



Booth Sale Statement

Hi everyone! We've heard of a few instances of booth locations being booked prior to the January 1 start date, and we wanted to address this issue in this statement, in the Facebook group, and in the January 3 Shout Out.

When it comes to booth sales, it's nearly impossible to create "one size fits all" rules that make sense across 70 counties that include metro areas, suburbs, and rural towns – especially because the agreement for a troop to hold a booth sale is really between the troop and business. (Note that this message really applies to troop-secured booths, rather than the council-secured booths available in the booth lottery).

The date that troops (and service units) can start securing booths is one black and white rule for the program!

Why is that?

- To give everyone a fair starting point to get things booked!
- To prevent businesses from getting frustrated because they are overwhelmed with requests and conflicting information – they may decide it's just not worth it to allow booth sales at all!
- To ensure one troop or service unit doesn't monopolize certain locations.

So what happens with booths that were secured before January 1? If you know about a location that was booked early –

1. First, can you work something out together, as volunteers, in a way that is honest and fair?
2. If you know the name of the business and a contact person, GSGI staff will reach out to the business and ask that they delete and reopen any spots that were booked before January 1. This would be a decision for the business to make. For some businesses, this might mean they'd prefer that GSGI handle all the booth scheduling for their location. If they request that, all available slots will be entered in the booth lottery.
3. If a volunteer is confirmed to have booked booths before the January 1 start date, those booth slots will not receive the credit for a free sample package for those booths.

If you have any questions about booth sales or program policies in general, feel free to reach out to us at info@gsiowa.org or 800-342-8389 – we're here to help!