

# Miniaturitalia

*The first and only dollhouse show in Italy*

## Regulations Miniaturitalia ONLINE 2022

1. Miniaturitalia On Line, from now on referred to as 'Event', will be hold from **26<sup>th</sup> November to 4<sup>th</sup> December 2022**.
2. Until 26th November the Miniaturitalia website will show only the list of Exhibitors names in alpha-betically order, it will be updated day by day. Beside each name an icon will show the exhibitor's category: Dollhouse, Art Dolls, Clay Characters. Near the name of each exhibitor while appear an icon if he is available for a videocall. If the visitor click on it will be able to book DIRECLTY WITH THE EXHIBITOR BY EMAIL the videocall, possible only on **SATURDAY 26<sup>th</sup> November and SUNDAY 4<sup>th</sup> December 2022**.
3. 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  - a) A gallery of **12 pics**, **3** of these pics have to show miniature items new and unpublished, created just for this Event .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.)
4. Each Exhibitor will be requested a maximum of 16 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** (ex. smallmodernideas\_main.jpg)
  - b) Minimum one to a maximum three repertoire pics. Each pic's name has to be: **yourbusinessname\_rep01.jpg... yourbusinessname\_rep03.jpg** (ex. smallmodernideas\_rep01.jpg). These pics will be for the organization.

- c) Minimum one to a maximum nine repertoire pics, possible the most recent ones. These pics will be use for the **online showcase** of your personal page: Each pic's name has to be: **yourbusinessname\_page01.jpg... yourbusinessname\_pag07.jpg** (ex. smallmodernideas\_pag01.jpg)
- d) All the photos mentioned must be sended to the organization **WITHIN AND NOT LATER THAN 20th October 2022**
- e) Before **20<sup>th</sup> October 2022**, each confirmed exhibitor must also fill in a new online form withall the details required for the online fair
- f) 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 **14th November 2022**. Each pic's name has to be: yourbusinessname\_new01.jpg.....yourbusinessname\_new03.jpg (ex. smallmodernideas\_new01.jpg).
- g) ONLY FOR **Art Dolls** category: one pic of a doll created exclusively for the Event **IMPORTANT**: This must be provided by **14<sup>th</sup> November 2022**. 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 26<sup>th</sup> November 2022**, will have access to the online fair, only visitors who have purchased (**for a symbolic price of 5€**) the password to access the online exhibition in PRE-SALE, maintaining the possibility of video calling exhibitors who have joined the initiative (marked withthe appropriate symbol in the list) this enjoying the opportunity to win the novelties produced by the artisans;
- 7. **EVERY** Exhibitor is requested to **SET UP** a table that can be shown to visitors who request to be contacted by video call;
- 8. The measurements of the table chosen for the set-up are absolutely free as well as the methods of presentation of the goods. We remind you that a well-set table is always an excellent business card and leaves a good memory in the visitor.
- 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. Upon registration and therefore from the publication of the list in alphabetical order of exhibitors, a clickable button will appear (partly in the name of the exhibitor who has made himself available) which will lead back to the exhibitor's email to agree on the appointment for the video call.

For this edition the slots have been replaced by this clickable icon so that the appointments are agreed directly between the exhibitor and the visitor thus avoiding overlaps, time zone problems, non-reception, etc.

11. **We advise exhibitors to make appointments of 15 minutes and remember that the days dedicated to the possibility of video calling will be as follows:**

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**Saturday 26<sup>th</sup> November 2022 from 10.00am to 1.30pm and from 2.30pm to 6pm  
PRE-SALE(5€ with password)**

**Sunday 27<sup>th</sup> November 2022 from 10.00 am to 1.30 pm and from 2.30 pm  
to 6 pm(Available to all)**

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12. All the times displayed refer to the time zone referred to the meridian of Rome (GMT +1). Foreign visitors will be invited to remember this reference.
13. No shared tables are allowed at Miniaturitalia Online Showcase.
14. 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.
15. We remind you that the Miniaturitalia Staff, while organizing the Event and therefore making virtual 'rooms' available to the Exhibitors for their tables, unlike the face-to-face fairs, cannot act as guarantor for the 'hobbyists' (occasional sellers) therefore is in no way responsible for the individual sales that each exhibitor will make, during the opening of the Event, in its own way towards customers. Every fiscal and management aspect of any returns or refunds of transactions carried out during the Event is the sole responsibility of the exhibitors and must therefore be managed directly by the Exhibitors themselves.
16. Exhibitors are recommended to equip themselves with all the material necessary for shipping in order to be able to process orders received during the Event very quickly. This will help make the Online experience of Customers positive and welcome who, while not expecting immediate receipt of what they have purchased as in live shows, will still be happy to have their purchases shipped very quickly. Therefore, do not exhibit goods that you are unable to supply quickly. In particular, the photos provided for the personal page must correspond to the goods that you will actually be selling.
17. The organization at each edition, including this OnLine, does its best to advertise the Fair on various channels and in particular on social media.
18. Each exhibitor is warmly invited to advertise their presence at the Event to their customers and followers, if possible also by sharing the posts from the official Miniaturitalia Facebook page or Instagram on their social channels. Advertising is the soul of commerce!