

UnCONventional 2020 Info Packet

Hello and welcome to **UnCONventional 2020**! We are so excited that you are participating in our “at home” artist convention. We created this event since COVID-19 has cancelled any conventions and art shows which many artists and small businesses depend on for income for their business and their living. We hope this event can help with this year's struggles. Thank you so much for participating!

What is UnCONvnetional?

This event is an online artist alley where various shops/businesses come together for a three-day weekend and sell from their online shops with the discount code “UNCON2020”. Customers can then shop from your online store and use the discount to participate in the event. All promotions and social media for this event will be posted on the main social media for UnCONventional.

Instagram: @un_c0nventional

Facebook: <https://www.facebook.com/theunconventionalcon/>

Twitter: @un_c0nventional

How do I participate?

Please fill out an application form that can be found under the “Join US” tab on the website. Once you are an approved participant of UNCONventional, you will be contacted by one of our admins to make sure you have everything ready for the event as well as getting all of your information for your artist profile.

In order to fully participate in the event you must have the following done:

- Filled out application form & been approved
- Have an online store link or a commission/made to order form link
- Have a coupon code (UNCON2020) will the applied discount you've chosen
- Given us all the information for your artist profile
- Post on your social media about UnCONventioanl so your following/audience knows that you are participating!

There will be a deadline for any information we need, if you have not submitted something by then you will be sent an email asking for anything missing, If we still have not heard from you, you will be **removed from the event** until we have everything!

Artist Profiles:

We ask each artist to fill out the Profile Form so we can make sure that your artist profile is posted online. This will consist of a shop bio, a personal bio, all links to store/social media/etc. And a few images of your products.

Discount Code:

We require all participating artists/businesses to have a coupon/discount code for UnCONventional! Each artist can pick what the discount is (e.g. 10% off, free ships, or \$5 off \$20, etc.). The discount code will be the same in all shops to make it easier for the customers and that way we don't have 20+ different codes that people will need to remember.

Discount Code: UNCON2020

Giveaway Donations:

We will be holding giveaways for all customers who participate in any of the shops sale so any donations are greatly appreciated! It is not mandatory to donate however. If you do choose to donate an item (e.g. art print, pin, resin charms, etc) please let one of our admins know by contacting them via Discord or DM to UnCONventional's Instagram.

(artists/businesses will be responsible to cover shipping costs to send prizes to winners)

When the event is over we will ask shops to fill out a "after con" form asking about their sales and feedback for the event. All sales will entered in a excel form counting all the sale for each shop, example below:

#	Shop	Sale #
1	Business A	1
2	Business B	1
3	Business B	2
4	Business C	1

After all sales are recorded, the total number of entries will be put into a Random Number Generator and pick out the winners. If a winner is drawn from your sales, you will be contacted and asked to tell the customer that they have won and ask for their email and address so prizes can be sent. All personal information of each winner will be secure, for their safety so please do not share any customer information unless it is with the Head Admin of the con.

Donation Funds:

Just like giveaway donations, we are accepting donations through PayPal for paid advertising and the general upkeep of the UnCONventional website. You can donate

any amount that you are comfortable with to theunconventionalcon@gmail.com through PayPal. All funds go straight back into the event. This will not only help more people see/click on our event, but it also ensures that our website will run smoothly for the event. Sadly, if there are not a lot of donations to fund this event we won't be able to do as much as we would like to advertise and spotlight UnCONventional. Thank you!

If you have any questions or concerns, please email us at theunconventionalcon@gmail.com.