

Art in Clay 2020 Online Show has been developed due to the cancellation of this year's Hatfield Show.

All selected exhibitors will have the opportunity to participate in the show which will be promoted to all potential visitors to give them the chance to purchase items from this year's show. It is also intended as an opportunity for both exhibitors and visitors to keep in touch with each other.

What do you need to provide?

We have tried to make the process as easy as possible and to begin with we are suggesting we start with 5 products that will be promoted via the online shop. Each product can have up to 5 images to display all angles of the piece. Additional information will also be included:

- ~ Artist Name
- ~ Name of the piece
- ~ Price
- ~ Dimensions & weight

We will also use previous information provided about yourselves to include with each product item.

For ease of providing this information we have set up an online form to fill out and to upload the images via, please note that to help with the process could you ensure all images are sent in the following format **1280w x 1024h pixels with a max file size of 250Kb**

ONLINE FORM LINK – <https://www.artinclay.co.uk/art-in-clay-online-show-2020/>

How will the online show work?

We are currently building an additional platform on our website which works very similar to LoveClay's website which we built previously to promote our exhibition and to be able to sell products online:

<https://www.loveclay.co.uk/product-category/exhibit/>

Each product will have information included based similarly to the details that are contained on a LoveClay product:

<https://www.loveclay.co.uk/product/wendy-lawrence-carved-copper-form/>

We can include further details on your current exhibitor profile including online videos etc but this is something we will look at once we are up and running:

<https://www.artinclay.co.uk/exhibitors-2020/>

For the moment could you please check that all of the information on your exhibitor listing is correct. If you need anything amending please contact:

hannah@artinclay.co.uk

Demonstrations

We are also looking at promoting online demonstrations and live videos to our visitors, if you are interested in taking part please include this on the form.

Timescales

We are aiming to get the online show up and running as soon as possible to try to help potters in terms of getting an income sooner than August due to the current difficult situation, with this in mind we are targeting ourselves to have the shop live and products available for sale from:

1st June to 31st August 2020

Any exhibitors struggling with this time frame we can add at a later date, please get in touch to advise when will be feasible.

Promotion & Marketing

AIC Online will be promoted in a similar way to visitors as previous shows including advertising and digital means such as posters, social media platforms, e-newsletters etc. If you would like an online poster to promote the show please let us know.

Payment

Our website will have the facility to take the online payment for your product and we will then notify you directly of the sale and delivery details.

In terms of transferring the income we plan to do this on a monthly basis due to our accounting processes. So we will ensure you receive three payments during the show period (payment dates 14/7, 14/8 & 14/9). Please provide relevant bank details on the form.

Delivery & Returns

As soon as an item has been sold we will forward on the details including confirmation of the payment. For ease we recommend adding the delivery cost to the price of your piece for UK customers. Any customers outside of the UK will be advised that there will be an additional delivery cost which will be arranged directly with the exhibitor.

We will advise customers that they should receive their product within 14 days of purchase to give exhibitors plenty of time to ship the item.

In terms of refunds/returns we will advise customers that they have 14 days in which they can notify us that they wish to return a product to an exhibitor (see T's & C's).

Commission & Set up Fee

To set up the online selling process we are asking for exhibitors to contribute £25, for ease we can deduct this from your deposit. If you wish to do this please confirm that you agree to the deduction on your online form.

In terms of commission it will be based on 20% of your product selling item & not the delivery cost. This figure has been based on covering our card fees, admin time, marketing and promotional activity.

Terms & Conditions

1. Product items that are submitted for the online show are not to be promoted on other online shopping sites or available to purchase on the exhibitors website. This is so that we can promote it as exclusive to Art in Clay and an item that visitors would be able to purchase at the show only, giving a stronger marketing message.
2. Product items must be available for the duration of the show, if an exhibitor wishes to remove an item then they are to put this in writing to the Show Director and wait until the item has been removed from the site.
3. By filling in the online form you agree to the 20% commission rate on each product selling price displayed on your online form, this is to ensure commission is not taken on your delivery cost. Art in Clay will keep hold of the commission with the remaining amount being transferred to the relevant exhibitor on a monthly basis as stated in this document.
4. An initial set up fee of £25 (including VAT) is required from each exhibitor who would like to participate in the online show.
5. The product sale, delivery, return & refund is the sole responsibility of the exhibitor and they must ensure that the product is dispatched and that the purchaser receives the goods within 14 days. AIC will not be made liable.
6. Returns/Refunds - In accordance with customers consumer rights a refund must be offered to customers if they've notified us within 14 days of receiving their goods that they want to cancel. They have another 14 days to return the goods to exhibitors once they've told us. Exhibitors will then need to refund the customer within 14 days of receiving the goods back. The customer does not have to provide a reason for the return. Once refund has been proven we will then refund the commission.
5. Art in Clay will act as a facilitator for the sale of the exhibitor products via the website: www.artinclay.co.uk
6. Initially the online show will start with 5 items per exhibitor, if successful this number could increase.
7. When an item sells the exhibitor can then send a new product item which will replace the sole item to be included and promoted on the selling site
8. Payments will be taken via the website using the worldpay payment gateway. Selling price should include both the commission and delivery cost (international will be additional).
9. Once a sale has been made the confirmation of the sale will be forwarded onto the exhibitor for them to arrange delivery directly with the customer and Art in Clay is not liable for the delivery of this item
10. Art in Clay recommend that the exhibitor ensures they obtain delivery insurance to cover any damages during transport of the product, Art in Clay is not liable for any damage during delivery.
11. Images & demonstrations videos submitted for Art in Clay to include on the website may be used for promotional and marketing purposes.

Further Questions

If exhibitors have any further questions or issues please contact Hannah via hannah@artinclay.co.uk To make it clear that the Art in Clay team will be managing the online selling page for the duration of the show.