

SALES ROOM CHAIR

NAME Office

- Reviews dealer applications and fees
- Prepares and mails dealer contracts
- Accepts signed dealer contracts and appropriate fees
- Mails dealer contract copies to Sales Room Chair at appropriate time
- Obtains local transient permits or local dealer licenses (seller permits)
- Oversees sales tax payments to appropriate states when possible
- Coordinate with local committee to check on dealer license requirements.

NAME Policy

I. Convention/Houseparty dealer application:

- Artists, crafts people or dealers desiring sales space in a sales room must submit a dealer application to the NAME office by the date listed in the Convention/Houseparty Headlines column of the *Miniature Gazette* and on the NAME website along with the application fee.
- You must be a NAME member to apply.
- All dealers must be registered to attend the Convention/Houseparty.
- Cancellation of attendance at the convention/houseparty voids acceptance as a Dealer. In the event of a Dealer attending the convention/houseparty within one year of the death of his/her dealer spouse, partner, the Dealer shall notify the NAME Office and C/HP Chairman the name of ONE designated person who will be assisting him/her with set up of the sales table as well as with the sale of his/her merchandise during the convention/houseparty if the assistant is NOT a member of NAME. The dealer must be present. The non-NAME member is permitted only in the Sales Room during set up and posted opening hours and shall not participate in any convention/houseparty activities. (Jly 2015)
- If a Steering Committee member makes application for a sales table and he/she is accepted, it is with the understanding that he/she must have the approval of the rest of the Steering Committee to insure they can cover any job responsibilities. Committee positions that are busy and vital during the actual Convention/Houseparty shall arrange for someone else to staff their sales table. The Hosting Chair shall not work a Sales Room table.
- The number of dealers chosen is figured at ten percent (10%) of the total number of the anticipated registrants. The Board of Trustees members who are Dealers and the Gazette Editor shall receive an automatic acceptance as a Dealer if he/she submits an application in the usual manner.
- The Board of Trustees may select up to three (3) additional Sales Room Dealers to be guaranteed sales space at the National Convention.
- Up to 3 tables will be held for NAME merchandise. This includes any Steering Committee members, Board members or Gazette Editor. Of the dealers selected, the Committee will consider new dealers and shall attempt to place 5-10% new dealers on the sales floor.
- Special consideration will be given to the Souvenir artists and Board of Trustees

members who also apply as dealers.

- If a Convention/Houseparty has a waiting list of at least 10% of the total registration number, the dealers and/or helpers could be offered the option of not being a registrant of the Convention/Houseparty, provided that they are not a Workshop Instructor or Theme Luncheon Presenter. This offer shall not be extended until after the cancellation deadline. They would be given a special name tag that would give them access to the Sales Room only. They would not be eligible to attend any other function of the Convention/Houseparty: meals, Auction, Garage Sale, Workshops, Theme Luncheons, Theme Dinners, Home Improvement Seminars, Mini Exchanges, Hospitality Room, Patron Party or Tours, and they would not receive any Souvenirs, Souvenir Book, Centerpieces, Toe Bags, Doorprizes or Houseparty Helpers. They would be eligible to attend the Annual Business Meeting, their Regional Meeting, the Regional Coordinator/State Representative meeting, the Club President's meeting and the Exhibit Room during open to the public hours.

II. National Convention Dealer selection

Dealer selection is by committee. The committee consists of 2 non-voting members; the Hosting Chair, (ONE of the following Board Members: Immediate Past President, First Vice-President or Second Vice-President) and 5 voting members (Current Sales Room Chair, Past Hosting Chair, Next Hosting Chair, a Dealer Member, and a Collection Member). The non-voting Board Member serves as the Dealer Selection Chair and will select and contact the selection committee members, conduct the meeting and tally all votes. Application rules as published must be followed.

III. Houseparty Dealer selection

Dealer selection is conducted by the local Sales Room Chair, Hosting Chair and at least three (3) other steering committee members. Application rules as published must be followed.

IV. Dealer contracts

Dealer contracts will be mailed from the NAME office and will be accompanied by the NAME Code of Ethics for Convention/Houseparty dealers and any additional information the steering committee may want the dealers to receive at this time, including a letter from the Sales Room Chair. The contracts will include:

- Electrical requirements
- Permission to print their address in the souvenir book
- Local resale information

V. Sales Room details

- The NAME table is to be the most visible upon entering the sales room. This allows easy access to NAME by the steering committee, registrants, and guests on Public Day. Please check with the NAME Office to see how many tables they will need.
- The main sales room is to be open a minimum of 11 hours during the Convention/ Houseparty, 4 of which should be during Public Day on Sunday afternoon.
- A \$40 cancellation fee will be assessed any selected dealer if that dealer

cancels before the cancellation date. This will be a one time fee for one, two or more tables. There will be no refund of any fee(s) after the cancellation date unless a replacement is instituted, in which case the canceling dealer will pay only the cancellation fee of \$40. (May 15)

Important Requirements:

- ❖ **Solicit dealers, however, never make any guarantees that they will receive a sales table.**
- ❖ **Table covers are always part of the Convention/Houseparty package included in the dealer fee. Dealers are never asked to bring their own table cover. If they bring table covers, they must be flame retardant.**
- ❖ **Dealers may use table risers if they are stable.**
- ❖ **After assigning dealers to tables, the sales room chair sends a copy to the hosting chair and the Convention/Houseparty Advisor.**
- ❖ **Any changes to the sales room floor plan are to be submitted to the Convention/Houseparty advisor.**

Revenue:

Dealer Table Fee

Table fee is set by the Board as is the number of tables –the number of tables is set at 10% of expected registration. *Variance: You can offer a second table to dealers and possibly increase this line item by several hundred dollars.*

Expenditures:

Sales Room Expense Budget Line Item

Sales Room expenses vary greatly from hotel to hotel. Be sure to check your contract. There are almost always charges for the electricity for each sales table (hotel may charge not only for the electrical boxes, but for the setup as well). Hotels also may charge for tables, draping, microphones, etc. Expenses for table signage and dealer goodie bags are also included in this line. *Be sure to check your hotel contract.*

Security

The Convention/Houseparty Committee must provide a locked room for both the exhibit and sales areas. It is important to look for hotels which meet these criteria. Should the hotel not be able to lock the room(s), security personnel shall be hired to secure the room(s) during all hours the sales and/or exhibit room is closed after initial setup. When security guards are used, they must be hired from a security firm that is licensed, bonded and insured to work in the locality of the convention/houseparty. It is important to know this cost before your budget is finalized. **No amount of this shall be used to offset other Convention/Houseparty expenses.**

General Information Prior to the Convention/Houseparty

- I. The hotel, including the sales room, must be handicapped accessible.
- II. The Sales Room Chair should make certain that the dimensions given on the floor plan furnished by the hotel are accurate. The best way to do this is to take a measuring tape to the hotel and measure it personally. It has been our experience that the dimensions furnished by the hotel are frequently inaccurate and a few inches can make a great deal of

difference in a sales room. Mark the location of all electrical outlets and any support columns within the room and against the walls.

- III. Eight foot sales tables are preferred although the Dealer Contract is for six foot tables. Verify whether this is specified in the hotel contract with your Hosting Chairman. When it is necessary to place 3 tables side by side with no egress except on the ends, attempt to place a dealer using two tables with a dealer using one table so the table in the center is not occupied by a dealer who cannot readily get around to the front of their table.
- IV. Copies of all floor plans should be prepared and given to the Operations Chair, who gives them to the hotel contact for use by hotel personnel in setting up the rooms. Be sure to explain that the setup must be exactly as indicated, including sizes of tables, and width of aisles. The floor plan should indicate where the electrical outlets are located. Plan to be at the hotel early enough to check the layout personally before dealers arrive.
- V. Check with the hotel and Operations to determine when the rooms will be set up. If the hotel has no function scheduled in the room to be used on the evening before the Convention/Houseparty begins, the hotel staff usually sets the tables up at that time. However, frequently, the room is set up during the night or very early in the morning. Whenever this is done, the Sales Room Chair should be present, or at least arrive before the setup is completed and the staff has disappeared, as almost always there are mistakes. It is beneficial to be present during the night while the room is being set up, at least for a little while.
- VI. NAME's sales room setup is always considered unusual to a hotel, and no matter how this is explained in advance, do not presume that the room will be set up as planned. As Sales Room Chair, you need to discuss your needs in advance, with the person responsible for setup, making certain he/she fully comprehends what your needs are. To hotel staff, there is no difference between a sales room and an exhibit room.
- VII. It is customary to offer a complimentary table to publishers of magazines that pertain to miniatures such as Miniature Collector and the Needlework Society or other magazines who may ask for space. We give them a table outside the sales room but in close proximity as these are complimentary. The tables are to be used for promotional purposes only, which they know, and not for sales.
- VIII. Pre-plan your electrical needs with the hotel. Make up a list of questions and have the Hosting Chair get the answers for you when they meet with the hotel staff. In some hotels, the outlet cords are dropped from the ceiling and some have outlets in the floor. Some provide heavy-duty outlet boxes with long cords. These cords must be taped to the floor carefully to avoid accidents. The hotel will have specific requirements for taping.
 - A. Make sure you know if you are provided free electricity or must pay for it. If you pay, get details on how much and how to figure the amount you are using as it is part of the sales room budget.
- IX. Plan which door will be used for entry and exit to the sales room. It is wise to open only one door, although two entries can be provided. There should only be one door for entry and exit on Public Day(s).
- X. You will want to prepare a large copy of the floor plan to be posted on the sales room doors. This map will assist both the dealers and the registrants. A copy should also be placed in your Souvenir Book.
- XI. The Operations Chair will coordinate with the hotel to arrange for ice water at all sales sessions.
- XII. Submit information for website

- A. Send a listing of dealers to the Webmaster as soon as dealers are selected. Changes due to subsequent cancellations will be made as they occur. The prime goal is to place the list online **before** registration opens.
- B. A complete dealer list should include dealer name and business name. It is preferred that this information be sent electronically in an editable format.

General information at the Convention/Houseparty

- I. Check to make sure the room is set up as planned at least three hours prior to dealer access.
- II. Check the wiring to make sure the outlets are where you need them.
- III. Work with the hotel contact to assure that the sales room is not vacuumed at any time without the Sales Room Chairman present. The space between and behind the tables should not be vacuumed once we take occupancy of the room to avoid lost or misplaced items should the tables be bumped while vacuuming.
- IV. Assist the dealers. Check with the hotel regarding union rules. During setup time every attempt should be made to assist the dealers. This is especially important if entry into the sales room is difficult at your hotel.
- V. Be security conscious. If the hotel has doors which open directly to the loading dock from the sales room, these doors should be open during setup time, but someone should be stationed at each door, to help if necessary and to insure that no one enters the sales room without a dealer badge. A few badges should be available which are marked "TEMPORARY" as sometimes dealers bring helpers just for the purpose of carrying in merchandise. These people should leave immediately after depositing the boxes at the dealer's table.
 - A. Helpers must be registered Convention/Houseparty guests.
 - B. A spouse, friend, or bellman that is not registered at the Convention/Houseparty cannot help with the set-up and must leave after depositing the boxes. Have a badge system that identifies these temporary people.
- VI. Station committee members or trustworthy volunteers in shifts to monitor the door. It is important to be alert at setup time, as there are always people who attempt a "Sneak Preview."
- VII. Any report of stolen merchandise should be reported to a Board member. Only the Sales Room Chair or their delegated assistant is authorized to make announcements. The preferred announcement for alerting dealers is: **"Dealers, please be alert. We have had a theft reported."**
- VIII. When the sales room is opened after a meal function or business meeting, dealers should be excused at least ten minutes before the registrants to give them time to get organized.

Assigning Dealer Location

- Assign dealers to your floor plans.
- Carefully position your dealers so that you do not have two dealers next to or across from each other with the same type of merchandise, such as lace and trims, building supplies, etc.
- Wherever possible, respect requests for placement by dealers.

Obtain Tax Charts

- I. Contact your local tax authorities to obtain copies of tax charts for each dealer.

Tax Envelopes

- If taxes are to be submitted by NAME under a blanket license, prepare envelopes for each dealer to submit their tax information and payment and a three-part receipt form.

Oversee Sales Room

- I. The Sales Room Chair should always be free to circulate and handle any problems that arise, all through the setup periods and sales sessions of the sales room. This also applies to Public Day(s) and he/she should not be assigned to guard a door, sell tickets, etc.

Souvenir Book Listing

- I. Prepare floor map of sales room and dealer locations and give to Souvenir Book Chair for inclusion in Souvenir Book. It is helpful to have an alphabetical as well as a numerical list. This helps registrants find dealers.

Obtain Microphone

- I. Work with the Operations Chair to obtain a microphone for the sales room. Verify the cost and/or whether it is covered in the hotel contract.

Dealer Shipments

- I. Dealers are responsible for making arrangements for any merchandise they ship to and from the hotel. Please verify whether the hotel will charge for storage and let the dealers know so they are prepared to pay any fees.

Plan for Emergencies

- I. Know who, and how, to contact hotel staff in case of emergency. Know where the emergency exits are.

After the Convention/Houseparty

- I. Submit a written summary with recommendations to the Hosting Chair.