



Judy & David • Merchandise Sales Instruction Sheet

Please familiarize your front of house staff and/or merchandise sales people with this information well in advance of the show. If you have any questions or concerns, please do not hesitate to contact All Together Now Entertainment at 1-877-MYSONGS or mail@judyanddavid.com.

SET-UP / STAFF (see illustration on next page)

Primary sales location: The primary sales location will consist of one or two banquet tables (approx 8 foot) for sales plus an adjacent banquet table for autographs. The primary sales location should be located in such a way as to capture the most possible visibility and traffic from patrons as they leave the auditorium. The primary sales location should be staffed with a minimum of two sales persons and two ushers. One usher's job will be to direct the flow of the line such that patrons line up in front of the merchandise table and proceed to the autograph table. A second usher's job will be to stand adjacent to the autograph table to help ensure traffic flow and to discourage "cutting in line". If available, stanchions should be used to help direct the flow of traffic.

Secondary sales location: For audiences in excess of 400 patrons, a second sales location will be required. This sales location can be staffed with a single person. The location can consist of a single banquet table and should be located away from the first location, and preferably by a major exit door. This secondary sales location helps provide a way for patrons to purchase merchandise without having to wait in the long sales/autograph line.

FLOAT / CASH BOX

Each sales location should have a cash box with a cash float. Canada: The float should consist of two rolls of \$1 coins and one roll of \$2 coins. USA: This should consist of \$50 in \$1 bills and \$50 in \$5 bills. For shows in excess of 800 patrons, please double this amount. Please make sure that the float is counted before sales begin and that the boxes are used **ONLY** for sales of Judy & David merchandise (ie, not ticket sales, etc.).

PRICING

A price list and sign will be provided with the merchandise for each show. Prices are always round figures (ie no coinage required other than \$1 and \$2 coins in Canada) and always include all applicable taxes. Discounts are often offered for multiple purchases (for example, \$18 per CD or \$15 each for multiple CDs). These discounts are applicable **PER FAMILY**.

SCHEDULE

Merchandise will generally arrive with the artists at load-in. Set up should begin will in advance of the show such that sales may begin as audience starts to arrive (generally 60 minutes prior to show time.) Sales should take place before the show, during any intermission (most Judy & David shows **DO NOT** have an intermission) and after the show. Judy & David will generally sign autographs after the show, adjacent to the primary sales location. After sales have concluded, merchandise will be repacked and financial settlement will take place immediately. Merchandise and cash boxes must be kept safe at all times and should never be left alone (for example, during the show).

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FORMS OF PAYMENT

- CASH

- VISA, MC, AMEX

Note: All of these cards can be processed on the same slips (ie, even if it says “Visa” on the slip, it’s ok to use the slip with an Amex card, etc.). No other cards than Visa, Mastercard, or Amex can be accepted.

US Shows: Credit card sales should be strongly discouraged as they will have to be converted to Canadian dollars and then back to US dollars in order to be processed. The final amount charged on their card may differ by a few cents.

IMPORTANT: For every credit card transaction, please:

1. **Swipe the card with the machine provided**
2. **Confirm that the full card number is legible on the back slip.**
3. **Obtain a signature and a legible PHONE NUMBER**

- CHEQUE:

If the patron has no other form of payment, we will accept personal cheques made payable to “All Together Now”. The cheque must include a phone number. For cheques over \$50, please obtain id and record the relevant number on the back of the cheque (for example: “Ontario Driver’s License G12345678”).

Basic Sales Set-Up Example:

Wall / Windows

