



# Merchant Handbook



JUNIOR LEAGUE OF  
**WASHINGTON**

Dear Merchant,

On behalf of the Junior League of Washington (JLW), we would like to extend a warm welcome to the 61<sup>st</sup> Annual Holiday Shops. We are proud to host the longest running JLW fundraiser. We know this year's show will be an enjoyable experience, not just for our shoppers and our volunteers, but for you as well! We appreciate your time and energy in preparing for and participating in Holiday Shops.

At its core, JLW's Holiday Shops is a fundraiser that supports our work in the community and our focus on leadership development and literacy in the greater Washington metropolitan area. We provide trained volunteers to more than 20 community partners—in excess of 10,000 hours each year, have purchased more than 125,000 new and age-appropriate books to give to children in the Washington, DC, area, and provide targeted grants and scholarships that increase the impact of community organizations.

Please find enclosed the **Merchant Handbook**, which contains important information about everything related to the move-in to move-out process, as well as useful items such as show weekend details, hotel information, and banks and restaurants near Dock5 at Union Market.

We hope it will answer any questions you may have and serve as a handy reference throughout show weekend. Should you have any further questions, please don't hesitate to ask. You can reach Carolyn at 703-593-3739 or Berrett at 505-553-1309 should you have any questions.

Warm regards,

*Berrett Stradford Branaman*  
*Carolyn Walser*  
Co-Chairs  
2019 Holiday Shops  
HolidayShops-Info@jlw.org

*Sara Ruvic*  
*Charlene Ballard*  
Merchant Co-Chairs  
2019 Holiday Shops  
HolidayShops-Merchants@jlw.org

# 2019 MERCHANT HANDBOOK

## Table of Contents

<b>Section I – Schedule of Events</b>	<b>4</b>
<b>Section II – Venue Information</b>	<b>4</b>
<b>Section III – Move-in</b>	<b>6</b>
<b>Section IV – Show Operations</b>	<b>7</b>
<b>Section V – Finance and Accounting</b>	<b>8</b>
<b>Section VI – Move-out</b>	<b>10</b>

## Section I – Schedule of Events

**\*\*\* Please be in your booth 30 minutes before the start of all special events and general shopping times. Thank you! \*\*\***

### Friday, November 22

10 a.m.–3 p.m.	Move-In*
5:30 p.m.	Merchants in booth
6–10 p.m.	Holiday Shops Grand Opening <i>(2 complimentary drink tickets will be provided)</i>

\*Merchants will be assigned a move in time in advance\*

### Saturday, November 23

9:30 a.m.	Merchant Check-in
10 a.m.–6 p.m.	General Shopping
1–3 p.m.	Santa Paws
6:15 p.m.	Merchant Check-out

### Sunday, November 24

9:30 a.m.	Merchant Check In
10 a.m.–5 p.m.	General Shopping
11 a.m.–2 p.m.	Family Fun Day with Santa
5–9 p.m.	Check-out and Move-out

**\*\*\*Per the contract, merchants will be assessed a \$25.00 fee per hour for missed commissions.\*\*\***

*Merchants are welcome to bring their own food and food is available for purchase at Union Market. Please be sure your booth is staffed at all times.*

## Section II – Venue Information

### Location:

#### Dock5 at Union Market

1309 5<sup>th</sup> Street NE  
Washington, DC 20002

<http://unionmarketdc.com/retailer/dock5/>

### Transportation/Parking:

- Large loading dock for easy load-in/load-out
- Parking available for one (1) merchant car/day. We will provide you with parking passes on arrival.
- 10-minute walk to metro | NoMa-Gallaudet (Red Line)
- Bike friendly | Racks for bike storage available| Capital Bikeshare stations available nearby

## Section III – Move-in

### Move-in

You will be assigned a specific move-in time. We have selected booths to provide a well-rounded shopping experience and to space out merchants selling similar items (i.e. clothing, jewelry, etc.). We ask that you be at Dock5 at Union Market at your appointed move-in time on Friday, November 22. It is okay to move in before the hour of your appointed time, but not after. We have little flexibility before the start of Grand Opening. **Set-up must be complete by 5 p.m. for our Holiday Shops Grand Opening event.**

Every merchant must move-in via loading docks. Volunteers are available to help you with move-in via the loading docks, which is adjacent to the show floor.

### Shipping

We do not accept shipments of merchandise to the JLW Headquarters or to Dock5 directly. Please plan accordingly to bring your merchandise with you.

### Electricity

All booths will have access to a power outlet but the distance may vary so please bring an extension cord and power strip. JLW will not provide extension cords or power strips. Lighting is somewhat dim in the venue in certain areas, so if you feel you may need additional lighting, please bring any floor or table lamps you feel you need to best display your merchandise.

### Wireless Internet

Dock5 does provide free WIFI. Access to the WIFI will be provided at load-in on Friday, November 22, 2019.

## **Storage**

There is no additional storage at Dock5 at Union Market. Please store empty boxes and other merchandise under your tables or in your booth. Keep in mind there will be limited storage underneath your tables. There will be security monitoring the venue during the market and overnight.

## **Section IV – Show Operations**

### **Conduct**

In an effort to ensure all business conducted is done in an appropriate manner, merchants shall agree to adhere to professional and appropriate behavior. This includes treating Holiday Shops volunteers, Junior League staff, shoppers, and fellow merchants with courtesy and respect; and avoiding harsh, profane, or derogatory language both in person and electronically. Further, merchants shall be honest and act with integrity in fulfilling their duties and responsibilities per the executed Merchant Contract and will not engage in dishonest, deceptive, or fraudulent practices.

### **Merchant Badges**

You will be given two badges to designate you and your staff as show merchants. These nametags are **required to be worn at all times** for security reasons and to ensure admittance to the show.

### **Merchant Booth Signs**

Please note: we will *not* be providing a sign indicating your company name.

### **Merchant Booths**

You will be provided the allotted space you signed up for in your booth request form. There will not be any partition or division between the booths.

A breakdown of what each size booth will contain follows:

6 x 6 – 1 table  
8 x 10 – 2 tables

All tables are 6 feet by 30 inches. Black tablecloths are provided.

### **Shopping Bags**

Please bring an adequate supply of shopping bags. JLW works to obtain donated bags

each year, but they are limited in quantity.

## **Volunteers**

The League staffs Holiday Shops with its trained volunteers. Each row of booths will be assigned a Row Captain and Treasury Representative. Your Row Captain will be able to answer your questions and assist in solving any challenges. Your Treasury Representative will be able to support any issues regarding reporting sales totals, commission payments or other finance matters. There may also be JLW volunteers assigned to assist in your booth. If you would like additional volunteer assistance, please let your Row Captain know.

## **Booth Space**

Please make sure your merchandise stays within the parameters of your booth and does not spill into shopping aisles to avoid violation of fire codes. Row Captains will monitor this throughout the show weekend and will ask you to move any items that are deemed to be in violation.

*It is prohibited by JLW to promote additional discounts off any future sales.*

## **Section V – Finance and Accounting**

### **Payment of Commission to JLW**

The 15% sales commission for Friday and Saturday sales can be paid via check, cash, or credit card. An invoice will be posted to your merchant account by Saturday evening which you are required to pay upon receipt. On Sunday, **you will need to provide your gross sales for Sunday prior to move-out**; you will not be able to enter the queue for a move-out time until your gross sales have been received .

Gross sales must be provided by the merchant no later than 5:30 p.m. on Sunday, November 24. Sales commission balance due will be provided by JLW Treasury no later than 12 p.m. on Monday, November 25. Commission is due immediately upon receiving sales commission balance due. Merchant will not be able to vacate without providing Sunday's gross sales.

Your credit card information will be confirmed prior to the end of the show. In the event JLW does not receive payment by 12 p.m. on Monday, November 25, per the Merchant Contract, the credit card on file will be charged for any outstanding balance, including applicable late fees of \$300. If the credit card number on file is not valid, any unpaid balance of commissions and late fees shall bear interest at the rate of eighteen percent

(18%) per annum, compounded weekly, until paid.

**Note:** Per the Merchant Contract, if a merchant is a no-show, JLW will impose a fee of \$500 for missed sales commission. Additionally, a fee of \$25 is assessed each hour your booth is vacant.

## **Sales Data**

In accordance with your Merchant Contract, you must keep track of your sales and provide documentation of your daily sales total to a Treasury representative within one hour of the close of the sales floor each day (and by 5:30 p.m. on Sunday). You must tally all sales—cash, credit, and check—using a verifiable method. Electronic payment reports or credit card terminal reports are the preferred reporting method. Cash registers and receipt books will be available if requested before Monday, November 18. If necessary, JLW Treasury volunteers will provide training for the operation of the registers and are available to void sales and print sales reports for merchants using JLW-provide registers.

JLW reserves the right to request detailed documentation of sales and/or to place a JLW volunteer in a booth to ensure the accurate collection and reporting of sales data.

## **Tax Information**

As required by DC law and your Merchant Contract with JLW, you have provided your tax identification information to us. We will have this on file during the show and are required by law to report the name and contact information of all merchants to the DC Treasurer. You are required by DC law to file a special event tax return (FR-800SE) no later than December 20, 2019.

## **DC Sales Tax**

The DC sales tax rate for most tangible goods is 6%. DC sales tax is a required charge on all items other than food.

## **Closing Out**

Each evening, within one (1) hour of the end of shopping hours (and by 5:30 p.m. on Sunday), you must provide to JLW your verifiable sales report to allow for the calculation of the commission due. JLW Treasury volunteers will be available on the show floor to collect this information. Please notify a Treasury Representative or your Row Captain or email [holidayshopstreasury@gmail.com](mailto:holidayshopstreasury@gmail.com) if you encounter any difficulty submitting your daily sales.

## **Banking**



JLW does not make change nor provide money for merchant registers.

## **Section VI – Move-out**

### **Process**

Please do not begin packing your booth until Holiday Shops has closed on Sunday at 5 p.m. We will have shoppers all day long. Per the contract, merchants will be assessed a \$25.00 fee per hour for missed commissions. Spots for the move-out queue will be assigned. In order to receive a number for the queue, you must complete the following:

1. Submit your verifiable Sunday sales total to a JLW Treasury representative
2. Have ALL of your merchandise completely packed

In an effort to best expedite the move-out process for all merchants, you must have your merchandise completely packed by Sunday, November 24, at 8 p.m. JLW volunteers will be available to help expedite the move-out process.