



# *NAME Online Houseparty DEALER Application Splintered Fairytales February 17-20, 2022*



## Instructions for Dealer Application Online Houseparty **APPLICATION DEADLINE JULY 1, 2021**

NAME invites you to apply to be a Dealer at our Online Houseparty “Splintered Fairytales”. To be considered, you must be a current NAME member. If you are interested, please complete the following application and email it, along with the requested enclosures, to the NAME Office at the address below.

Sales tables will be virtual tables available on the Online Houseparty website. You may offer special items specifically for sale during the Houseparty or you may offer discounts for your website. Links to your website will be part of your virtual sales table.

Prior to the start of the Houseparty, you will be asked to provide information for your sales table listing as well as any photos of your offerings, any special sales you will run during the Houseparty, and a business card or logo. All pictures must be in .jpg or .png format and must be ready to upload to the website. They will not be cropped or edited, though they may be reduced in size if needed for website performance.

As part of your sales table page, you may offer up to six items as a special for the Houseparty. These may be kits or finished items- You will be asked to provide an item name, description, cost and shipping costs for each item, as well as a photo of each item to be included on your sales table page on the website. You are not required to offer these special items, but you may choose to do so. No more than six items are permitted and no changes are allowed to these items after the web pages have been reviewed and approved.

Please note the following important information:

1. Postmark deadlines for applications are posted in the Miniature Gazette and on the NAME website: [www.miniatures.org](http://www.miniatures.org). Accurate and timely applications (that conform to the rules) are vital to the decision-making process.
2. The NAME logo is trademarked and, as such, may not be used in any products without prior written approval by the NAME Board of directors. Use of other corporate logos is subject to their restrictions.
3. All applicants must use the NAME Online Houseparty Sales Room Dealer Application to apply for an Online Houseparty. **No other application form will be accepted.**
4. *Photographs or computer-generated pictures:* remember, this is the time to really represent your product at its best, so make it count! Be sure your pictures are sharp and show your work clearly. All photos should be sent electronically. Some members of the selection committee may not be familiar with your work. Product close-ups illustrating your range of items is desirable.
5. A committee including 3 voting members will discuss and consider each application carefully. Selection criteria include quality of merchandise, variety, scale, and to some degree other involvement in the Online Houseparty. The committee strives to build a well-balanced sales room that will be appealing to our registrants and successful for our dealers.
6. If you are selected as a Dealer at the Online Houseparty, you will be sent VIP Registration forms with your acceptance letter.
7. Upon acceptance, you will receive an Agreement. By returning the completed Agreement along with the table fee (**\$25 per table**), you agree to abide by the NAME Code of Ethics. Return the Agreement to the NAME Office by the deadline indicated in your acceptance letter to avoid cancellation of your acceptance as a dealer.

**Please email the application, and pictures to [kim@miniatures.org](mailto:kim@miniatures.org).**

**There is no fee to apply electronically. Your application and picture page will be uploaded to a secure cloud location for the selection committee to review.**



**NAME Online Houseparty  
DEALER Application  
Splintered Fairytales  
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**Dealer Application Online Houseparty Form**  
**APPLICATION DEADLINE JULY 1, 2021**

1. Business Name \_\_\_\_\_
2. Dealer's Name(s) \_\_\_\_\_
3. Address \_\_\_\_\_
4. City/State/Zip \_\_\_\_\_
5. Telephone \_\_\_\_\_ E-mail \_\_\_\_\_
6. Web Site \_\_\_\_\_

(The above information will be included in the program listing.)

7. I have been a dealer at a National Convention: Yes \_\_\_ No \_\_\_ Last Date \_\_\_\_\_  
 I have been a dealer at a Regional Houseparty: Yes \_\_\_ No \_\_\_ Last Date \_\_\_\_\_  
 I have been a dealer at an Online Houseparty: Yes \_\_\_ No \_\_\_ Last Date \_\_\_\_\_
8. How many shows have you done in the past 12 months? \_\_\_\_\_ Please List: \_\_\_\_\_  
 \_\_\_\_\_
9. If you carry other artist's work, please specify whose: \_\_\_\_\_  
 \_\_\_\_\_

10. What scales do you sell? (**indicate by percentage**) 1" \_\_\_\_\_ 1/2" \_\_\_\_\_ 1/4" \_\_\_\_\_ Micro \_\_\_\_\_

11. Please indicate the products you will bring. Please **indicate by percentage**:

- |                     |                           |                                   |
|---------------------|---------------------------|-----------------------------------|
| 12. Furniture _____ | Lighting/Electrical _____ | Porcelain/Glassware/Ceramic _____ |
| 13. Fine Art _____  | Flowers/Plants _____      | General Merchandise _____         |
| 14. Dolls _____     | Accessories _____         | Houses/Structures _____           |
| 15. Food _____      | Gold/Silver _____         | Supplies _____                    |

16. Other (specify, including percentage) \_\_\_\_\_

17. Price range of your merchandise \$ \_\_\_\_\_ to \$ \_\_\_\_\_

18. Write a brief synopsis (75 words or less) of your product and specialty. This is your opportunity to "sell" your product. This may also be included in the program. (Please print clearly.)

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_