Fair Booth and Temporary Vendor Event Guidelines

Frequently Asked Questions

1. **Which types of vendor events are eligible to participate?**
   The types of events you may participate in are limited to temporary or occasional vendor events. Some of these events would include school fairs, bridal shows/wedding expos, holiday bazaars, seasonal events, craft fairs and similar short-term events.

2. **Is there a limit to the number of qualifying vendor events I may participate in?**
   No. The guidelines do not establish a specific limit on the number of qualifying temporary or occasional vendor events in which you may participate. However, please ensure the qualifying events are **temporary** in nature and should **not** create the appearance of an ongoing retail presence through repeated participation in the same location.

3. **May I participate in recurring or ongoing vendor markets?**
   No. Participation in recurring or ongoing events held regularly, such as weekly or weekend markets, is **not** permitted. Qualifying events should be temporary, occasional and short-term in nature.

4. **May I participate in flea markets, swap meets or garage sales?**
   No. Participation in flea markets, swap meets, garage sales or similar environments is **not** permitted.

5. **Can we have a sign at the booth?**
   Yes. The booth may display the name "Mary Kay" without "Inc." You may also include your name and independent title, such as Independent Beauty Consultant or Independent Sales Director.

6. **How should products be displayed?**
   Create an attractive, beautifully branded display featuring a limited assortment of select products. The display should **not** present your full inventory, and large quantities of inventory should not be displayed, sold, or stacked within or around the booth. Please see the image below for examples.

7. **May customers sample products at the booth?**
   Yes. A limited number of products may be sampled when sampling can be conducted hygienically. Examples include fragrance or Mary Kay® Hydrating Lotion.

8. **Are there products I should avoid sampling at the booth?**
   Yes. Avoid sampling skin care products applied directly to the face, such as TimeWise® products. These products are better suited for a separate, more personalized setting, such as a skin care class.

9. **May I distribute samples?**
   Yes. You may distribute Section 2 samples along with your MKConnections® business card.

10. **What additional materials or activities are permitted?**
    You may play approved Company product videos, distribute the Look Book or other Company-approved materials, collect contact information from potential customers and potential team members for future follow-up and conduct a drawing to generate customer leads.

11. **Do I have to check to see if each customer is already working with an Independent Beauty Consultant?**
    Yes. Before selling any Mary Kay product®, please ask whether the customer is currently being serviced by another Beauty Consultant. If the customer is already being serviced, please use your Go-Give® Spirit and refer the customer back to their Beauty Consultant. If the customer is not currently working with a Beauty Consultant, you may proceed with

the sale. This practice would also apply to any potential new team member, so always ask if the person already has a Beauty Consultant.

12. **May I sell products at qualifying events?**
    Yes. At a temporary or occasional vendor event, such as a short-term, one-time or seasonal event, you may offer a limited number of products for in-person sale, subject to the complete guidelines. Participation is intended for temporary events and should not create the appearance of an ongoing or permanent retail location.

13. **What products may I offer?**
    We recommend that you focus on popular, currently available products that can be demonstrated hygienically and that customers can reorder from you if they love them.

14. **May I sell older, discontinued or expired products?**
    No. Older or discontinued products that are no longer available should not be offered for sale. **The sale of expired products is prohibited**.

15. **How many products may I bring or display?**
    You should offer and display a limited selection of products, such as best sellers, rather than your full inventory. Do not display, sell or stack large quantities of inventory within or around the booth.

16. **Do I need to provide a receipt?**
    Yes. Every sale must be accompanied by a customer receipt that includes all relevant details of the sale. Please be sure to include your name and contact information.

17. **Do I need to provide the Satisfaction Guarantee?**
    Yes. The Satisfaction Guarantee must be provided to the customer with every sale.

For more information, please review the complete Fair Booth/Temporary Vendor Event Guidelines, which can be found in the Legal Ease, before registering/participating in any event.