



EXHIBITOR INFO/FAQ's

- **Who may participate in Le Garage Sale as an exhibitor?**

- Exhibitor must be a local, independent Austin retailer or designer.
- Exhibitor must have a Texas State Sales Tax Permit.
- Exhibitor must provide a copy of certificate of insurance to Le Garage Boutique Sale.
- New exhibitors: previous participants will be given first opportunity to reserve booth space before new vendors will be considered.

- **How do I register?**

Please read the application/contract carefully, then:

1. Complete and sign application/contract (avail @ www.legaragesale.net, under the "exhibitor" tab).
2. Send the following to Le Garage Sale/Suellen Young, 301 McConnell Dr., Austin, TX 78746:
 - application/contract
 - check (payable to Le Garage Sale) for booth, tables, chairs, etc. Application will NOT be accepted without payment.
 - Photos* of store, product, booth at other events (*Photos required for new vendors only)
3. If your application is approved, you will receive a confirmation by email. Once you have been confirmed for an event, there are no refunds. Don't assume you have a space until you have received a confirmation. If you have not received a confirmation within two weeks of the event, please contact us.

- **How much is the booth fee?**

\$150 per 10x10 space, for the entire event. (Note: 2 spaces=10x20, not 20x20---that is 4 spaces). Our booth fee is extremely low compared to other shopping events. We try to keep this low so the event will be very profitable for our participating vendors.

- **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 & fees, advertising/promotions, security, insurance, website, permits, staff for move in/out, etc.

- **Where is the event held?**

The Jan. '12 Event will take place at the Austin Convention Center*, 500 E. Cesar Chavez, www.austinconventioncenter.com (*note new location for Jan. '12 event).

- **How often does Le Garage Sale occur?**

Le Garage Boutique Sale is held 2 times each year, at the end of each selling season: Jan./Feb. and again in Aug./Sept. Specific date is selected based on venue availability.

- **How is the event publicized by Le Garage?**

In addition to paid advertising (Austin Monthly magazine, Austin Chronicle, etc.), we will promote through our website, Facebook, twitter, a direct email list of shoppers (6000 +). We also send press releases to all local newspapers, blogs, magazines and event listings. Event posters will be distributed to participating stores and other local businesses. Please feel free to suggest any additional resources.

We will keep you informed of PR coverage, as it happens, before the event. It is also very important that you (as the exhibitor) contact your loyal customers. We will provide an emailer and a flier for you to distribute to your shoppers prior to the event.

- **What should exhibitors do to promote the event?**

It is very important that you contact your loyal customers. We will provide an emailer and a flier for you to give to your shoppers prior to the event. Print the flier and post in your dressing rooms, at your cash wrap, on your door. Distribute them to other businesses in your area. 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’=\$15) and chairs (\$2) can be reserved on your application form and will be delivered on move-in day (Fri.). You may also bring your own tables, chairs, etc.

- **Does Le Garage provide rolling racks?**

No, exhibitors provide their own rolling racks, if needed.

- **How will the booths be separated?**

Prior to move in, booth spaces will be taped off on the floor. Exhibitors use tables/rolling racks around the perimeter of their space to create a “booth”. We do not use a pipe/drape system.

- **Is there a central cash wrap or does each store handle their own sales?**

Each booth handles its own sales, cash, etc.

- **Is internet service available in the event hall?**

Yes, the Austin Convention Center has free wireless internet, but the service is not guaranteed.

- **Do customers pay with cash or credit cards?**

We advertise “cash only”, but many stores/booths 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. 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. Also note, there will be an ATM inside the event hall.

- **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, but customers are expecting at least 50% off.

- How much \$ should exhibitors expect to make?**
 We do not know how well each store does as they do their own accounting---and simply pay Le Garage to provide the space and the people. Your return will be dependent on your inventory, your pricing, how shop-able your space is, etc.
- What about Sales Tax?**
 Texas State Sales Tax must be collected by all vendors and reported to the Comptroller's office.
- What is the set up procedure?**
 Move in/Set up is the day prior to the sale (Friday). Stores will be allowed to *drive in* to the building to unload at pre-determined times. Your specific time will be based on your booth location within the hall. You will be notified of this move in time the week before the sale. After you unload your merchandise/fixtures into your space, please remove your car from the building ASAP, so other vendors can be allowed to drive in to the building to unload their mdse. After you park your vehicle, you can return to your booth to complete the set up. *General/hand cart* set up is available 3-5 p.m. Most stores take about 2-3 hours to complete set-up (if they come prepared, with merchandise marked and organized). The hall will be closed for the day at 5 p.m.
- How about the move out?**
 Move out will be at the end of the sale on Sun. (after 5 p.m.)—and this goes very quickly! Note: vendors MUST remain set up and open for business for the entire duration of the event.
- 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, plastic pipe/drape, etc).
- 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 share my space with another vendor?**
 If you would like to share a booth, both parties must listed as exhibitors on the app/contract and both must sign the app/contract. No “subletting” is allowed.
- 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.
- How are booths assigned?**
 Previous participants and those with seniority (based on # of events participated in) are given priority with booth requests. If you have booth requests (ie: on a wall, near the snack bar, near another specific exhibitor), please note this on your application in the space labeled “Other Booth Requests”. You will be assigned a booth as close to your choice as possible.
- What are the event hours?**
 Saturday: 11 a.m. - 6 p.m.; Sunday: 12 noon-5 p.m. Please be in your booth, ready to go, when the doors open each day. Vendors must remain set up and open for business for the entire duration of the event.

- **Can I re-stock or finish merchandising the morning of the sale?**
Le Garage staff will be on-site one hour prior to allow access by exhibitors.
- **Will my merchandise be secure overnight?**
After all shoppers and booth staff have left for the day, Le Garage staff will walk the building with security to make sure that the hall is empty and that all entrances are secured. The building also has security cameras. Some exhibitors choose to cover racks/tables with sheets, etc and/or remove higher priced items from their booth. Le Garage Sale is not responsible or liable for the loss of or damage to exhibitor's property from theft, mysterious disappearances or damages by fire, water, accident or any other cause.
- **Will my staff be required to purchase a ticket to enter the hall, if they will be working my booth?**
You will be given employee wristbands for your staff, qty based on the number of booth spaces you reserve. Please use these for your staff only---not friends/customers.
- **Where will my staff park during the sale?**
There MAY be some free spaces available in the service yard---but note that *these spots are VERY limited---and first come, first serve---availability is not guaranteed.* The spots will fill up quickly, especially if there are other events that weekend. When the service yard is full, your employees may park in the parking garage (\$8/day) or other parking lots, meter spots in the vicinity. Link to map of parking garages: http://www.austinconventioncenter.com/directions/ACC_Parking.pdf
If possible, it's best to carpool or get dropped off.
- **Will food/beverages be available in the event hall?**
Yes. The Convention Center has a Starbucks and snack bar within our hall, offering specialty coffees, salads, sandwiches and other snacks. There also is a full bar. The Convention Center does not allow "outside" food/beverages.
- **Do you offer refunds if I am unable to participate?**
Once you have been confirmed for an event, there are no refunds. Also note, no subletting is allowed.
- **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
 - scissors
 - markdown/discount % signs
 - \$ drawer or cash register (lock box?)
 - Money pouch/pocket apron for quick change
 - Plenty of cash for "change"
 - receipt books (marked "Final Sale")
 - bags (no need to use your good ones!)
 - hanger racks/bins
 - curtain/screen for dressing room, if desired
 - mirror
 - extension cord/multi plug outlet (if you purchase elec.)
 - coupon for regular price purchase in store?
 - business card/flier with store location info. for new customers?
 - Sign stating "credit cards accepted"?
 - Email list sign up sheet?
 - ***YOUR STORE SHOPPING BAG w/ TISSUE FOR DISPLAY AT ENTRANCE TO EVENT