



INCONCEIVABLE

Exhibitor Guide

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NOTE: This is a guide only and does not form part of any agreement with Inconceivable Events. The contents of this guide is subject to change and may be updated at any time.



What is inCONceivable?

The current pandemic has hit us all pretty hard this year and I know of many indie artists and small vendors who have been struggling with not having any pop culture events to go to. I also know that a lot of the Australian geek community miss the fun and excitement of going to these events, so when I had the opportunity to do something about it, I decided to give it a go.

inCONceivable is a new Australian-based virtual marketplace/convention that aims to fill some of the gaps left by being unable to have in-person events at this time. The first inCONceivable virtual con will be utilising the platform Eventeny which was recently used for [Dragoncon goes Virtual](#).

Our first event is planned for **14-15 November 2020**. Not a lot of time I know, but we want to get this happening in time for attendees to buy Christmas gifts. Current plan is that 'trading times' (when exhibitors should be 'available' for contact on their virtual booth) is 10am-6pm AEST Saturday and Sunday. However, being a virtual event, hopefully with lots of global attendees, there is nothing stopping us from trading outside of these hours as well.

I feel we have a unique opportunity here because the world is now used to (and hungry for) online content, so by marketing this well, and as a team, we won't just be reaching the people who are able to attend the in-person event at whatever venue we are at. Let us expand our audience and show the rest of the world the amazing geek culture that Australia has to offer!

What is Eventeny?

Eventeny is an American based event planning platform. Inconceivable Events has been working very closely with the Eventeny team to make the platform more user friendly for Australian and New Zealand exhibitors and artists. **Please note that this platform is continuing to evolve to meet the needs of the audience so some of the information relating directly to or managed by Eventeny may be different than outlined below.** In this instance Eventeny's information should be considered the most current in relation to platform specific queries.

[A step by step guide for setting up your business profile](#)

[Video tutorial for setting up your business profile](#)

[FAQ's about selling on Eventeny](#)

(PLEASE NOTE: all links included were current at time of producing this document, but may have been updated by Eventeny at time of reading)

What does it cost to use the Eventeny platform directly?

As noted in the 'Selling on Eventeny' FAQ's linked above, signing up to the Eventeny platform is free. When you sell an item, there is a small fee to cover the costs (5% transaction fee) and standard credit card processing fee (~2.9% + \$0.30) on the full price, including shipping.



Are there other costs involved to participate in inCONceivable?

Yes. Costs are currently

- \$50 Exhibitor Fee (including GST)
- Additional Commission on Sales of 5% of the total transaction.

Total costs taken from your selling price including shipping will be 10% (5% Eventeny + 5% Inconceivable Events) + 2.9% + 30c Stripe Fees = 12.9% + 30c

Please keep these costs in mind when pricing your products for sale

Why this fee structure?

Cash-flow is often one of the biggest challenges to participating at in-person events. This could include things such as booth/table fee, flights, taxis, parking, accommodation etc. Most of these need to be paid up front with no guarantee of sales which can stop some people from being able to participate.

When it comes to selling online, most ecommerce platforms charge a commission on sales (e.g. Shopify, Ebay, Etsy etc), however they will often also have listing and/or subscription fees that you will be charged regardless of whether you sell. With all of this in mind, we've tried to keep costs as low as possible so that anyone who wants to take part can do so, without it being as expensive an investment/risk as would be required for an in-person event.

Being a new and virtual event, the success of this is likely to come down to reaching our potential audience and getting/keeping them interested. The good news is our potential audience is virtual and therefore worldwide, rather than just those that can make it to the specific venue.

Part of your Exhibitor Fee will be used to promote interest in the event via social media and online marketing so that we can get the word out there (though I would definitely encourage everyone to share on your own social media platforms as well). Together, we are likely to have a much larger reach than we would have individually.

The 5% commission that comes to Inconceivable Events is to (hopefully) get back some of the investment that I have put in to start this and (if it goes really well) get some capital to grow and do more events like this in the future. I have chosen this model as it means that **for me to succeed, I need to make sure that YOU succeed and get lots of sales**. Only you will be able to decide whether this model of selling online is right for you.

Who can apply for a virtual booth?

Whilst we are focusing this event to share Australian talent with the rest of the world, if you are based elsewhere and would like to be included, we would love to hear from you.

How do I apply for a virtual booth?

Application is done via the [Eventeny portal](#). Once you have submitted your application, you will hear back from us within 5-10 business days to confirm whether your application has been approved. **Approval is at the absolute discretion of Inconceivable Events**. Once approved, Exhibitors will be sent an invoice with a date of payment. Failure to pay this fee by the due date may lose the Exhibitor the opportunity to trade as part of inCONceivable, as well as future events run by Inconceivable Events.



If I do not get approved, will I still hear from you?

Yes. Everyone who says they want to be an exhibitor at the event will receive a response. Please make sure you have Inconceivable Events in your address book so that emails do not go astray. We would not want you to miss our response. Please check your spam folder and then email us if you did not hear back from us.

What if I need to cancel my virtual booth after I have paid?

Please note that once payment is made and your virtual booth is confirmed, there are no refunds if you cancel. Additionally, there are no transfers or roll-over of credit to the next event date.

Do I need insurance cover?

As this is a virtual event, you do not need public liability insurance, however we strongly suggest having product liability insurance.

How long does the event run for?

The official event times are 10am-6pm AEST on 14-15 November 2020, however as it is a virtual marketplace, we are planning to have the marketplace 'live' a few days earlier to boost interest and pre-sales.

Do I need to be online during the entire event?

We recommend that you be available/monitoring your Eventeny store during the 'open hours' of the event at a minimum, however this doesn't mean you need to be tied to your computer for the entire time.

There is a 'message' button on your exhibitor page so that people can contact you during the event. There is also the option to include a video chat link on your page (currently requires Zoom). It is up to you whether you want to leave the video chat link available for all the time, or just during open hours, if you use it at all.

What am I responsible for before, during and after the event?

You are responsible for all aspects of your virtual booth, from loading products, responding to messages/questions in your Eventeny store, fulfilling orders etc. Once a customer has placed an order with you, you are expected to fulfil the order within a timely manner and communicate with your customer to let them know when their purchase has been shipped.

All sales are recorded in Eventeny's platform.

When you go into your profile, go to Account Settings → Sales → click on Update (bottom left of screen), here you can change the order status from Order Received, to Order Processing and/or Shipped. It also gives the option to choose the delivery service, leave notes (e.g. tracking number) and enter an expected delivery date.



When can I start setting up my virtual booth?

As your virtual booth can exist as a stand-alone booth, regardless of what events you are participating in, you can start setting it up straight away.

How are transactions handled, and how do I get paid?

All transactions are handled by Eventeny who use Stripe as their payment gateway. You will need to set up a Stripe account to get paid. Sign up is free and relatively easy. The funds will be transferred to your nominated bank account via Stripe. You will need to connect your Eventeny account to your Stripe account when setting up your page.

<https://stripe.com/en-au>

Please also refer to Eventeny's [Terms of Service](#), particularly in regards to Stripe and Payment Processing.

If you haven't used Stripe before, there are many articles out there talking about what it is and what it can do, but here is one that breaks it down quite well and may answer some of your questions - <https://akturatech.com/stripe-for-normal-people/>

What if I need to refund a purchase?

To process a full refund, go into your profile → Account Settings → Sales, select the relevant transaction and click on Refund and Cancel (bottom left of screen). You will get a prompt to confirm that you wish to cancel and refund the order.

Eventeny and Event commissions will be refunded back to the exhibitor, Stripe fees will not be refunded.

[See Stripe information regarding refunds](#)

What items CAN I sell?

As inCONceivable is a virtual event celebrating pop culture and geekiness across all fandoms we currently don't have any non-standard restrictions regarding what you can sell in your virtual booth, basically anything you would **normally be able to sell** at an Australian Pop Culture Event should be okay. If you have any concerns or questions, please feel free to contact us at info@inconceivableevents.com.au.

What Items CAN'T I sell?

Unlicensed/Bootleg Items.

Inconceivable Events has zero tolerance for the ownership or sale of bootleg, unlicensed or pirated goods. This includes items that are restricted from sale within Australia. If any unlicensed, illegal, contraband or the duplication of copyright media or products that do not fall into the Fair Use guidelines are identified, the exhibitor will have the opportunity to remove it from display and sale immediately. Failure to do so or placing the items back for sale after removal will result in immediate expulsion from the virtual event with NO refund or compensation of any costs incurred in relation to the event.



Unlicensed and Bootleg products sold in a commercial quantity* are considered a breach of Australian Licensing Law. All licensed products must include their original label and seal of authenticity with the franchise/license details visible. Unique handmade pieces created by artists in non-commercial quantities will be accepted.

**Commercial Quantity implies goods have been purchased wholesale from a manufacturer or distributor. In the case of an exhibitor manufacturing their own product, a commercial quantity is deemed to be over 100 units with the exception of original artworks, prints of their own work, or handmade sculptures.*

Restricted/Illegal Material

Pornography, including literature classified as restricted (category 1 or 2) by the Classification (Publications, Films and Computer Games) Act 1995, is strictly forbidden for sale or giveaway at all events run by Inconceivable Events. Items that have been Refused Classification (RC) or are illegal under any or all state or territory law within Australia, including but not limited to explicit materials or that which contains paedophilia in any form. As this is a virtual event and therefore products may be visible by minors, please apply appropriate censoring measures and notifications to any other potentially offensive material/imagery in your virtual booth. This includes items or artworks considered to be explicit or containing 'Not Safe For Work' (NSFW) content including nudity, sexual content, and/or excessive gore/violence.

What about fan art?

Fan art generally refers to a creation derived from the official content but is not claiming to be officially endorsed by the rights holder or could be mistaken for the original content. Recolouring or tracing of official art is not considered Fan Art and cannot be sold at any Events run by Inconceivable Events.

How do I load my products?

Once you have set up your business profile in Eventeny, you can start adding your products. I recommend adding at least 1 product manually, so that you can set up Categories (if relevant) and to get familiar with the fields and what they represent.

Please Note: Fields such as Quantity Available, Price, Shipping Type, Weight etc do not show unless 'Available for Sale' is clicked on. By default, all products show as 'Unpublished' on load, so you will need to click 'Publish' for them to show in your virtual booth.

[Video tutorial on how to load products on Eventeny](#)

Eventeny has recently added a **BULK UPLOAD** feature as well which allows you to load 100 products in a batch (i.e. if you have a product export from another website, you should be able to import your items into Eventeny with some minor data manipulation to ensure fields line up correctly). I recommend doing a test import of 1 or 2 products the first time to make sure that the data imports into the correct fields for the outcome that you want.



What to do if I am low on products or sell out of products?

As with any marketplace, online or in-person, you are responsible for knowing your stock levels and turnaround times. Eventeny requires you to put in stock levels for each product when you add them. If you think you are likely to run out of stock during the event but should be able to get more stock in within a reasonable time frame after the event (e.g. get more books printed), then you can set up a BACK-ORDER or PRE-ORDER product to help with this.

Example scenario is as follows:

You have 10 of Item X available for sale and have more stock on its way (or can fulfil orders quickly after the event). Set up the standard product listing for Item X, showing 10 as quantity available and mark it 'available for sale' so that it shows in your available products. Make a duplicate item but include BACK-ORDER (or PRE-ORDER or MADE TO ORDER etc) in the Product Title, so that it is VERY clear to the purchaser that there may be a delay in things getting shipped. The product description MUST also include information regarding the fulfilment delay and detailing when item is likely to be shipped. Leave it marked as not 'available for sale' when the event starts, and then when you get low on stock or sell out, then can change it to be 'Available for Sale'.

During and after the event, YOU will be responsible for communicating with your buyer to keep them updated regarding the progress of their order.

Please Note: To ensure prompt fulfilment of all purchases, **no more than 5%** of your Products listed may be marked as BACK-ORDER and/or PRE-ORDER and/or MADE-TO-ORDER. Some exceptions may be granted in specific cases but will be assessed on a case by case basis. If you have extenuating circumstances that may require **more than 5%** of your products be shown as BACK-ORDER/PRE-ORDER/MADE-TO-ORDER please contact info@inconceivableevents.com.au to discuss your particular situation.

What if I oversell?

You are responsible for the stock quantities listed in your virtual booth. If you oversell, you are responsible for working directly with your customer to find a solution or re-imburse their purchase price. Inconceivable Events will not be held liable for disputes arising from failure to fulfil purchases.

How does shipping work?

Eventeny is set up to do calculated shipping based on exhibitor location vs buyer location. You can specify fixed rate, free shipping, calculated shipping, or combined shipping.

For Fixed Rate, I recommend indicating a Domestic and an International option (if different). For Calculated Shipping, remember to take into consideration the weight of packaging materials where relevant. If you are not in the position to manage (or do not want to do) International Shipping, you can also indicate this in the Shipping/delivery restrictions box for individual products.



You are responsible for packaging up and sending purchased goods to your customers at the end of the event. For peace of mind of all parties, I highly recommend using tracked shipping wherever possible.

You may want to consider including a statement regarding Customs & Vat Fees for International Purchases. eg.

If you are ordering from outside Australia, please be aware that you may have to pay customs fees and/or duties. These fees are set by your government and are the responsibility of the buyer. For more information, please contact your local customs office or postal service.

You may also want to consider including a statement regarding potential shipping delays due to COVID-19. eg.

Service Delays are expected, especially for international shipping due to COVID-19. Please see <https://auspost.com.au/about-us/news-media/important-updates/coronavirus/coronavirus-international-updates#international> for updates regarding shipping delays

What else is happening besides the marketplace during inCONceivable?

We are still working all of this out, but so far, we have several Australian guest authors on board for signings and panels. We've also lined up some great international voice actors keen to be a part of this new event, and are continuing to reach out to anyone we think might be interesting (to our virtual attendees) and interested (in being a part of our Australian virtual convention). If you have any suggestions for additional events and panels please let us know at info@inconceivableevents.com.au or fill in our [panel application form](#).

Can I also direct people to my website?

As per Eventeny Terms:

"There is an input box available to list your website, if available. However, actively encouraging people to external websites or to another venue to purchase items is prohibited to ensure buyer protection. A transaction initiated on Eventeny may not be completed off of Eventeny. Sellers may not alter the item's price after a sale, misrepresent the item's location, or use another user's account without permission."

What happens to my Eventeny virtual booth after the event?

Once you have built your virtual booth, it can remain active even after the event is complete. This decision is completely up to you. What is great about this is that you do not have to recreate the shopfront to participate in different virtual events. If you don't already have a website, Eventeny can be a great place to start as (outside of specific events) you will only pay commission/transaction fees when something sells, rather than having to pay listing/re-listing fees or monthly subscription fees.

May I run any promotions or competitions?

Whilst we encourage all exhibitors to run promotional events throughout the weekend, exhibitors **must not** hold a sale by auction, lottery, raffle, guessing competition, game of chance or sideshow whose prize value equals a total of \$2000 or more without the requisite permit and the prior permission of the organisers. Those conducting such an activity must apply for a permit from the relevant State Government body. Exhibitors are responsible for



providing their own Condition of Entry details and must adhere to Privacy and Legislation in relation to the processing and handling of personal information.

One of the easiest ways to stimulate viewer engagement is through online competitions, however there are a few things to be taken into consideration to ensure you are complying with the relevant state legislature.

As part of your virtual booth, we invite you to run a 'free entry' Prize Draw/Trade Promotion Lottery of your choosing. All prize draws, competitions, trade promotions etc MUST comply with relevant state laws and you are responsible for ensuring this is done so. To assist with understanding potential legal requirements, the following links MAY be of use, however you are responsible for doing your own research and compiling your own Entry Conditions etc. In most instances 'free entry' competitions are likely to fall under Trade Promotion or Trade Promotion Lottery provided they prize value does not exceed the value stipulated in the relevant state laws.

[Australian Capital Territory](#)

[New South Wales](#)

[Northern Territory](#)

[Queensland](#)

[South Australia](#)

[Tasmania](#)

[Victoria - also](#)

[Western Australia](#)

[Other general information links](#)

If you are interested in running a 'free entry' Prize Draw/Trade Promotion, please provide us with the details prior to the event as we may use this as additional marketing to encourage further engagement with your Virtual Booth.

Will there be a virtual cosplay competition?

This is a tough one. It is something that we would LOVE to have as part of our virtual event, however it does have a few challenges involved and may not be feasible to do as part of our first virtual event. Key challenges are:

- not a lot of time for people to put their cosplays together
- putting together rules for entry
- finding sponsors to donate prizes that entrants would be interested in competing for
- finding judges who are comfortable with doing virtual judging

If you are interested in being involved with running/sponsoring a cosplay competition, please contact us, even if it doesn't happen this time, it is definitely something we would like to be able to do in the future. At this time, we would rather do a few things well and grow from there, rather than try to do a lot of things of average quality.



Will advertising/promotional material be available?

An electronic version of the inCONceivable logo and website banner is available on request. The logo can be obtained in various forms by contacting marketing@inconceivableevents.com.au. Please note: All uses of inCONceivable logo must be approved before publication.

Digital Advertising opportunities are available on the Inconceivable Events website as well as inclusion in e-newsletter, Facebook supported promotions etc. If you are interested in any of the advertising opportunities available for e-mail and our online platforms, please contact us on marketing@inconceivableevents.com.au for more information.

What we love about Eventeny

From an Attendee perspective

During a virtual event, you can add to cart from multiple exhibitors, and then just make one payment at the end, which will hopefully help everyone to budget better (although the item they want may have sold out by the time they go to pay).

From an Exhibitor Perspective

Once you have built your virtual booth, it can remain active even after the event is complete. This decision is completely up to you. What is great about this is that you do not have to recreate the shopfront to participate in different virtual events. If you don't already have a website, Eventeny can be a great place to start as (outside of specific events) you will only pay commission/transaction fees when something sells, rather than having to pay listing/re-listing fees or monthly subscription fees.

Why should you be involved?

As mentioned earlier, inCONceivable is a new, Australian-based, virtual event and currently we have no idea regarding potential numbers or interest out there.

We have a unique opportunity here because the world is now used to (and hungry for) online content, so by marketing this well and working as a team to promote it, we won't just be reaching those who are able to attend the in-person event at whatever venue/town we are at, WE CAN GO GLOBAL!!!!

How else can I help/be involved?

If you know someone that you think might suit our event, please feel free to send them our way. If you have an idea for an interesting panel, let us know. If you are interested in sponsoring a competition, contact us to talk about what you have in mind and we might be able to work together.

Let us work together to expand our audience and show the rest of the world the awesome geek culture stuff that Australia has to offer!

Thanks,

[Inconceivable Events](#)



Useful Links:

[Applying for a Virtual Booth](#)

[Eventeny](#)

[A step by step guide for setting up your business profile](#)

[Video tutorial for setting up your business profile](#)

[FAQ's about selling on Eventeny](#)

<https://stripe.com/en-au>

[Eventeny's Terms of Service](#)

[Stripe information regarding refunds](#)

[Australia Post International Shipping Updates](#)

[Running Competitions - Australian Capital Territory](#)

[Running Competitions - New South Wales](#)

[Running Competitions - Northern Territory](#)

[Running Competitions - Queensland](#)

[Running Competitions - South Australia](#)

[Running Competitions - Tasmania](#)

[Running Competitions - Victoria - also](#)

[Running Competitions - Western Australia](#)

[Running Competitions - Other general information](#)

www.facebook.com/inconceivableevents

<http://www.twitter.com/inconceivableev>

www.instagram.com/inconceivableevents

www.inconceivableevents.com.au

