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January 2026

Dear Craftsman

I am pleased to be able to offer you a page on the LDF Online Showcase, taking place between August 28th - Sept 3<sup>rd</sup> 2026. Our online showcases are incredibly popular, reaching around 8000 people worldwide, many of whom will never be able to attend one of our live events. They have been a great way to connect with a wider audience & allow everyone to be part on the LDF shows. One bonus of the Online Shows is that we are able to invite makers that are unable to travel to London for the live shows. We have had a large number of new makers taking part as well as our popular exhibitors from our live shows.

#### Comments about the online showcase:

*'Just wanted to say a HUGE thank you to you and the team behind the scenes for putting together the KDF Online show, it looked to be a great success despite worries about posting to the U.S! I'm so afraid of technology and avoid it at all costs because I don't know what I am doing but you put my mind at ease, it was so straightforward and it was superb. You can count me in for next year!'* 2025 Showcase Exhibitor.

*"I want to say a huge thank you for inviting me to participate in the showcase. A lot of work went into taking photos, but boy was it worth it! Every customer was lovely, and the orders were fantastic, so sign me up for next year please! Even one order from China. A first for me!"* 2025 Showcase Exhibitor.

*"We actually received around 75% sales from the USA despite the issue with the tariffs and the USA not being my main source of traffic...I tend to use the showcase as an additional "support" during a product launch - it attracts new customers and also anyone who is unaware of my product launch. I also feel part of the mini community which is rather nice."* 2025 Showcase Exhibitor

*"I've thoroughly enjoyed perusing this year's showcase, and am happy to see so many lovely items on sale. Thanks for all your work organising it all."* 2025 Showcase Shopper

*"I loved the Showcase.. I bought some lovely items online.. I absolutely love it. I have 3 houses now..they are my pride and joy. It is funny, how one gets so attached to these amazing objects."* 2025 Showcase Shopper

#### KDF ONLINE SHOWCASE INFORMATION

##### PHOTOS:

What has made the showcases so successful is the way we keep them exclusive & build up an excitement amongst collectors to see new work by craftsmen. It is very important to keep your page fresh. We recommend that you always add NEW products to your page, which you can show alongside your popular items or miniatures you may want to highlight.

The work shown should be available for customers to buy or order. It doesn't all need to be brand new work, but having some exclusive items made for the showcase is a great way to draw in customers. You can also highlight some of your more unusual/popular pieces. Your page will have links to your webshop or Etsy page, so they can view your other work there, but the photos for the gallery should be mainly fresh items when possible.

Photos are key to selling your work. Photos can either be of individual items or group pictures, the most important thing is that the photos show the items clearly. It is vital is that each photo has a caption with prices (or guide prices) to the items shown. This will stop customers having to contact you directly to find out how much things cost that may be out of their budget. Photos should be in focus & well lit. This can be done easily on a smartphone. It is good to show scale, if possible, by using a recognisable item (a coin is the classic).

It is important that photos are Landscape in format please. **If you are worried about taking photos, please don't be. It is not difficult to take a clear photo on a smartphone & we have lots of useful tips to help you. Please visit our website to find our helpful hints about taking photos easily.**

**TEXT:**

Customers are really interested in reading the text on exhibitor's pages. This is another way the online showcase is different. At a live event, customers would not necessarily have time to chat to you about your work. We recommend that you use one paragraph to tell them about you & your work & the second paragraph can be about the new work you are showing in the showcase & what you have been up to in the last year.

**WEBSTORES:**

Etsy Shops & Webstores should be updated just before the showcase, with all the items in your "Showcase gallery", to make it easy for the customers to find & purchase these items. Unfortunately, we are not technically ready to have a full-blown amazon style marketplace, so this means that you will need to work on your online shops to make sure customers can easily find what they need. If a customer has to spend time searching for items, they may lose interest.

**It is not essential that you have a webstore or Etsy store to take part in the showcase** (though we do suggest you look at Etsy, as once set up, this is easy to use if expensive), as long as customers are able to contact you easily via email or whatsapp to discuss the items featured on your page. This works incredibly well for some makers who have never sold anything on line before & have a small online presence.

**POSTING & PACKING:**

Some sales from the showcase will be from overseas, so you must also be prepared with information about postage & packing abroad. Postage rates are changing all the time, so please make sure you research postage fee before the showcase so you are ready with shipping quotes. I know that it is getting harder & hard to send items to the US, but it is worth researching this prior to the showcase so you don't loose out on sales..

**PR & ADVERTISING:**

We will be promoting the showcase heavily online & through our mailing list. We have a digital flyer available for you to send out to customers etc which we will forward to you once we receive your contract. We will also be repeating our E- catalogue. This was sent to our mailing list last year & is available on our website. It will list all the exhibitors taking part in the online showcase as well as some articles & stories. We will have limited advertising in the catalogue. The catalogue advert form is included on the main contract. This means you can now pay for the show & your advert at the same time. If you are unsure about advertising, don't worry, you will be able to book advertising later.

**FEATURED CRAFTSMEN:** Once again you have the chance to be a featured craftsman. This will mean that we will create an article about you & your work that will be shown on our "NEWS" page during the showcase. Collectors love to learn more about you, so if you have photos of where you work or a story about something you have made in the past, this is a great way to connect with customers.

**OUR WEBSITE:** Our website is now a great hub for all things tiny & includes our online directory, THE LIST. As a participant in the online show, you will automatically be added to THE LIST which is used throughout the year by miniaturists & model makers.

If you need to contact me, the best way is by email at [charlotte@dollshouseshowcase.com](mailto:charlotte@dollshouseshowcase.com), We only listen to messages on our office phone rarely, so email is always best! Office hours are generally 11am – 4pm at the moment.

We really hope you will be joining the Online Showcase. If you have any questions about how it works, please get in touch & we will be happy to discuss it with you in more detail.

Kind regards,

**Charlotte Stokoe**

# LONDON DOLLSHOUSE FESTIVAL - ONLINE SHOWCASE

Exhibitor Contract - August 28th - September 3rd 2026

Business Name: \_\_\_\_\_

Your Name: \_\_\_\_\_ Telephone No (for catalogue): \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

County/region: \_\_\_\_\_ Facebook: \_\_\_\_\_

Postcode: \_\_\_\_\_ Instagram: \_\_\_\_\_

Country: \_\_\_\_\_ Etsy: \_\_\_\_\_

Tel No (LDF use only): \_\_\_\_\_ Pinterest: \_\_\_\_\_

Please give a summary of your products in approx 12 words: \_\_\_\_\_

## SPACE AVAILABLE Please tick the boxes you require.

- |                                                                                                                                                                               |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <input type="checkbox"/> Page on LDF Online Showcase 2026<br>(This includes up to 12 photos in your gallery, 200 words of text & links to your website, email & social media) | £ 115.00 |
| <input type="checkbox"/> Extra 8 photos in your gallery                                                                                                                       | £ 25.00  |
| <input type="checkbox"/> Featured Artisan on our "NEWS" page<br>(limited number available)                                                                                    | £ 40.00  |

Sub total \_\_\_\_\_

If you make payment by **May 16th 2026** you may deduct £20.00 \_\_\_\_\_

## CATALOGUE ADVERTS Please tick the size you require (more info on advert sizes will be sent to you at a later date)

- |                                       |                                         |                                       |
|---------------------------------------|-----------------------------------------|---------------------------------------|
| <input type="checkbox"/> 1/6 page £30 | <input type="checkbox"/> 1/4 page £45   | <input type="checkbox"/> 1/3 page £55 |
| <input type="checkbox"/> 1/2 page £70 | <input type="checkbox"/> Full page £120 |                                       |

TOTAL AMOUNT OWED incl advert \_\_\_\_\_

## PAYMENT DETAILS

- ☐ I enclose a cheque made payable to 'London Dollshouse Festivals'
- ☐ I have made payment by BACS/Bank transfer (see T&C for LDF bank details)
- ☐ Please send me a paypal invoice (see T&C for charges)
- ☐ Please deduct fee from my credit/debit card. I have filled in my card details below (see T&C's for charges).

Card Type (visa etc) \_\_\_\_\_ Card no: \_\_\_\_\_ Exp date: \_\_\_\_\_ Sec no: \_\_\_\_\_

I have read & agree to the "Terms & Conditions" (T&C).

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## **OFFICE USE ONLY:**

Table confirmed: \_\_\_\_\_ Paid: \_\_\_\_\_ Date: \_\_\_\_\_

## **PAYMENT** (All fees include 20% VAT)

**BY CHEQUE:** Made payable to: 'London Dollshouse Festivals' to LDF, The Studio, 70a Lawford Road, London N1 5BL (No surcharge)

**BY BACS:** Bank: Co-Op, Acc name: London Dollshouse Festivals, Acc no: 69973741, Sort code: 089299 (no surcharge)

**BY INTL BANK TRANSFER:** IBAN NO: GB02 CPBK 0892 9969 9737 41. BIC NO: CPBKGB22. (Sender to pay bank fees)

**BY PAYPAL:** LDF will send you a paypal invoice. (£5 surcharge)

**BY CREDIT/DEBIT CARD:** Fill in card details overleaf. (£5 surcharge)

## **TERMS AND CONDITIONS**

**OPENING TIMES:** Friday August 28th 11am (LDF Members from 10am) until Thursday September 3rd 5pm 2026 BST.

**ACCESS:** Exhibitors will be allowed access to the Showcase from 10am on Friday August 28th 2026.

**FEE:** Includes 1 page on the KDF Online Showcase. Each page includes, Business name, Craftsman name, Location, "SHOP" button linking to your main online shop (either etsy, or on your website) Gallery of up to 12 photos (can be extended to 20 photos for an extra charge), text of up to 200 words, buttons for the following: website, email, instagram, facebook, etsy, tiktok, pinterest. Also included is a listing in the Printed A4 catalogue & on the LDF website.

### **PHOTOS:**

- 1: Photos must be either emailed directly to [charlotte@dollshouseshowcase.com](mailto:charlotte@dollshouseshowcase.com), or sent by WeTransfer.
- 2: Photos should be pdf or jpg files, minimum 72 dpi.
- 3: The caption for each photo must be no longer than 10 words, including brief description & price. The caption should be used as the name of the photo file where possible, or, a separate list of captions should be emailed to LDF.
- 4: Please mark CLEARLY which photo you want used as your MAIN photo in the Showcase gallery. If you do not indicate which you would like, LDF will choose the most suitable.
- 5: Photos should be **LANDSCAPE**. The Gallery will appear differently on different devices, so LDF cannot be responsible for cropping of photos on some devices.
- 6: LDF will adjust & crop photos as they feel is necessary for the best result.
- 7: LDF has the right to use all photos received for the showcase in advertising & PR for LDF. Craftsman will always be credited if their photos are used.

### **TEXT:**

- 1: Up to 200 words about you & your work. We recommend the 1<sup>st</sup> paragraph is about you & your business & the 2<sup>nd</sup> paragraph is about your new items made for the showcase, or any special news or projects you have been working on.
- 2: Send text by email or as an attached document – word or pages. We will not accept scanned documents, pdf or jpg files.

### **LINKS:**

- 1: We can add the following links on you page:  
Website . Email . Etsy Store . Facebook . Instagram . TikTok . Pinterest.
- 2: Send links by email or as an attached document – word or pages, rather than scanned documents or pdf or jpg files.
- 3: Your page will have a SHOP button. IF relevant, please make it clear whether you want this button to connect with your etsy store or your webstore. If this is not clear LDF will make choose which they believe is most suitable.

**CATEGORIES:** LDF will decide which categories are relevant for you. We will add you to as many categories as we think appropriate.

**EXCLUSIVITY:** Exhibitors agree not to publicise any new work made for the LDF Online Showcase prior to the show on social media or on their website without prior agreement with the organiser.

**PAYMENT:** If payment is received **IN FULL** by the date shown on the contract the £20 discount can be deducted from the table fee.

### **GOODS AND PRICING:**

- 1: We prefer prices are shown on a caption with the photos on our site as this helps customers get an idea of what you charge. Use the phrase "Prices from..." if you don't want to be specific.
- 2: We would rather prices were shown in £, but if necessary, we will accept prices in \$ or €.
- 3: If you have an etsy shop, you do not need to show price in caption as it may differ from price shown on etsy.
- 4: No selling of other makers' goods without prior arrangement with the Organizer.
- 5: All work displayed in the showcase must be original. If we believe work exhibited to be a copy of another exhibitor's work, we will remove these items from the showcase.

**CANCELLATION OF FAIR:** The organiser can only guarantee a refund of fees minus LDF's expenses thus far.

**CANCELLATION OF BOOKING:** Please inform us of any problems ASAP. A fellow craftsman would need time to prepare & the catalogue typesetting starts in August. Cancellations will receive their registration fee back minus £20 admin fees. Cancellations received after the Show catalogue has gone to print will not be refunded under any circumstances.

**CANCELLATION OF CONTRACT:** LDF has the right to cancel a contract between LDF & an LDF exhibitor at any time, if LDF believe it is for the benefit of the event in question or LDF as a whole.



## Perfection in Miniature Awards 2026

The Perfection in Miniature Awards took a break in 2025 to make way for a special PIMA Juniors competition. It was a real pleasure to see the work of these young miniaturists & we plan to bring PIMA Juniors back for our Christmas Show in 2026.

But we are excited to announce the all-new Perfection in Miniature Awards for 2026! This will culminate in a PIMA showcase display & the final judging happening at the KDF Summer Show on May 15<sup>th</sup> & 16<sup>th</sup> at Kensington Town Hall.

THIS YEAR THE COMPETITION WILL BE OPEN TO ALL MINIATURISTS – you do not need to be an exhibitor at our shows to take part.

The idea of the competition is still the same; we are looking for miniatures of the highest standard, handmade, showing skill & imagination, but this competition is not necessarily just replicating something perfectly in miniature, it can also be about making a unique item, something never seen before, somehow replicating our world or an imaginary world in miniature, full of your personality & style. By entering, your piece could also be included in the PIMA Showcase at the KDF Summer Show next year.

### Judges will be looking for:

- 1: A high level of skill in the discipline you have chosen (woodwork, metalwork, doll making etc)
- 2: Detail in scale & proportion.
- 3: Good use of materials.
- 4: Imaginative, unique ideas & designs.
- 5: Craftsmen who push their work to a higher level than previously achieved.
- 6: **ALL ENTRIES MUST HAVE BEEN MADE SPECIFICALLY FOR THE COMPETITION THIS YEAR.**

### The Prizes:

1<sup>st</sup> Place :

£6000

A free table at one of our future events

A weekend at Priors Hall during one of our Dolls House Mini Breaks.

Runner up:

£2000

People's Choice Award:

£2000

To enter, you must **register** your miniature with us by **April 12<sup>th</sup> 2026**. After this date, we will send you a confirmation letter with an entry number & other important information. Entries must either be posted to our office prior to the KDF Summer Show, or delivered directly to the KDF Summer Show on Thursday 14<sup>th</sup> May 2026. All entries will be on display at the KDF Summer Show. Winners will be announced at an award ceremony during the KDF Summer Show. The registration form will be available on our website soon, or we can post or email you a copy.

We really look forward to seeing what incredible miniatures are created for this special competition.

**Charlotte Stokoe**