

It's Easy to Host a Trunk Show with Cherry Tree Beads!!!

1. Design your own trunk show: Choose from over 80 products or we are happy to customize a show just for your store's needs.
2. Sign our online contract.
3. Advertise! Utilize social media, local paper or radio. We have found show profits are always greater when advertising has been done.
4. Upon arrival of trunk show: Unpack, Inventory and Report miscounts. Display and sell for 2 weeks.
5. At the end of your show: Inventory and use excel spreadsheet to calculate totals. Profits split 50/50. Pack and mail back.
We pay shipping costs to store and store pays return postage.

To host a trunk show the following is needed:

- **Trunk Show Contract**
- **Trunk Show Product Inventory Request Form**
- **Copy of State Tax ID**

Standard Show (approx. \$10,000 for 1st time, then can do more if sales were good)

Small Standard Show (\$5,000-6,000)

Trunk Show Basics / Frequently Asked Questions

Why host a trunk show?

Trunk Shows are a wonderful way to get new products in your store with no up-front costs. All shows can be customized to your shop and customer needs. Trunk Shows allow you to "test" our products on your customers. Once you've seen which products your customers love, you can order them at your special bead store price.

Most stores elect to have trunk shows quarterly. Hosting four shows a year insures that you'll not miss new products and that your stock will always stay fresh!

What comes in a trunk show?

You can either choose from our Product Request Form (80+ items) or we are happy to customize a show just for your store. Most shows range from approximately \$6,000-\$10,000 worth of retail inventory.

Who Pays Shipping?

We pay shipping (up to \$120) 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. We ship using USPS flat rate boxes.

You are responsible for shipping costs to return the trunk show. 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.

What do I do when my trunk show arrives?

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.

Once items have been inventoried, display products and start selling. Enjoy your show!!

Can the store make purchases from the trunk show stock?

Certainly! Please make selections that your store wishes to keep at the beginning of the show. Send us a list of items you are keeping and we will email you an invoice for those products at your *bead store price*. Please pay for store purchases before the show starts.

Does the product come priced?

Our product is tagged at Retail Price. Please leave tags on priced items, as it has taken us hours to price each show. You will be charged if tags are removed.

How much space do I need to display a 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. We can easily accommodate for smaller or larger shops. Let us know how much space you have to work with.

How will people know about my trunk show?

It is strongly suggested that you advertise for your show. We suggest utilizing social media, email lists you may have collected, local paper or radio. Profits are always greater when advertising has been done.

Is there a minimum I need to sell?

We have no minimums you are required to meet for the first show. However depending on the size of your show, we will require a minimum in gross sales to book another show with you in the next 6 months.

How long does the trunk show last?

Our shows typically run for 2 weeks. Once show is over, 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.

Some stores prefer to host a month long show. This is fine, we just need a deposit made at the two week point of approximately half of what has sold.

How do I keep track of inventory?

Along with trunk show products, you will be mailed a hard copy and emailed a copy of an excel inventory list that can be used to keep track of your shops portion of the profit. We ask that you count in the product when you receive it and report any miscounts to us.

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. The Excel spreadsheet can be used to enter your numbers you are returning and easily get your totals.

When is the trunk show due back?

You have one week after your show dates end to get the trunk show in the mail to us. 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.

How do I pay for my trunk show?

Payment to Cherry Tree Beads can be made in several ways. Please use the inventory sheet to figure out the profits. Then you are welcome to 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.

Will my credit card be charged without my consent?

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.

How far in advance should I schedule a show?

This is flexible. Ideally, we would like to have all of your paperwork (Contract and Requests) collected about two weeks prior to your show dates. This gives us plenty of time to pack and ship your show to you and gives you the time to inventory and set it up in your shop.

We also 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 sometimes able to ship the same week of scheduling, depending on availability.