

Miniaturitalia

The first and only dollhouse show in Italy

Miniaturitalia Regulation 2021

1. Miniaturitalia On Line, from now on referred to as 'Event', will be hold on **25th, 26th, 27th** and **28th March 2021**, the online workshops will be run in the week end preceding the Event: **20th** and **21th March 2021**.
2. Until 24th February the Miniaturitalia website will show only the list of Exhibitors names in alphabetically order, it will be updated day by day. Beside each name an icon will show the exhibitor's category: Dollhouse, Art Dolls, Clay Characters.
3. Starting form 22th February 2021, beside the Exhibitors List the website will show also a slide show made by the most representative picture every Dealer sent us. The pic we will use to represent each Exhibitor is the one she/he will submit at the form submission so please choose one pic that represent your art at best, it could be a new pic as well as an old one.
4. During the Showcase **OPENING** days Miniaturitalia website will show a personal page for each Exhibitor. The personal pages will be assembled in this way:
 - a) A gallery of **10 pics** maximum, minimum 1 to maximum **3** of these pics have to show miniature items new and unpublished, created just for this Event . Every exhibitor is requested to not publish the pics of these new items before the Event opening. We wish to create visitor expectation.
 - b) A short English text presenting you and your work (max **500** chars (blanks included)). We will translate the text in Italian for you if you are not able to do it
 - c) A link to your e-commerce where visitors can find and buy your new items (Etsy shop, eBay, etc.) or **ALTERNATIVELY** a way to contact you to let customers easily buy from you.
 - d) Some other links related to you to let visitors know you and see your work (Website, blog, Facebook, Instagram, Pinterest, etc.)
5. Each Exhibitor will be requested a maximum of 17 pics, these pics will be used by Miniaturitalia Staff to create your personal Showcase Page and/or to promote the Event in any form the Staff decide to use (print or web). The pics requested must be **RENAMED** before submission as stated below:
 - a) One pic that you think represent your Art at best. This pic must be given when you fill and submit the registration Form. The pic's name has to be: **yourbusinessname_main.jpg** (es. piccoleideemoderne_main.jpg)

- b) One pic of your table setup in one of the previous Miniaturitalia editions or, if this is your first time, a pic of your table setup in another similar show. The pic's name has to be: **yourbusinessname_table.jpg** (es: piccoleideemoderne_table.jpg)
 - c) Minimum one to a maximum five repertoire pics. Each pic's name has to be: **yourbusinessname_rep01.jpg... yourbusinessname_rep05.jpg** (es. piccoleideemoderne_rep01.jpg). These pics will be for the organization
 - d) Minimum one to a maximum seven repertoire pics possible the most recent ones. These pics will be for the online showcase **IMPORTANT**: Each pic's name has to be: **yourbusinessname_page01.jpg... yourbusinessname_pag07.jpg** (es. piccoleideemoderne_pag01.jpg)
 - e) All the photos mentioned must be sended to the organization **WITHIN AND NOT LATER THAN 19 February 2021**
 - f) Before **February 19th 2021**, each confirmed exhibitor must also fill in a new online form with all the detail required for the online fair
 - g) ONLY FOR **Dollhouse and Clay Characters** categories: minimum one to maximum three pics of items (please one item per pic) you have created exclusively for the event. **IMPORTANT**: They must be provided by **26 February 2021**. Each pic's name has to be: yourbusinessname_new01.jpg ,..., yourbusinessname_new03.jpg (es. piccoleideemoderne_new01.jpg).
 - h) ONLY FOR **Art Dolls** category: one pic of a doll created exclusively for the Event **IMPORTANT**: This must be provided by **26 February 2021**. The pic's name has to be: yourbusinessname_new.jpg
- IMPORTANT:** All the pics related to the **NEW** items **MUST NOT** be posted on your socials/website/blog/e-commerce until the Event official opening. We wish our "news" should be an exclusive gift for the Miniaturitalia website Visitors.
- NOTE #1:** All the pics must be in 1:1 size (i.e. **square**: its height must be the same as its width) and preferably not smaller than 600 x 600 pixel. If you send pics with different sizes we warn you they should be cut to be fit into the square size.
- NOTE #2:** Please rename your pics as asked in the previous statements. If you do not so your pics should be lost or wrongly assigned to someone else. Consider the Staff will receive hundreds of pics so errors are likely to happen with incorrect naming.
6. On **Saturday 27 and Sunday 28 March 2021** Visitors can go on surfing the Exhibitors' personal pages and buy from them (as well as they can do on Thursday 25 and Friday 26) but **IN ADDITION** they can use the time interval of 15 minutes, from now on referred as **Slot**, they booked before and chat with their preferred Artisans while viewing their set up stall.

For this reason **EVERY** Exhibitor must **SET UP** a stall (of any size and style you like) and be ready to show it to the Visitors that booked a Slot with her/him. The set up must be done even if, at the Event opening, no one has booked a Slot with her/him because the possibility of Slot booking by Visitors will be maintained for all the Event duration.

7. On Friday evening the Staff will report each Exhibitor on her/his Slot booking list.
8. Each Exhibitor is completely free to choose the size and the setup of her/his stall. We just remind you that a nice setting is always a good business card and leaves good memories about you to the Visitors.
9. All item prices in **EURO**, must be **CLEARLY DISPLAYED** on your stall so that during the Slot connection the visitors can easily read them. Remember also that items will be shipped so be ready to inform Visitors also on the shipping costs of their purchased items.
10. The Slot booking form for Visitors will be available on Miniaturitalia website starting from 22th February. A time Slot lasts 15 minutes . The Visitor can book no more than **ONE** slot for each Exhibitor and only on the following days/hours:

Saturday 27th March 2021 from 10.00 am to 1.30 pm and from 2.30 pm to 6 pm

Sunday 28th March 2021 from 10.00 am to 1.30 pm and from 2.30 pm to 6 pm

The Booking fee is **10 euros** and will grant also the 'Showcase preview' thus the possibility to preview the items created exclusively for this Event (on Thursday 25th March 2021 9.00 am to 11.00 am).

11. When filling the Registration Form it is very important you state which **KIND** of video-call app you will use to receive Visitors during the booked Slot (WhatsApp, Messenger, Instagram, Skype, Zoom etc.) **IMPORTANT: We do not need your account information just the NAME of the app you will use.** Once you have received the list of your booked Slots it will be up to you give your contact information to each Visitor on the list. Miniaturitalia Staff wish to protect your privacy and we will never write your personal contact information on the Slot booking Form, only the App name you will use will be showed to let Visitors to be ready on time.
12. The Slot booking management will be managed **EXCLUSIVELY** by the Miniaturitalia Staff; We ask you not to manage Slots by yourself to avoid booking overlapping, if this happens paying visitors could be justifiably disappointed and we wish only a good Visitors' experience. Each Exhibitors will receive the booked Slot list on Friday 26th March 2021, then it will up to you to contact each Visitor on the list and give her/him the contact information. The Staff will timely notify each Exhibitor about any booking made during the Event opening days.
13. All the times listed, both here and on the website, refers to the Rome Time Zone (GMT+1). Foreign visitors will be invited to remember this.
14. No shared tables are allowed at Miniaturitalia On Line Showcase.

15. On Event ending we will ask each Exhibitor to give the Staff a feedback on what she/he had experienced. Each hint or constructive criticism will be welcome. A specific form on the website will be available both to Visitors and Exhibitors.
16. We remind you that Miniaturitalia Staff is the manager of the Event by giving all Exhibitors a big virtual room to showcase their art products but, differently from the real Show we cannot grant for Hobbyists (occasional sellers) from a tax point of view so **EVERY** seller in this Event is **RESPONSIBLE** for her/his own selling including tax compliance and Returns and Refunds policy management.
17. We recommend you to have all the needed shipping material ready. It is very important you are able to ship fast in order to let Visitors get their purchased items fast. This will grant Visitors a good shopping experience, of course they know it is not as being on a live show but they will be happy anyway to receive soon what they bought, so please do not display items you are not ready to ship fast, especially regarding the pics you will submit for your personal Showcase page, the pics you submit should be related only to items you are able to sell and ship quickly.
18. Miniaturitalia Staff will do, as always done for previous Shows, its best to promote and advertise the Event , especially on Socials both by post on Miniaturitalia Facebook page and Instagram and by sponsored posts. We will promote the Event particularly abroad since for this Online edition geographic distances do not matter too much as for the live Show.
19. We highly recommend that each Exhibitor informs her/his own Customers and Followers about the Event also by sharing Miniaturitalia post on her/his social accounts, remember that Advertising is the life blood of any business!