

1st Scrapbooking World Championship

Official Store Rules



General Info

SUBSCRIPTION IS FREE.

Participation is open to all stores commercializing art and craft products including scrapbooking articles such as the following:

- **Individual brick and mortar scrapbooking shops**
- **Individual brick and mortar art and craft, stationery, saint shops with a scrapbooking department or products**
- **On-line shops that often give demos or make workshops in physical venues**
- **Art and craft chains or franchise stores that sell scrapbooking products or have a scrapbooking department are also welcome**

HOW CAN A STORE JOIN IN?

You can become an *Official Store* by following these rules:

- **Stores that have no more than three branches in one nation, all with the same name and owner,** will be considered as one store. The owner can, however, decide whether to register as one *Official Store* or to register each shop separately.
- **More than three stores with the same name and owner will be considered a chain.** Each individual shop belonging to a chain or to a franchise will have to register separately and write the chain/franchise it is part of in the form. The Academy may give special prizes to the chains/franchises that are affiliated with the highest number of contestants.

A store that wants to join in can subscribe by filling in the [following form](#).

The Academy will verify if the features of the store are in line with the established rules and the store will get a personal code.

When the store gets its code, it will become an *Official Store* of the Academy and of the Scrapbooking World Championship for one year.

If at least 10 people affiliate with the store, it will maintain the status of *Official Store* for one additional year.

BENEFITS FOR AN OFFICIAL STORE

Subscription for stores is completely free.

Every scrapbooker who wants to join the World Championship can affiliate with an *Official Store* of his/her country and get a substantial discount on the subscription fee.

Subscription is on-line, and the participant can choose his/her favourite store from the OFFICIAL STORE list.

Fees and Bonuses

The *Official Store* will get fees and bonuses according to the number of affiliates, as indicated in the [Fee and bonus stores program](#).

Store Program

According to number of affiliates, the *Official Store* will be assigned a level in the Store Program. Based on the reached level the *Official Store* will have the opportunity to gain more benefits and bonuses.

Dedicated Profile in the Community

The *Official Store* will get a personal profile on the web platform to promote its activity.

Store Certificate

The store will get a certificate as *Official Store* and some digital tools to promote its qualifications.

Communication Kit

The *Official Store* will get a communication kit with materials and instructions to promote the event at its own shop and with its customers.

Prizes and Awards

There will be prizes and awards based on the placement of the *Official Store* affiliates and for the store which get more affiliates.

CUSTOMERS' DISCOUNTS

Affiliation

Every customer who affiliates with an official store will get a **30% discount** on the subscription fee.

Academy Ambassador

The *Official Stores* that have been managing *Facebook*, *Vkontakte* or *Instagram* accounts and pages dedicated to the store or to creative arts for at least one year and that have at least 1000 followers/members, can request to enter the Academy Ambassador Program. The program offers a Promo Code with an additional discount for one's clients / members and follower and a further opportunity of gain.

If you are interested in knowing more and receiving further details please write directly to us at academy@academyscrapart.com, using Academy Ambassador in your subject line and giving us your contact information and reference to the group you manage or your activity as an influencer.

WHAT WE ASK AN OFFICIAL STORE FOR

Promotion

Official Stores are asked to promote the event using the Communication Kit provided by the organization. The Communication Kit will be sent to every Store and includes the following resources:

-Digital Stamp of Official Store to add on your official site, blog, social media accounts

-Digital Poster/Flyer to send to your customers and to print and hand out in your shops

-Desk Display

-Template of a promotional message to e-mail* to customers

-Additional promotional messages and video/pictures to publish on your social/ websites.

**The store is directly responsible in terms of privacy, with regard to procedures of getting e-mail addresses and any other form of communication to third parties.*

The voting

Official Stores are requested to join in as part of On-line Jury in the Prequalifying,

National and Continental Stages of the Championship.

The role of a Jury member is to assess the participants' projects as explained in the Voting Procedures.

The voting of the Official Store will take place on-line only, at times scheduled according to the Voting Procedures.

Failed participation in the voting process, even if just for one phase, will cause exclusion from all rights, fees and bonuses included.

Delivery of participation certificate

When the subscription process is completed, the Academy will send Participation Certificates of the affiliated customers to the Official Stores.

The Official Store will decide whether to e-mail the certificates to their customers or to print them and invite the customers to collect them at the store.

The Official Store will have to deliver the certificates within 30 days after the end of subscriptions. After this period of time, the Academy will send them directly to the participants in digital version.

PRIZES AND AWARDS

If an affiliated customer wins a National, Continental or World title, the Official Store will get a certificate as supporter.

These certificates are permanent and can be used by the winning Stores at any time, providing they use the event badges of the year released by the Academy only.

The Academy will release an Official Certificate for the stores that supported the winner.

The Academy will provide for the possibility to present the supporting stores and to publish interviews the on its website.

The winning supporter stores will get the Exclusive Academy Everlasting Membership.

More Prizes: Store Contest

More prizes and awards will be provided (see [fee and bonus stores program](#)) for the following results:

- stores with the maximum number of affiliated participants for the National contest*;
- stores with the maximum number of

affiliated participants for the Continental stage**;

- stores with the maximum number of affiliated participants for the World finals

* Reserved to nations with at least 5 official stores or 100 participants

** Reserved to the Continental area with at least 50 official stores or 2.000 participants.

STORE PROGRAM

The number of affiliates that every Store will get will determine a different level of Store qualification as indicated in the [fee and bonus stores program](#).

The Academy reserves the right to provide the possibility to chain stores or very important stores to plan Master 1000 or superior events, by means of direct agreement.

NB Each participant who as selected an Official Store during the registration process is an affiliate, regardless of the categories they enter.

Official Stores that do not reach at least **10 affiliates** will lose the status of Official Stores. They will be able to subscribe again the following year.

Academy Virtual Store

The Academy provides participants registered from countries where there are no *Official Stores* with the possibility to select a virtual store named *Academy Virtual Store*.

By selecting the *Academy Virtual Store*, these contestants will receive an Official Store discount on the registration fee.

Participants who don't want to affiliate to an *Official Store* renounce the discount program benefits.



 **ACADEMY**[®]
OF SCRAPBOOKING
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Academy of Scrapbooking and Arts Ltd 7 D'Olier Street, Dublin 2, Ireland
academy@academyscrapart.com / www.academyscrapart.com