

The West Michigan Mom's Sale Guide

Set-Up

The set-up times for the West Michigan Mom's Sale are **Friday 10:30 a.m. – 7:00 p.m. and/or Saturday morning 7:00 a.m. – 8:00 a.m.** On Friday move-in, everyone will need to exit the building promptly at 7 p.m. We do not recommend setting up on Saturday morning, but it is available.

We will have a staggered move-in plan will allow us to run a smooth operation, **your scheduled time for set-up will be e-mailed to you with your booth confirmation number approx. a week prior.** If you are unable to make your scheduled time, no worries, we will fit you in when you arrive.

All sellers must be in the building by 8:00 a.m. Saturday morning.

Unloading

Easy unloading is provided by **driving your vehicle into the rear loading dock area off Michigan Street. Please drive SLOW and follow directions of DeVos Place security.**

Once you pull in, please visit our registration staff to receive your wristbands and see the floor map. (wristbands are REQUIRED to get in to the Exhibit Hall before 9 a.m. on Saturday morning).

The West Michigan Mom's Sale will be held in Exhibit Hall A at the DeVos Place.

Once you have unloaded your vehicle and brought your things to your booth space, please set up quickly. You may tweak things starting at 7:00 a.m. Saturday.

Some carts will be available at the loading docks for your use during set-up and tear-down. The Salvation Army will be available after the sale to accept any donations of unsold items.

DeVos Place does not allow helium balloons in their facility. A \$500 fine will be issued by DeVos Place to any exhibit that brings in balloons.

Booth Clarification

IMPORTANT...Clarification of Mom's Sale Booths and Business Booths.

Mom-to-Mom Sale Booths – These are items that are gently used. Items you would typically see at a garage sale. Some handmade items have been allowed in this area, but need to be “okayed” by the West Michigan Mom's Sale Management Team.

In a mom-to-mom sale booth, NO advertisements of any kind, coupons, fliers, or other promotional material will be allowed. If a mom-to-mom sale booth is found with such items, they risk being shut down with no refund, and will not be allowed to participate in the sale.

Business Booths – A business booth is a vendor who seeks to sell products and/or services with a value larger than garage sale prices. A business booth is expected to advertise their business, not only at this event, but throughout the year.

If you suspect you may be in violation of the above clarification, please contact the West Michigan Mom's Sale at info@westmichiganmomssale.com, so that we may resolve quickly.

Pre-Shopping

All of our sellers are welcome to pre-shop the Mom's Sale on Saturday morning. Pre-shopping runs from 8:00 a.m. – 9:00 a.m. Saturday morning. The Large Item Area will also be open for pre-shopping from 8:00 a.m. – 9:00 a.m. Please only pre-shop from sellers who are completely set-up.

If you plan to pre-shop, please bring someone with you that can man your booth while you are shopping. If you do not plan to pre-shop and will not be in the Exhibit Hall by 8:00 a.m., please cover your tables with a sheet or blanket so no one tries to shop from you while you are not there.

Tips for Sellers

- Bring enough bags for all of your customers.
- Make sure you arrive early enough to set up your area. Customers will be drawn to your table if it looks neat and organized. If you are planning to pre-shop Saturday morning (8:00 a.m. – 9:00 a.m.) please set-up Friday and have someone come with you on Saturday that can watch your booth while you shop.
- Be prepared for moms looking for a bargain. You do not have to take anything less than you want for your items, but do not expect to get retail prices for them. We have found that sellers tend to sell more, and make more, if they price their items to sell. Example: Shirts = \$1-\$3 Pants = \$1-\$3 Outfits = \$3-\$5 Condition and brand of the clothes should be taken into consideration when setting price.
- If you are not willing to haggle, make a sign for your table. This could read, "Prices Firm" or "No Haggling, Please". If you are willing to haggle, a sign could read, "No reasonable price refused." You may also want to consider having a "50% off" sign that you could put out the last hour of the sale to try and sell the last of your items.
- Make sure that any items you put under your table are visible and easily accessible. Nothing is allowed to stick out past the edge of your table.
- Make a sign to let the shoppers know what size/sex of clothes for sale.
- Selling name brand clothing, advertise with a sign listing the brand names.
- Make sure your items are clean and that any defects are clearly marked.
- If you bring a rack, make sure it is secure so that it won't become top heavy and topple over.
- Connect your two and three piece items with safety pins or tape.
- Include the sizes on the price tags of your items. It is also helpful to organize your items by size on your table.
- Be sure to bring plenty of cash (small bills & quarters) to make change for your customers.
- Have a safe place to keep your money.
- If you are sharing the table with someone, make sure you have different tags to collect as you make the sale to assure both parties get their money.
- If you would like to donate any of your unsold items after the sale, The Salvation Army will be available at the end of the sale to collect them.
- Finally, spread the word! We advertise this sale, but please tell your friends and share our event on facebook!

Move-Out

All sellers will be required to stay until the end of the event at 1:00 p.m. This will help ensure everyone involved has the best experience possible, and to keep attendees safe.

Move-out is 1:15 p.m. - 3:00 p.m. Any items left in the exhibit hall after 2:00 p.m. will be donated to The Salvation Army.

Large Item Instructions

- Register your large items on Friday (10:30 a.m. - 7:00 p.m.) or Saturday (7:00 a.m. – 8:00 a.m.)
- All large items must be registered by 8:00 a.m. Saturday morning.
- Easy access for loading/unloading your large items is available at the loading dock area.
- Fill out one (1) complete large item form (8 ½" X 11") for each large item you will be registering. There will be (4) tickets for each item. DO NOT CUT THESE TICKETS. The large item form is included as an attachment to the email you received. Please have these forms filled out prior to the sale to help expedite check-in.
- You will pay your large item registration fee by exact cash when you register your item.
- You may change the price on your large item at any point during the sale. Please notify a WMMS staff member before doing this so we can update our records.
- You must pick up any unsold items and/or your money by 2:00 p.m. Saturday. It may be ready before this time. An announcement will be made when available.

Any unclaimed large items after 2:00 p.m., Saturday, will be considered abandoned and will be donated to The Salvation Army.

Large Item Area

The sale of all items placed in the Large Item Area will be handled by staff and volunteers. You will receive 100% of the money for your sold items at the end of the sale. There is a small fee for this service. The fee is based on the price you are asking for your item. Below is the fee schedule for the Large Item service.

Item Price	Fee
• Items priced between \$1 - \$10: WMMS will collect a fee of \$1 from the Seller.	
• Items priced between \$11 - \$20: WMMS will collect a fee of \$2 from the Seller.	
• Items priced between \$21 - \$30: WMMS will collect a fee of \$3 from the Seller.	
• Items priced between \$31 - \$50: WMMS will collect a fee of \$4 from the Seller.	
• Items priced between \$51 - \$75: WMMS will collect a fee of \$6 from the Seller.	
• Items priced between \$76 - \$100: WMMS will collect a fee of \$8 from the Seller.	
• Items prices \$101 or more: WMMS will receive a fee of \$10 from the Seller.	

You may change the price on your large item at any time during the sale, but you must notify the staff or volunteers in the Large Item Area before doing so. We have included the Large Item form in the vendor guide. You should fill these out for your large items before you arrive to set-up. This greatly expedites the process. You will need to fill out one entire sheet per item (4 tickets). Please do not cut them before you arrive.

You may pick up your money for large items sold at the end of the sale. We ask that you please load up your vehicle first and then pick up any unsold items and your money. No refunds will be issued for unsold items or for price changes.

Special Thanks/Beneficiary

Thank YOU for participating in the West Michigan Mom's Sale. Because of your involvement in this event our shoppers receive affordable items for their families and proceeds collected at the door benefit The Salvation Army, as well as the items donated after the sale has closed.

Directions

Traveling From:

From the North – Travel US-131 South

From the South - Travel US-131 North

From the West – Travel I-96 East to US 131 South

Please use the following directions:

1. The best exit is Pearl Street
2. At the end of the ramp turn left onto Pearl Street
3. Take Pearl Street to Monroe and make a left
4. Take Monroe to Michigan and make a left.
5. The entrance to the DeVos Place parking ramp will be on your left just before the river.

Traveling From:

From Holland – Travel I-196 East

From the East – Travel O-96 West to I-196

Please use the following directions:

1. Use the Ottawa/Downtown Exit (77c)
2. Turn right onto Michigan Street at the end of the ramp.
3. The entrance to the DeVos Place parking ramp will be on your left just past Monroe Avenue across the river.

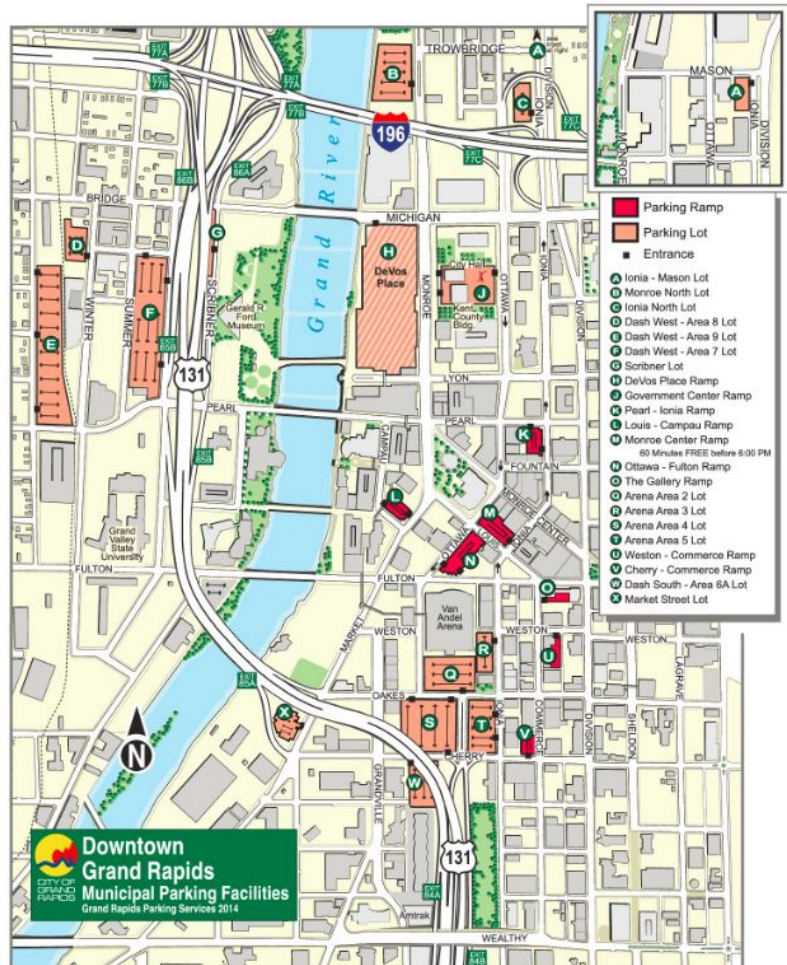
Parking

There are many reasonable parking options available.

The most convenient parking is beneath the DeVos Place entering off Michigan Street and across the street from the DeVos Place entering off Monroe Avenue.

Please click on the link below to view all parking options.

<http://grcity.us/enterprise-services/Parking-Services/Pages/Downtown-Parking-Rates.aspx>



Large Item Ticket

Item Description:

Price:

Staff Use. Do not fill in this box.

Booth Number _____

Item Number _____



Seller Receipt

Item Description:

Price:

Staff Use. Do not fill in this box.

Booth Number _____

Item Number _____



Please fill out entire sheet prior to set-up.
Do not cut.
One full sheet per large item.

Buyer Receipt

Item Description:

Price:

Staff Use. Do not fill in this box.

Booth Number _____

Item Number _____



Cash Box

Item Description:

Price:

Name:

Phone:

Staff Use. Do not fill in this box.

Booth Number _____

Item Number _____



Please fill out entire sheet prior to set-up.
Do not cut.
One full sheet per large item.