

Rules for Vendors / Dealers

Every dealer and vendor who attends the Southwest Michigan Record Show agrees to and is bound by the following guidelines:

Table locations

Dealers may put in a request to be in a general location. We are happy to oblige whenever possible. The key to any location request, established or new, is in booking early. The longer you wait, the harder it's going to be to fit you into a specific location.

Priority is given to regular dealers who are booked throughout the year. If you are a new dealer, please be general in any location requests – “in the middle, toward the front, on a wall” etc. While we do our best to accommodate requests, no location is guaranteed. If you are unhappy with a location, ask about the possibility of trying another spot next show. Complaints about table location to customers and fellow dealers is bad form. Just don't do it, please.

Theft

The Southwest Michigan Record Show is not responsible for any stolen items. You can find thieves at any record show, large or small. The best defense is paying attention to your table, and looking out for your fellow dealers when they need to step away. Remember, some customers may be new to the record show setup and don't realize you pay as you go. So make sure you know the facts, but if you observe anyone with sticky fingers, talk to me right away.

Cancellations

Empty tables reflect poorly on the show, and can be frustrating for fellow dealers on the waitlist. If something happens that makes your attendance at the show impossible, just let us know as soon as you can.

If we can resell your table, you won't be penalized. If we cannot resell your table, then we may charge a per table cancellation fee. Every dealer gets one free pass, no questions asked, and we usually can resell a table. It's always about timing, so let us know ASAP when your show attendance is in doubt. Life happens. We get that. Medical issues, family responsibilities, and work schedules can change quickly. Just take a minute to alert us to these changes. Dealers who are a no-show and have not contacted us, will be asked to pay full table price. If a dealer is a no-show more than once, then their status to participate in future shows will be reviewed. We never want it to get to this point, but we must be fair to all.

Dealer responsibility

Dealers are responsible for all products sold at their tables. Sometimes a record will skip and we don't catch it, or a tape doesn't work, etc. Any customer who requests a refund under reasonable circumstances should be complied with. You can offer a refund, a credit, an exchange, etc. If you question the item or think a customer is being unreasonable, please bring them to me. If their complaint has merit, we will see if we can work out a compromise. Nothing does more damage to a show than a customer who feels he/she was treated unfairly. We want customers to have a good experience and come back. Making it right just brings good will to the show as a whole.

Dealer etiquette

We want everyone to have a good time. Being kind and courteous to customers, fellow dealers, event staff and organizers is expected and required.

Most dealers know the unwritten rules in the community, but for new dealers and for everyone else, here are a few items worth noting:

- Bring enough change. Sometimes customers will give you nothing but \$20s. We get it. Asking for change for a \$20 or some \$1s is part of being in the business. That's fine. Forgetting to go to the bank and expecting neighbors, the event staff or show organizers to provide \$100 worth of change, however, is a no-no. Just don't do it.
- Do not criticize another dealers' inventory or prices within ear shot of customers (unless it is clearly in good fun and they are in on the joke).
- Do not poach a customer shopping someone else's table. If you overhear them ask a dealer about an album or an artist that you happen to have, wait until they are done doing business, before letting the customer know that you might have what they are looking for.
- Don't overflow your space. A little overflow is fine if it doesn't hinder your neighbors, but don't try to cram three tables worth of stuff on and around one table. This can create a tripping hazard for customers and can be unfair to fellow dealers who are paying for the space.
- Treat customers with respect. Do not make fun of customers who like bad music. We need to sell that, too! Some customers can be chatty, humor them as much as possible. If a customer is rude, let me know and I will deal with it.
- If you can help a customer by handing them a card to the next show, or send them to a dealer you know will have the album they are looking for, please do so. This helps everyone in the end.
- Help out your fellow dealers when you can – give them change for a \$20, lend them your cart, watch their table while they go to the restroom, etc. **We are a community that looks out for each other. If that's not your style, this isn't the show for you.**
- Follow guidelines set forth by organizers. Most are listed here or should be common sense. Some guidelines may be updated and sent in an email, or, as circumstances warrant, in person during an event. Please, respect and follow that decision.

Distributing flyers at the show

Any flyers or materials distributed to dealers or customers at the show should be approved by the Southwest Michigan Record Show. We're fine with handing out business cards, helping promote other record shows and stores and various other things. We want our dealers to benefit from interacting with customers and have a table set up for that very thing. All materials just need to be approved. This only needs to happen once. If you run other shows and we have given permission previously, you are good to do so at will. If you are putting flyers or cards out for the first time, just please ask first.

Leaving early

Since we advertise the hours of the show as 9 a.m.-5 p.m., we prefer dealers try to stay until the end. Unless you have an emergency or a very good reason that you have notified us about, we expect dealers to stay *at least* until 3 p.m. Empty tables are bad for business. It's also bad form to have dealers loading out while customers are still coming in.

After 3 p.m., if you need or want to leave early, please come and see us first. If customers are scarce late in the day, we are OK with an early exit. We know many of you have long drives home. Just let us know.

Three strikes

We know that everyone can have a bad day, but don't let a bad day turn into bad judgment. On the (hopefully rare) chance that it does, there is a three-strike policy in place. If you make a bad judgment call, depending on the severity and guidelines above, you will receive a written warning and/or a first strike. If you have one strike and there is no further issue after a year, the slate is clean.

A second violation, however, will receive another strike. A third, and you will not be returning to this show – ever. Consider this the “don’t be an asshole rule.” No one wants it to get to that point, so just don’t let it.

We value our dealers here and want a pleasant environment for all. Respect each other, our customers, hotel staff and organizers. Have fun. Make money. Talk music.

If you have any specific questions or concerns, please direct them to Jeremy Bonfiglio at jeremybonfiglio@att.net or text at 574-261-3650.