HANDMADE ARCADE
Virtual Marketplace
Maker FAQ

Contact: info@handmadearcade.org

**All applicants will receive access to Handmade Arcade's
Maker Curriculum, which includes educational models created to assist
makers in developing a robust and sustainable online presence.**

Accepted makers:

❑ will receive further instructions and deadlines via email from info@handmadearcade.org

❑ will be invited to join a private Facebook maker group for this marketplace

❑ are responsible for maintaining their e-commerce site

❑ are responsible for populating their page in the marketplace via a password protected admin page

*Handmade Arcade is not responsible for individual sales, shipping of items, taxes, etc.
Handmade Arcade makes no guarantees of sales.*

Virtual Marketplace Functionality and Deliverables

PRODUCT AND SLIDE IMAGE SIZES:
- Maximum size of 1800 x 1200 pixels (3:2 aspect ratio)
- Minimum size of 800 x 533 pixels

❑ **10 PRODUCT IMAGES (Required)**

- Images link directly to the maker's e-commerce page and open in a new window
- Images must be representative of the work found on the maker's e-commerce site
- Choose your best sellers, high inventory pieces, and even a high ticket item for variety

❑ **6 SLIDE IMAGES* of process, studio, and/or booth displays (Required)**

- Use this opportunity to reveal more about your business and you
- Examples include studio, process, production images, product images, maker at work, etc.
- If you choose to add a video (see below), it counts as one of the six slide images

❑ **VIDEO (Not Required)**

- Maximum length 3 minutes, can be shorter
- Deadlines and instructions for video processing to be provided closer to the event

❑ **PROFILE IMAGE (Required)**

- Size 240x240 pixels
- Profile image will work in the same way that a social media profile image works
- Profile image can be a logo or headshot *(Audience feedback preferred logos to headshots)*

❑ **NARRATIVE information about business and/or maker Limited to 300 words. (Required)**

❑ **LINKS to maker's e-commerce website and social media accounts** *(Facebook, Instagram, Twitter, Pinterest)*

❑ **IMAGE TAGS and SEO options to bump search results**

*NOTE: Do not use images that are not business-related in some way. Feedback from the winter event showed that makers who used images that did not relate directly to their business was confusing and caused shoppers to abandon the page.