

Sales Policies

1. Since Missions Fest™ is a place to exhibit ministries, sales of product and services are not a priority. However, mission resources are valuable to the mission community. In order to avoid a “trade fair or marketplace mentality” where exhibitors may be preoccupied with selling goods, we recommend their focusing on the communication of their ministry. Appoint one agency to handle all the sales i.e. a local bookseller.
2. If one agency handles sales i.e. a bookstore, then it may accept consignment of books and/or recordings from the exhibitors which describe their mission and are published by them.
3. Often, the Plenary Speakers are also writers and the appointed bookstore can also take responsibility for arranging for the transport of the speaker’s books and handling their sales.
4. Local bookstores can be ideal agencies to handle the sales because they could begin stocking mission books in advance of the conference and they could be still be available to the public after the conference and during the year.

Some criteria to use when arranging to invite a bookstore:

- a. a manager who is already mission minded.
- b. a manager who is prepared to stock over 90% mission books.
- c. willingness to handle consignment of mission books & recordings from exhibitors.
- d. willingness to handle the plenary speakers’ books.
- e. an agreed percent of the sales to be shared with the conference.