

## **Cherry Tree Beads 2011 Trunk Show General Information**

- We mail your shop approximately \$14,000 worth of retail inventory.
- All products over \$5 are priced. We suggest placing the \$5 and under items in a basket or tray, indicating prices with a sign. You will receive a cheat sheet for these items, showing a picture and giving individual prices. Please leave tags on priced items, as it has taken us hours to price each show.
- We pay shipping for the show to arrive at your shop and we ship far enough in advance to allow you 2-3 days before the start of your show to inventory the product and ready your shop.
- You are responsible for shipping costs to return the boxes after the show. Shipping costs on a standard trunk show using USPS flat rate boxes is approximately \$100. Please do not reuse the boxes sent, for they are destroyed by the time they return to us and can cause damage to the beads. The flat rate USPS boxes are free at your local post office or may be ordered online and mailed to your store.
- Once the boxes arrive, please count all inventory and report any miscounts or broken strands before the start of your show. If broken strands are found, please place strands in a separate bag and label "Broken". You are held accountable for any strands received broken that have not been reported.
- Trunk Show Display - For our standard trunk show, we suggest using a 6' or 8' table and filling baskets and/or trays for each different product. This seems to be the easiest and fastest way to sell the products and keep them organized for the return shipment.
- It is strongly suggested that you advertise for your show. Profits are always greater when advertising has been done. For your first show, we have no minimums you are required to meet. However, if your trunk show sells less than \$700.00 gross sales, we will be unable to allow you to host another show within the following 6 months.
- You will have two weeks to sell the products. On all items sold, the profits are split 50/50. We understand that things happen (i.e. poor weather conditions, etc.), so please give us a call to discuss extending your show to improve sales.



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- Along with trunk show products, you will be mailed a hard copy and an emailed copy of an inventory list that can be used to keep track of your shops portion of the profit.
- At the end of the show, count remaining inventory and mark on the label of each bag the number of strands being returned, as well as on the inventory sheet that was sent with shipment.
- If the trunk show is not received back to our office by the due date indicated on your Trunk Show Rules form and Credit Card Authorization form, we will be forced to charge the credit card on file for our portion (50%) of the full cost of products not returned. Unless we hear from you and have worked out a different payment plan, your card will be charged, so please return products in a timely fashion.
- Payment to Cherry Tree Beads can be made in several ways. You may use the inventory sheet to figure out the profits and send a check with the returned boxes. You may also wait for us to receive the shipment and call with a total and verification to charge the card on file.
- To host a trunk show we need the following from you. All forms can be found on our website, or please email Kady, our Trunk Show Manager, at [kady@cherrytreebeads.com](mailto:kady@cherrytreebeads.com) for copies or more information.
  - Credit Card Authorization Form
  - Copy of Tax ID
  - Trunk Show Information Sheet
  - Trunk Show Order Form
  - Trunk Show Rules Form
  - Personal Guarantee Form

## Trunk Show Frequently Asked Questions

Q: How far in advance should I schedule a show?

A: This depends on the store owner/manager and customers. We suggest you allow yourself enough time to advertise, in order to make it worth the time and effort that goes into a trunk show. However, we are normally able to ship the same week of scheduling.

Q: What products are sent?

A: We customize each trunk show to the store's needs. We have a list of current items, which we can email or fax directly to you. This form gives you the ability to choose exactly what you would like to include in your trunk show. Many new customers choose the Standard Show, which can be scaled down in quantity for smaller shops. The standard show is a great mix of items that are currently selling well and provides the shop with a good feel for everything that we have to offer.

Q: Are stores required to sell a minimum amount?

A: No minimums are required. However, please do not schedule a "standard" trunk show if you are a smaller shop. We can customize a smaller show for stores with less space. If you sell less than \$700 in gross sales (\$350 after the 50/50 split), we will be unable to ship future shows for the following six months.

Q: What forms of payment are accepted?

A: The most convenient form of payment is to charge the credit card that we keep on file for your trunk show. We also accept checks payable to: Cherry Tree Beads, either sent with the returned boxes by using the spreadsheet sent to formulate a total or sent after the boxes are returned and a total is given, as long as it is received by the due date given for payment on the Trunk Show Rules form.

Q: Will my credit card be charged without my consent?

A: A credit card is kept on file to secure the safe return of our trunk show products. Your card will not be charged unless the trunk show is not returned by the date indicated on the Trunk Show Rules form. You are more than welcome to use the same card for payment of your trunk show sales, but we will not use it for this purpose unless you have authorized us to do so.