shipments. For palletized convention-floor delivery, we work with your venue's receiving team directly. Artists track their own orders through our dashboard.

5 Post-Event Analytics & Renewal

After your event, we provide a summary of your convention's printing activity, which you can use for sponsorship reporting or planning future events. Most conventions are already re-signed for next year before the current event ends.

FOR CONVENTION ORGANIZERS

- Free to partner — no upfront cost
- Dedicated account manager for your event
- Convention-floor palletized delivery
- Last-minute program & signage printing
- Artist Alley analytics dashboard
- Co-marketing opportunities

FOR YOUR ARTISTS & DEALERS

- Exclusive convention discount codes
- Deadline tracking built into order flow
- Online builder — no design software needed
- USA-based production (faster, cheaper shipping)
- Transparent order tracking dashboard
- Premium paper stocks & cover finishes

Ready to Partner?

Whether you run a regional anime convention, a furry fan event, or a comics & pop-culture expo, if you have an Artist Alley, we want to help make it the best it can be. Apply online or reach out directly — our team is happy to answer any questions before you commit to anything.

→ mceprinting.com/conventions/partner

or email us at partnerships@mceprinting.com