



## LE GARAGE SALE

### le garage boutique sale frequently asked questions Sept 4-6, 2010

- How much is the booth fee?  
\$125 per 10x10 space. (Note: 2 spaces=10x20, not 20x20---that is 4 spaces)
- Who pays for the venue rental?  
We do (Le Garage Boutique Sale).
- Who pays for the advertising?  
We do (Le Garage Boutique Sale).
- What percentage of the sales do the stores keep?  
100% We do not take any profits from the stores.  
Stores pay a flat fee to participate in the event and keep all of the profits from their sales.
- Why is there an admission fee for the customers?  
To pay for venue rental, advertising, security, insurance, janitorial/trash service, permits, etc.
- How is the event publicized?  
In addition to paid advertising, we will promote through this website, our blog, Facebook, twitter, a direct email list of shoppers (5000 +). We also send press releases to all local newspapers, blogs, magazines and event listings. Please feel free to suggest any additional resources we've overlooked.  
It is also very important that you contact your loyal customers. We will provide an emailer and a flier for you to distribute to your shoppers prior to the event. Your customers appreciate being invited to your "warehouse sale"! You should also include event details on your website, Facebook page, twitter, in your advertising, newsletters, etc. We will provide a link on all of our sites to your business and hope that you will provide the same for us. We can provide logos/images if needed. .Remember, VIRAL MARKETING IS KEY! Over 80% of our shoppers find out about the event from a participating store, our email list or from a friend. Only 8% found out through paid advertising!
- Who works the store's booth? Store owner, employees or friends.
- Will tables/chairs be available for the booths?  
Tables (6'=\$10) and chairs (\$2) can be reserved on your registration form and will be delivered on set-up day (Fri. 9/3). You may also bring your own tables, chairs, etc.
- Is there a central cash wrap or does each store handle their own sales?  
Each booth handles it's own sales, cash, etc.
- Do customers pay with cash or credit cards?  
We advertise "cash only", but you may opt to accept credit cards &/or checks. Although WIFI internet service is available, it is not guaranteed. Most stores rely on a manual credit card imprinter or call in verification. Also note, there are two ATM's within walking distance of the building. If you choose to accept credit cards, you may want to post a sign in your booth stating "Credit Cards Accepted"—it will definitely increase your sales.
- What discount amount is expected?  
You determine your own discount amount. Stores use a variety of discount systems. Some use a blanket discount percentage (ie: all items 50% off orig. tkt price) or price by group (all items orig. \$75-100, now \$40). Others use the "dot system" (red dot= 25 % off, green dot=40% off, etc.). Your discount plan is entirely up to you.
- What is the set up/move out procedure  
Stores will set up at pre-determined times (according to booth location) on Fri., Sept. 3. You will be able to drive up to the building to unload into your booth space. Most stores take about 2 hours to complete set-up (if they come prepared with merchandise marked and organized). Move out will be at the end of the sale on Sun. (after 5 p.m.)—and this goes very quickly!  
Le garage staff will be on -site two hours prior to event opening so that you may finish merchandising or re-stocking prior to event opening.
- Is there a dressing room?  
No central dressing room is available to avoid the removal of unpaid mdse. from your booth. Some stores may choose to "invent" a small changing area within their booth (using folding screens, drapes, shower curtains, etc).



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- How many 10 x 10 booth spaces will I need?  
A good rule of thumb is 3 rolling racks (or 3 tables) fill one 10 x10 booth space. Most retailers find that they need at least two booth spaces for the best presence & visibility. Remember, 2 booths is 10x20, not 20x20 (that is 4 booths).
- Can I decorate my booth and bring store signage?  
ABSOLUTELY-- we encourage it! You will be provided just the space and any other items you may have rented (tables/chairs), so it is up to you to give your booth flavor. Remember however, that this is a warehouse sale--so your space does not have to look perfect. Just make it "shop-able".... with good traffic circulation, room on the racks for people to flip thru, organized by size/style, quick and friendly check out help.
- What do I need to bring? (just suggestions!)
  - tons of sale merchandise!
  - tables, rolling racks, chairs (or you may reserve tables/chairs on your registration form)
  - store sign/banner/easel
  - masking/duct tape
  - markers, pens, clips
  - markdown/discount % signs
  - \$ drawer or cash register (lock box?)
  - receipt books (marked "Final Sale")
  - bags (no need to use your good ones!)
  - hanger racks/bins
  - curtain/screen for dressing room, if desired
  - mirror
  - coupon for regular price purchase in store?
  - business card/flier with store location info. for new customers?
  - Sign stating "credit cards accepted"?