

OPEN CALL

PUBLISHERS, BOOKSTORES & SELF-PUBLISHERS NOVEMBER 2 2020

1- WHAT

2- WHEN

3- WHO

4- FIELDS

5- FEATURES

6- HOW DOES IT WORK

7- PARTICIPATION

8- PRICES

9- SHIPPING AND BILLING

10- TERMS AND CONTACT

1- What is Fiebre Photobook Fest Online?

With the aim of keeping the community alive and strengthening the fabric around the production and dissemination of photobooks, the eight edition of Fiebre Photobook will take place in an entirely virtual environment from **November 11-15th**, 2020, with free access granted from your screen.

In a year of total uncertainty, fully immersed in constant changes in our already mediated lives and surrounded by pixels of permanently connected devices, the Fiebre team has decided to take a step towards the present and the future of photobook festivals by launching a **completely online** programme.

One of the greatest novelties will be the **new tailor-made platform** developed to host the Fiebre BookMarket, with the goal of transferring the spirit of the fair to the online format, promoting closeness, interaction and meetings between participants and the audience, being accessible to all interested people from anywhere in the world.

The **BookMarket** will be the main axis, in order to publicize the new arrivals, exchange feedback and promote sales, and will be complemented with a wide program of **parallel online activities** such as talks, meetings, presentations, exhibitions, workshops, LAB Fiebre, a dummy review and a BookJockey that will be the foundation of an experimental meeting point.

We are aware of the fact that an online platform will never be able to replace the touching, feeling and smell of photobooks, nor the enthusiasm resulting from the face-to-face encounters. We believe however that this is the best way to adapt to the current situation in the midst of the increasing social restrictions, trusting that we can soon resume our physical presence. We are committed to a **hybrid future**, with the warmth of the face-to-face meeting and the virtual possibilities, squeezing the best of both formats and thus facilitating the global participation of all the agents that make up this great community.

2- When will the BookMarket take place?

Same as in previous editions, the BookMarket will be held during the weekend:

- **Opening: Friday, November 13 at 5:00 pm (GMT+2)**
- **Closing: Sunday, November 15 at 9:00 pm (GMT+2)**

The platform will remain active until December 31.

In case of missing out on the first registration call, there will be a second opportunity to join the platform coinciding with Art Photo Bcn, which will take place from December 4-6, 2020. Finally, around the end of the year, we will carry out a special campaign related to the Christmas season.

3- Who can participate in Fiebre BookMarket?

The aim of the fair is to bring together creators, editors and professionals of the field who publish, sell or distribute photobooks, located **anywhere in the world**. There is room for all established and independent publishing houses, specialized bookstores, as well as self-publishers that have photography books **for sale**.

4- Which will be the main fields of the BookMarket?

Beyond trying to promote sales, the BookMarket intends to be a catalyst for the needs of the sector. On the one hand, there will be a display of the exhibitors' publications but it will also include other categories that will make up the backbone of the platform contents:

- **Publishing houses and specialized bookstores:** list of all participants, with advanced filters.
- **Self-publishers:** list of all participants, with advanced filters.
- **Photobooks:** list of all publications, with advanced filters.
- **Curated:** virtual tables curated by media professionals.
- **Partners:** virtual tables with content linked to our partners.
- **Wishlist:** virtual tables personalized by visitors with their favorite books.

5- What makes our BookMarket different?

The online platform is being developed tailor-made by our partners at ViewingRoom360, a team specialized in digitizing the cultural sector, and these will be the main features:

- **Interactive navigation** between the exhibitors' displays in order to stimulate, socialize and make known to all audiences what the participants have to offer.
- **Live chat** with exhibitors (according to their indicated availability)
- Direct purchase option through a **single cart**, with tailored shipping costs.
- **Login** option so that each attendee can create and share their table with their **favorite** publications as a **wishlist**.
- Proposals and **recommendations from curators** specialized in photobooks.
- Authors' streamed **virtual signatures**.
- Complementary program with education and **online activities**.
- Uninterrupted access **until December 31**.

6- How does it work and what are the features for exhibitors?

- Each exhibitor will have their own page where they can **customize their virtual table**. It will include a description of the editorial line, a short biography, an image or logo, as well as direct links to their social media channels, email, website and a live chat (with the option to set up a schedule based on availability). It can be embedded in other websites and shared on social media.

- Both the virtual tables and the publications will keep the real **physical proportions**. Thanks to a side scroll, the number of publications that can be displayed will be unlimited.

- **Each publication will include:**

- A cover photo
- A video and / or photos from an overhead shot
- A technical sheet
- A description
- A bio of the author
- The option to save as a favorite, recommend to a friend or direct purchase

- Internally the **content management** is very **simple**. It is not necessary to download any apps in order to upload your materials. The stock management is intuitive, and you can do it from a computer or mobile device via Wordpress.

- The main language of the platform will be **English**, but each exhibitor will be free to display the content in the languages they want.

- Users will be able to **purchase items** through the platform or through a link to the exhibitor's website, so that they can choose their preferred payment method. The direct sale of publications through the platform is not an obligation for exhibitors, but rather a option to facilitate the process for the buyer and **increase engagement and conversion**.

- At all times there will be an active technical support, in case you need help or have any questions.

7- What to do to participate?

These are the phases of the registration and participation process:

- **Pre-registration**: from October 22 to November 2

It is free and you only have to fill in a short registration form, accessible from the [Fair section of the Fiebre website](#), indicating the name of the exhibitor, their contact information and a url where we can see the editorial line.

- **Payment and access to the platform**: Tuesday, November 3.

All registrants will receive an email with a private link to proceed with payment and access codes will be sent throughout the day.

- **Content loading**: from November 3 to 10

During this period, exhibitors will have private access to their page in order to upload content and customize their virtual table. There will be technical support in case you have any questions or problems during this process.

- **Participants announcement and review:** November 11 and 12

On Wednesday, November 11, the list of all participants will be announced and internal access will be blocked. It is the minimum period necessary to check that everything works correctly and invite curators to review the contents of the BookMarket in advance before selecting their favorite ones, which will be displayed in the Curated section.

- **Public opening:** November 13 at 5:00 p.m.

After launching, each exhibitor will once again have access to the internal manager should they need to make the changes and adjustments, as well as update their stock. The 8th edition of the festival will end on Sunday, November 15 at 9:00 pm, but the platform will remain active until the end of the year.

***All dates and times are GMT+2.**

8- How much does it cost?

Our goal is to make participation **affordable** for everyone who has an interest in photobooks, with profits dedicated to defraying the maintenance and management costs of the platform.

The registration fee is **€25 + 10% of sales**. Two exceptions will be made:

- Registration will be **free for self-publishers** + 10% of sales
- Registration will be **free** for those who are part of the **Somos Fiebre community** + 10% of sales ([see conditions here](#)).

* To benefit from the Somos Fiebre discount, it will be necessary to indicate it in the pre-registration form

9- How does shipping and billing work?

- When a sale is made through the platform, the exhibitor will receive a notification in their internal manager and in the contact email they have provided. Each **exhibitor** will be **responsible** for shipment, the protection of goods and the meeting of deadlines.

- Each exhibitor will have to indicate the **shipping costs** taking into account two factors:

- the price, based on the **country of origin** with three main ranges:
 - Within the same country
 - Within the same continent
 - To the rest of the world
- the price, based on the **total weight** of the purchase:
 - Up to 0.5 kg
 - Between 0.5 kg and 1 kg
 - Between 1 kg and 2 kg
 - Between 2 kg and 3 kg
 - More than 4 kg

- The exhibitor will have to issue an **invoice** to Fiebre detailing the cost of the publications with the 10% discount and the shipping costs, with their corresponding taxes, as indicated on the platform.
- From the 1st of the following month, each exhibitor will have to make a single dispatch of all invoices issued to Fiebre, in order to proceed with immediate payment through Paypal. Payment will be automated based on the data of the platform, so the invoice amounts must be the same, **without any variations** in the final amount.
- Each exhibitor is free to indicate on their page the **shipping methodology**, with which company it will be carried out, as well as whether or not it will be registered. Once the order has been sent, the **tracking number** must be indicated in the internal manager, if there is one, so that the buyer automatically receives notice.

10- Terms for participation

- Each registration is valid for **a single exhibitor**, whether it has a wide variety of publications or just one.
- The exhibitor must have a **Paypal account** operative in order to automate payments. In case of any inconvenience, get in touch with us by email.
- The festival will not be responsible for defective shipments, losses or claims. Its function is to act as an intermediary to process payment and invoicing. In the event of any **incident**, the **exhibitor** will have to process it with the **buyer**.
- The exhibitor agrees to comply with these terms of participation and the established deadlines. If any exhibitor violates the rules, they will not be able to be part of the platform again.

Contact information

BookMarket coordination: Miren Pastor
Phone: +0034 637588320
E-mail: info@fiebrephotobook.com

THANKS!