

# Vendor Information

**Thank you for being a part of “Flint’s Largest Mom 2 Mom Sale”! Below is vendor information for the event.**

Our goal as organizers is to help every seller have a GREAT SALE DAY and each customer to find terrific bargains that will bring them back again and again. We hope you find this packet of information useful.

•**Location** - Perani Arena: 3501 Lapeer Rd. Flint, MI 48503

•**Hours of Sale** - 9:00am-1:00pm with an 8:30am exclusive early-bird buy.

•**Set-Up/Check-In Time & Process** - Friday, September 26<sup>th</sup> from 4:00pm-7:00pm and Saturday, September 27<sup>th</sup> from 6:30am-7:30am at the Arena 2 Bay Door. **\*(ARENA 2 DOORS WILL BE LOCKED 7:30am-1pm Saturday)** Vendors not checked in by 7:30am may forfeit their space. Sellers are responsible for keeping an eye on their items. The Arena will be locked overnight .

•When you arrive, make sure to check in at the Table near the Arena 2 Bay Door. If you arrive after 7:30am Saturday you will need to register at the Arena 2 shopper entrance which you will find by entering the main lobby and going down 1 level.

•**Each registration will receive 2 wristbands at check-in. Wristbands must be worn the entire sale on Saturday and are NOT transferable. Additional wristbands can be purchased for \$5.**

•**To protect the integrity of the sale as a resale event, non-resale vendor space is limited. Vendors that register under the wrong category are subject to being removed from the show without refund.**

•**Parking** – This event features FREE Parking. There is a circle drive at the back of Arena 2 (off of Averill Street) that has two entrances. This area is a 15minute unloading area ONLY. **It is critical that vehicles are NOT left near the load in area during the show or they run the risk of getting towed.** Parking is through the gates to the top of the hill from the load in area. The entrance to the West is where our large item area is located. We strongly urge you to check large items in during Friday set up. **\*In order to maintain a comfortable temperature for our shoppers, the Arena 2 Load-In Bay Door will be closed at 7:30am Sharp on Saturday and remain closed until 1:00pm. No Exit or Entry from any Arena 2 doors will be allowed between 7:30am and 1pm unless in the event of an emergency. During those hours, all persons will have to use the Main Entrance/Exit. Vendor Load Out cannot begin until the sale ends at 1pm.**

•**Hand Carts/Wagons** – We highly recommend bringing a hand cart or wagon to make hauling in your items MUCH easier. These are NOT provided by the Arena.

•**Space** - Unless otherwise arranged, each space will include an 8’ table and two chairs. You must keep your items in the area assigned to you and cannot have items protruding into the walkways.

•RACK SPACE’s do NOT include the Rack. This is additional space for you to place your rack.

•**Power** - Is available for Independent Consultant and Sponsor level only. Vendors requesting power must bring their own extension cords; we recommend bringing at least 100’ of cord.

•**Security** – Sellers are expected to act as their own security for items that they bring to sell. It is a good idea to always have your money and personal effects on you. Sale organizers are not responsible for any lost or stolen items

•**Outside Food** - is not allowed to be brought into the venue. Perani Arena has a concession stand located across from the restrooms in the Exchange Area. Any food or beverages sold or sampled at a table must first be pre-approved by event organizers and the venue. Additionally, seller is responsible for any and all Health Department guidelines and licensing that day and must provide a copy of liability insurance naming Townsquare Live Events, LLC, Firland Management, LLC, and Perani Arena & Event Center as additional insureds.

•**Promotion** – It is our goal to give this event the most on-air and on-line exposure possible, so that you can benefit from the high amount of attendees. We ask that you also promote Flint’s Largest Mom 2 Mom Sale on your web page, Facebook page, Twitter, and other social media sites. Feel free to link to the event Facebook page or the events page on [www.wcrz.com](http://www.wcrz.com) for details.

•Donations – After the sale if there are any items that you do not wish to take home, you can drop them at the donation table near the Arena 2 Bay Door and they will be given to a local charity that will GIVE the items to families in need.

•*Thanks again for being part of this event! Feel free to contact your Townsquare Media representative with any questions. In addition, our Live Events Manager, Kylie Gates will be on-site for the duration of the event, and can be reached at (810) 701-5520 or at [kylie.gates@townsquaremedia.com](mailto:kylie.gates@townsquaremedia.com).*

## Site Map



## Seller Tips

**Whether you are new or experienced, we hope you find some of the following tips useful:**

Just like Sellers, customers come in many different varieties. You may run into a customer who is brisk and very specific about what they are looking for. If that happens, don't take it personally. Most times you will find that people are very nice. The less money people have available to spend, the more brisk or rude they can appear, or the more they may complain about pricing.

### **SELLER DO LIST:**

- It is very helpful if you know the value of your items (emotional attachment aside) and what you will accept for each item, as well as, what you expect from the sale overall. Often, when Sellers become discouraged, it is because they may have an expectation that, for that time of year, season, etc. is too high. Knowing what you hope to accomplish can help you to enjoy the sale and have a great time selling.
- Remember to price based on how worn the item is. Brand new items with tags obviously will bring a higher price.
- The more your area is decorated, the more people will flock to your table to ask questions about your items or business. Have fun decorating your space. Vendors: remember that samples and giveaways are always a big hit with attendees!
- Have your items clean and neatly displayed on a rack or in short stacks on a table.
- Have your items priced either individually or collectively with a visible sign so that your customers are able to see them clearly.
- Sort your items by category, usually customers look for items by size, if clothing, or age, if toys, games, etc.
- Make sure your items are without odors or tears and are in good condition.

# Seller Tips Continued

- Have your items displayed so that they can be easily seen. Often sellers have so much on the table that buyers can not see something that they might be interested in.
- As you sell your items, move new items into that area to keep your display fresh. Many times a mom may not have seen something at your table and as they walk by a second time it could catch their eye.
- It is important to acknowledge people when they are at your table, even with a "let me know if you need something or are looking for something in particular." Even a "Hi, how are you today?" can be a way to let potential customers know that they are important to you.
- If you have set up on Friday night, bring a table cover or sheet to drape over your table and any racks. Table coverings are not provided. It can be a good choice to bring a table covering.
- Use painter's tape or a tape that is easily removable from the tables to post signs.
- Allowing as much time as possible for your set up the evening before or the morning of will help you display your items in an organized fashion and sell more.
- Look over your items once you get to the sale to make sure that you do not have any stained items. Florescent lights can highlight stains on items that didn't appear to have stains in other lighting. Make sure that any stained items are placed in a bargain bin or clearly identified. One stained item on a table can deter buyers from looking further.
- For fire safety reasons, we do not allow items behind your table such as racks or large items. If you place items under your table, make sure they are easy to see.
- Candles are not allowed to be lit at this show.
- Small items and shoe pairs we recommend displaying in zippered baggies or tied together with zip ties, string, twine, or tags. It is helpful to have the size labeled on the tags or bag.
- If pieces are missing to a toy or game, this should be noted on that item clearly so that the buyer knows.
- Often moms come right from an ATM so it is important to bring lots of ones, some fives, and some coins. You may want to bring a test pen to check any large bills you receive for counterfeit. While it is rare that we have seen this, it has happened.
- Make sure to bring bags for your customer's purchases.
- We recommend wearing aprons, like those you can get at a local hardware store, to keep the money close at hand. If you are using a money box, make sure that the box is in a place where no one else can get in to it without you noticing.
- If someone offers you a price lower than what you have marked, it is your choice to accept it.
- We highly recommend having a helper available so that you can take a break, shop, or stretch a bit.
- Racks can easily be overloaded or if more than one customer is looking at your rack can be knocked off balance or even fall apart. It is important to secure and balance your rack with weight to keep this from happening. Some have found using small sand bags work (make sure that they do not leak) or a bin that has weight in it. Make sure to lock your wheels if you can so that the rack has more stability
- Most important tip -- Smile and enjoy your day!

# Seller Tips: THINGS TO AVOID

- Talking on your cell phone when people are milling around your table. If you look disinterested, people may not be interested either and your sales will suffer.
- Sitting behind the table with your head down or staring at the floor, the wall, etc. This can keep buyers from asking questions or feel uncomfortable picking up an item they are interested in.
- Talking only to your helper/neighbor when customers are in front of your table. Sellers who seem preoccupied can often discourage potential customers from buying.
- Leaving your purse or cash box out in the open and unattended.

## LARGE ITEM AREA

- Anything larger than an 18 gallon tote, or does not fit under your table, needs to go into the Large Item Area.
- There is no fee for placing your item in the Large Item Area. When your item sells the cost is deducted from the sale as follows: Under \$20=\$1, \$20 and up=\$2.
- Each person selling in the large item area is required to fill out a Large Item Area Seller Form providing a detailed list of each large item, asking price, and lowest price upon checking item in at set-up. This form can be downloaded in advance from the event page on [www.wcrz.com](http://www.wcrz.com). All Large Item TAGS will be filled out upon check in.
- Large items MUST be checked into the large item area during Friday set up or by 7:30am Saturday to allow time to organize the area.
- The Large Item Area will NOT be open for purchasing prior to 8:00am on Saturday.
- There will NOT be a holding area for this sale.
- Large Item Seller Checkouts are not available until 1:30pm. If any of your items have not sold, you can collect them from the Large Item Area when you check out.
- When placing an item in the large item area that has accessories, firmly secure the items to the large item so they can not be removed. This keeps children from playing with loose items and keeps those items from accidentally being placed with an item that they do not belong with.
- Large items need to be clean and MUST have working batteries.
- We reserve the right to refuse items not in good repair.
- Sellers must ensure all items meet Federal Safety Standards. For a list of recalls: <http://www.cpsc.gov/> No drop side cribs. Car seats must have at least two years left before they expire. If no expiration date is present the standard 6 year life span will be used to determine.
- The large item area will be supervised at all times, however, organizers will not be held responsible for any lost, damaged, or stolen items.
- You may pick up your money/unsold items at 1:30pm. Any items not claimed by 2:30pm will be donated.