



The Golden Glow of Christmas Past 45th ANNUAL CONVENTION

Welcome to The University of ChicaGlow

Room Hopping — *Selling*

(Excerpts from Susan Haas' article in *The GLOW*, Volume 39, No. 5, October 2018)

“ARE YOU THINKING about being a room seller at a Glow convention? It can be a lot of fun. It can also be a lot of work. ...Still selling in your room can be quite rewarding. ...Some of the folks throw open their doors anytime they are “home.” Others restrict their selling to evening hours, when the traffic would be heaviest. Some advance work will help you get the most out of your efforts.

It takes special planning to consider how you're going to work with the space in a hotel room you've never seen. Do you bring your own shelves? Do you need table covers? How do you get it all up to the room? How are you going to arrange everything? Be prepared to improvise. And think about what you're going to do with the boxes or crates you brought everything in. Maybe they can be used for display?

When you have it figured out, set everything up the way you want it and step back to see things the way customers will see them. Folks won't buy what they don't see.

We have almost forgotten the most important thing to plan. What are you bringing for sale? Are you shrinking or selling your personal collection? Do you plan to look for stuff throughout the year to sell? Whatever you do, the more you can price in advance, the better off you will be.

After you get everything set up and throw open the door, the only thing to remember is to have fun and be flexible. Know your stuff, be prepared to answer questions, and know if you're willing to discount. We're all at the convention—and in the Glow—to have a good time. It's all about the Christmas, after all.

Things to remember:

Other holidays, hand-crafted, and new items are allowed. While most buyers are looking for vintage Christmas items, what you sell in your room is not regulated by the GGCP.

Pens, tape, scissors, Post-its or other paper to write notes about certain pieces.

Do you need additional lighting for your room to show off your items better?

Markers and other supplies to make signs. There will be an easel on every selling floor where you can post your signs.

Tissue paper or other wrapping material and bags. Lots of folks won't want a bag, but it's good to have them anyway.

Change. Many buyers wind up coming with a handful of \$20 bills fresh from the ATM. Make sure you have \$5, \$10 and singles. If you price items less than \$1, make sure you bring proper change for the transactions.

A doorstep. You may be able to use a hand towel or washcloth, but a proper doorstep is so much easier.

Protect yourself and your treasures; only allow people in your room who have on the official Glow Convention Badge.

Mind the hour. While Room hopping is a fun and memorable part of the Glow convention, please be respectful of other guests in the hotel. Per the contract, room hopping must end at 11pm. **A note about payments:** Most sellers only accept cash or checks, and that's fine. However, you may want to offer other options to make the sale; such as Apple Pay, Square, Cash App, or Paypal. Some of the buyers, especially after some heavy shopping, will want to use a credit card. Since that involves a fee, you can simply say you will add that percentage to the sale if that's how they want to pay.”