



Heart of Ohio Antique Center

America's favorite antiquing destination! Established in March 1998, Heart of Ohio Antique Center is the largest antique mall in America. Customer service and quality merchandise are the cornerstones which have kept Heart of Ohio at the top for over 25 years. Our 122,000 square foot indoor, state-of-the-art facility houses more than 400 spacious, carpeted booths and over 300 well-lit, optimum view showcases. With thanks to our wonderful dealers, selection has been praised nationwide, which is why Martha Stewart Living Magazine named us "one of the best resources for antiques and collectibles" in the country.

Heart of Ohio is a full-service antique center with numerous amenities for our dealers and customers. Mo-Jo's Café offers daily lunch specials in addition to deli-style sandwiches, snacks, coffees and sodas. Our Highlights Showroom features unmatched, professional displays created by our in-house designers. A roomy TV lounge offers relaxation for customers during their shopping adventures.

We invite you to shop the Heart and see why we are the best antique center in the business.

Revised 8-9-23rs

RENTAL RATES & INFORMATION

Heart of Ohio Antique Center
POLICY GUIDELINES

Booths

All booths are well lit, have pegboard walls and are carpeted with access to electricity.

- 12.5' wide x 8' deep = \$185.00 per month
- 10' wide x 10' deep = \$185.00 per month
- 10' wide x 16' deep = \$297.00 per month
- 18' wide x 11' deep = \$355.00 per month
- 20' wide x 11' deep = \$394.00 per month

Booths using electric outlets will be charged an additional \$5.00 per month.

Showcases

All showcases are commercially locked, well-lit, glass shelved with level display area on top. (Ship to showcase service available at no additional cost.)

- 5' wide x 6' high x 20" deep = \$90.00 per month
- Premium Showcases in Commons area = \$100.00 per month

Commission Rates

Heart of Ohio will charge commission on ALL sales.

- 15% on items priced \$39.99 & under.
- 10% on all items priced \$40.00 & above.
- 5% on all items priced \$5,000.00 & higher.

Sales Incentive Bonus

Heart of Ohio gives a \$20.00 incentive off the booth or showcase rental fee for every \$1,000.00 sold by an individual dealer in a calendar month. The amount of the incentive may be equal but not exceed the dealer's monthly combined booth and/or showcase rent.

Example: Mr. Smith rents 2 booths and 1 showcase. His combined sales for May are \$7,640.00; therefore giving him a credit of \$140.00 off his June rent.

Buyer Discount Policy

All merchandise priced \$40.00 and up is subject to an automatic 10% discount. No discounts will be given on merchandise priced \$39.99 and under. We reserve the right to alter the discount during special events three times a year.

Heart of Ohio Antique Center
POLICY GUIDELINES

Policies are formalized so that everyone exhibiting at Heart of Ohio Antique Center will be governed in the same manner. All Heart of Ohio exhibitors are required to abide by these basic policies.

Merchandise Quality

Heart of Ohio Antique Center is dedicated to providing the best in quality antiques and collectibles for our customers. To accomplish this goal, we expect your pride, participation and commitment.

Furniture displayed in all buildings (except 7) and the Commons area must be made before 1979. All other items displayed in these buildings must be made before 1989. Any merchandise not meeting these timelines will be pulled from the sales floor.

Merchandise in building 7 may be a mix of antiques and new collectibles, but must be aesthetically related to antique decorating and accessorizing (this may include reproductions and crafts if they are so marked). Items crafted from old wood or re-manufactured items are only suitable for sale in building 7.

Certain new items may be used to properly accent an old piece, i.e. a new shade would be acceptable on an antique lamp, new upholstery on an old stool, a new frame for an antique print, etc.

All merchandise is to be “room ready”, meaning no “rough” pieces including severely damaged or dirty items. However, these pieces will be judged on a case-by-case basis. If you handle primitives, please make sure they are clean and free from wood boring insects.

Due to strict federal enforcement of ivory laws, Heart of Ohio Antique Center has found it too difficult to ensure all guidelines are being met by vendors. For this reason, we no longer allow the sale of ivory in the antique center.

Merchandise in non-compliance with our guidelines will be removed from exhibitor’s space when found. Additionally, management may remove any item if it is deemed in poor taste or is in any way objectionable, whether or not it meets timeline standards. Exhibitors may not sell items forbidden by State or Federal law. Items include, but are not limited to:

- Pornographic material;
- Firearms manufactured after 1896;
- Taxidermy - protected animal species;
- Items that do not meet Fire Marshall or EPA regulations;
- Ivory;
- Live ammunition;
- Bottles containing alcohol;
- Military Medals of Valor;
- Stop signs.

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Pay Periods

Exhibitors are paid twice each month. Pay periods are from the 1st through the 15th, and the 16th through the end of the month. Checks are ready for pick-up on the 3rd and 18th of the month. If you wish to have your check mailed, please leave a #10 self-addressed, stamped envelope at the office with your dealer number on it.

We will make every attempt to have checks ready on time. However, if circumstances beyond our control occur, i.e. computer failure or natural disaster, we will have the checks available as soon as possible. Checks are **not** available before the 3rd or 18th of the month.

Rents and Terminations

Rent is due and payable by the last day of each month for the following month's rent (i.e. May rent would be due the last day in April). If rent has not been paid by the end of the month, the amount of the rent will automatically be paid from the dealer's payable income for the last pay period of the month. Any remaining balance must be paid by the 10th of the month.

All rental agreements are month-to-month. However, a 30-day written notification is required should you wish to vacate your booth or showcase.

Booth Setup and Maintenance

When stocking your display area, you must sign in and sign out at the security desk.

Exhibitors are required to keep their display areas clean (carpet swept and the merchandise dusted). A vacuum and cleaning supplies are available for use at the security stand. Please work your booth or showcase on a regular basis by re-arranging your merchandise and ensuring that merchandise is attractively displayed. Changing your booth setup gives buyers a new view of your merchandise.

Metal and rough wooden tables being used for display must be covered. Wooden tables are preferred because of their stability. Attractive displays benefit the salability of your merchandise. Display pieces should be clearly marked "Not For Sale".

Heart of Ohio Antique Center does offer a cleaning service for dealers at a cost of \$20.00 per booth and \$10.00 per showcase. Please speak with a member of management to schedule a cleaning.

Removal of Merchandise

All containers, boxes, etc. leaving the mall will be checked by a mall employee. Any merchandise being removed must exit through the front door and will be digitally photographed by mall staff.

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Discounts

All merchandise priced \$40.00 & up is subject to a 10% discount. No discounts will be given on items priced \$39.99 & under.

Generalized discount sale signs will not be permitted (i.e. "Everything in this booth is 20% off"). This type of sign lowers customer confidence and generates a less-than-professional atmosphere.

- "Firm tags" are not permitted and will not be honored.
- All merchandise is subject to mall discount policies.
- To avoid confusion, new tags must be created for items being reduced in price.

We reserve the right to alter the discount during special events three times a year.

Tagging

For security, all exhibitors must use Heart of Ohio tags. Place your dealer number on all of your merchandise, display fixtures and anything else that belongs to you. "If it belongs to you, tag it!" If you use a plate holder, doll stands, etc. and want to keep them, mark each item "NFS" or "Display Only" being sure to include your dealer number and notify office staff of items not for sale.

Use your initials in your stock number as a double check (i.e. if your name is John Doe and your stock number is 306, the stock number on the tag should read "JD306").

Include an accurate description on the tag. Note the size, color, pattern, date, etc. of all merchandise. Tags without descriptions can be easily switched.

Tags MUST clearly state the condition of the item if damaged. Any repair or alteration of the item must also be noted. Non-working mechanical and electrical items must also be labeled as such. Exhibitors are accountable for any misrepresentation of their merchandise.

Each item for sale must have a Heart of Ohio tag (15 pins = 15 tags).

To prevent tag altering, use dollar signs and decimal points (or two zeroes over a line) when pricing. Don't mark over to correct a mistake or change a price. Keep your number clear. Don't run numbers together. Example: Your \$135.00 could be mistaken for \$35.00 at checkout time. Similarly, a price of \$135.00 without a dollar sign could easily be changed to \$35.00. If in doubt, make a new price tag.

NEVER LEAVE BLANK TAGS IN YOUR BOOTH! This gives thieves an opportunity to re-price items store-wide.

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Circling the price on item over \$100.00 is an easy security measure to help prevent tag altering. Dealers may put a red dot on merchandise price tags to ensure the item is locked in their showcase.

Theft Prevention

We are diligent in our efforts to control theft in our mall. We have installed top of the line security systems to assist in preventing losses to exhibitors' inventory. However, your co-operation is also needed. A few hints which may help include:

- **Never leave keys in merchandise.** Keys for furniture, clocks, etc. should be labeled and filed at the cashier's stand. Please indicate on the price tag that "key is available at the cashier's stand", being sure to put your dealer and inventory numbers on the key tag.
- Telephone screw-on mouthpieces, oil lamp font covers or caps, lamp finials, cranks or other phonograph parts, and similar items should be labeled and filed or locked in a showcase in your booth. Please indicate on the tag if parts are in your case or stored at the cashier's stand.
- Tops to items such as cruets, bottles, jars or any kind of lids should be securely taped to the item.
- Place a tag on each item of a set if possible. If a piece wanders away from your display, it is more readily identified and can be returned.
- Tie-on-tags must be tied to the item to reduce an opportunity for tag switching or confusion; this includes jewelry and small items in locked showcases.
- Please use detailed descriptions when making price tags for your merchandise (i.e. "Plate, \$8.00" is not a properly filled out tag. The tag should read "Blue Plate with Floral Border, \$8.00"). The color, pattern and/or manufacturer should be on every tag.
- Please use common sense when displaying merchandise. Small pieces of high dollar value need to be secured in locked showcases.
- All merchandise must be tagged with your dealer number before entering the mall. Pricing merchandise in your booth or in front of your showcase is not acceptable.
- Never leave blank tags stored in your booth or showcase.