

Celebrate Art! POS System

In the relentless pursuit of producing the finest art festival in the nation, Scope Events has partnered with Purplepass Ticketing to provide all artists with a new digital POS system for recording and tracking all art sales during the event. In years past, all art sales had to be manually written on yellow receipt slips and then turned in at the end of each day to be recorded and counted. This was a slow and labor-intensive process. For LQAC Encore 2022 and all future events, Scope Events will be switching to a new custom-built system that was designed specifically for selling art during the event.

You will no longer need to pick up the yellow books, manually handwrite everything, and then drop off the books to be counted. Now, each artist will be provided a tablet with the special Celebrate Art! POS software installed. You will be able to record cash sales, credit sales, and input Sale on Approval orders. The Celebrate Art! POS software is directly integrated with Square, the #1 credit card merchant processing service on the market.



This means that you will be able to use your existing Square Bluetooth credit card reader to charge the customer while digitally recording the sale. All your sales data throughout the event will be recorded through the Celebrate Art! POS app and for the first time ever, artist's will be able to see real-time stats and reporting showing their sales throughout the event. You will also have access to your customer contact info which you can use for building your customer-base for future marketing purposes. As an artist, you will spend less time processing sales, have access to new real-time sales reporting and analytics, and build your customer base, all at the same time.

PRO TIP

If you do not use Square or do not want to use the POS to process credit card payments, you can switch the mode on the POS to allow you to still record the sale as a digital receipt book and then you can proceed to process the payment using any credit card reader and processor you wish.



OVERVIEW

When you arrive in La Quinta and check in at the festival, you will be issued a special tablet that has the new Celebrate Art! POS software installed. An account has been created for all invited Artists automatically and login credentials sent to the email address you registered with. You will use these credentials to log into the Celebrate Art! POS app for the first time. You can then proceed to reset your password using the link in the app.

You will hold onto this tablet, charger and packing box, throughout the weekend and return it on Sunday evening after the event has ended. You will be responsible to ensure that your tablet is kept charged, using the charger that has been provided.

When a customer wants to make a purchase, you will input the items they want, the price, and whether it is taxable. The system will automatically calculate the tax and present the total due. Next you will either input the customer info (Name, email, phone, etc.) or allow the customer to input it themselves. You will then scan a special receipt card that you will be provided (More on this later).

You will continue to use your existing card reader to accept payments from your customers. Payment can be collected on the POS using your existing Square account. For this, you will need to choose the Square card reader in the **Settings** menu of the POS system and pair your card reader with the tablet using your existing merchant account credentials (i.e., your existing username and password). You can also record the sale via cash or Sale on Approval.

Any patron exiting the event who has made a purchase will be required to present a receipt card to the Exit volunteers. These cards will be provided to you at Registration. Please ensure that your customer is given this card after you complete a sale transaction. These are special business-sized cards that have a unique QR code on each.

When a sale is input into the system, you will use the tablet to scan the QR code to associate it with the customer's order. This will become the digital receipt. When the customer leaves the event with the items they purchased, staff at the exits will scan that receipt card, see everything in their order, and verify they paid for everything. This is to protect the customer, you the artists, and Scope Events.



USING THE POS TABLETS

#1 – Getting Ready

The first step is to power up the POS. Click the top button on the right of the tablet and wait for it to turn on. Scroll down the list of applications available until you find the Celebrate! Art POS icon. Click on it to start the POS. Once the app starts, enter your email address and the password you were provided when your account was created for you.



Once logged in, tap on the event and click the green "START SELLING" button at the bottom. You will need to pair your card reader first before you can accept credit cards. You will be provided with simple instructions on how to pair your card reader at the same time when you pick up your POS tablet.

PRO TIP

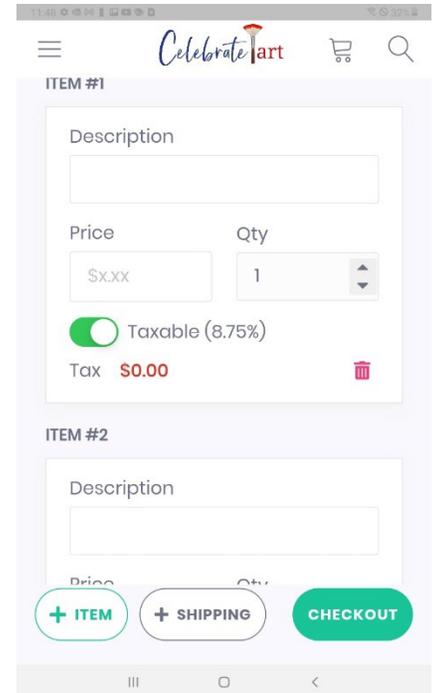
If you cannot remember your password, search your inbox for the email we sent with the password. If you cannot find that email, click the link in app login screen.



#2 – Starting a New Order

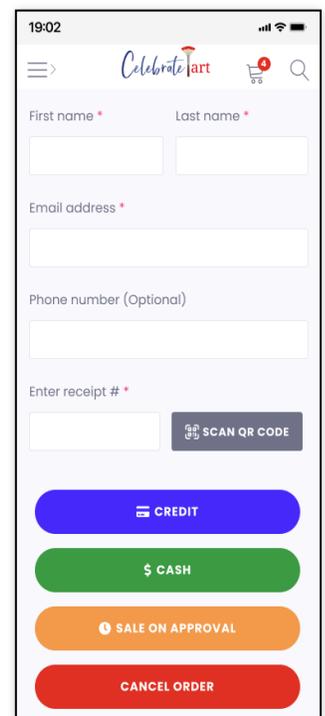
You will now be on the new order page. This is where you will enter the information for the items your customer is purchasing. Please enter the name of the item, the price, the quantity they are purchasing, and indicate whether it's a taxable item. Sale tax will be automatically calculated based on the local 8.75% sales tax rate applicable for Riverside county, CA. Press the 'set shipping' tab if you plan to ship the item to your customer. This will bring up the shipping cost page. Simply fill in the amount and click "set shipping" tab again. For additional items simply hit the "+Item" tab. This will bring up additional fields to add additional items. Once the items in the order are entered, click "CHECKOUT" at the bottom.

Now you will be on the shopping cart where you can review all items they are purchasing and confirm if everything is correct. If you need to add something or make a change, click the "< BACK" button at the upper left. You can also delete an item if your wish by clicking the trash button. If everything looks good, click the "CHECKOUT" button at the bottom to go to the next step.



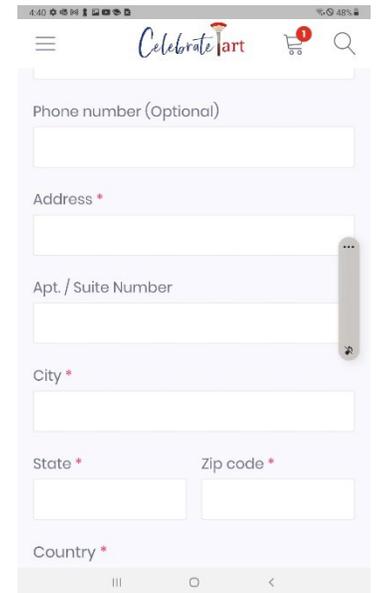
#3 – Entering Customer Information

Once you finish step #2, you will be on the Customer Information page. This is where you will enter the customer's basic contact info. You can either it for them or you can hand over the tablet and let the customer fill out their information.





If you have used the Shipping option, then the Customer information page will have additional fields for entering the shipping address of the customer. Once they have finished entering their info, then you will grab a Receipt Card from the stack you were given, click the “SCAN” button and then use the tablet’s camera to read the barcode. It is extremely easy to do – You just line up the QR code in the box shown on the screen and it will instantly read the barcode. You will not hear any sound. The number will just appear in the Receipt Card # field. After this, you can select how the customer wants to pay for the order.



CREDIT CARD

You will be able to use your existing Square credit card readers to process payments through the POS. If you do not use Square or wish to process the credit card payment separately from the POS, you can go into the settings and make sure it’s set to MODE #1 which will allow you to still record the credit sale but without having to collect the payment on the POS. Please note that in this case, the Receipt automatically generated by the POS system and sent to the customer, will simply say “SALE RECORDED– NOT A PROOF OF PAYMENT”. The system recognizes that you have collected payment OFFLINE. For using the Square Reader, please review the instructions on how to pair your SQUARE reader if you plan on using it through the POS.

CASH

You will be able to process a sale via cash. On the cash tendered page, you will be asked to enter in the amount of cash the customer provided. If you do not need help to calculate the change due, you DO NOT need to type in the amount of cash the customer provided. However, if you do want help on figuring out the change due, type in what the customer provided, and the system will tell you how much change to give back.

SALE ON APPROVAL

If the customer will take the art to evaluate it in their home and decide later if they want it, you can process the sale using the “SALE ON APPROVAL” option. This will record the order, collect the contact information, and log the transaction as a sale in the system. If the customer decides to keep the item, **then you will need to arrange payment later outside of the Celebrate! POS system.** If the customer decides they do not want it, then you must send a message to accounting@scopeevents.org provide the customer’s name and email address, and the order will be cancelled in the system. Please see below under **IMPORTANT THINGS TO KNOW** for further details on the Sale on Approval process.

Once the transaction is complete, you will be automatically returned to Step #2 to start a new order.

PRO TIP

Collecting the customer’s email address will help you build your contact list for future marketing of your art. Also, a receipt is automatically sent to the customer’s email address.

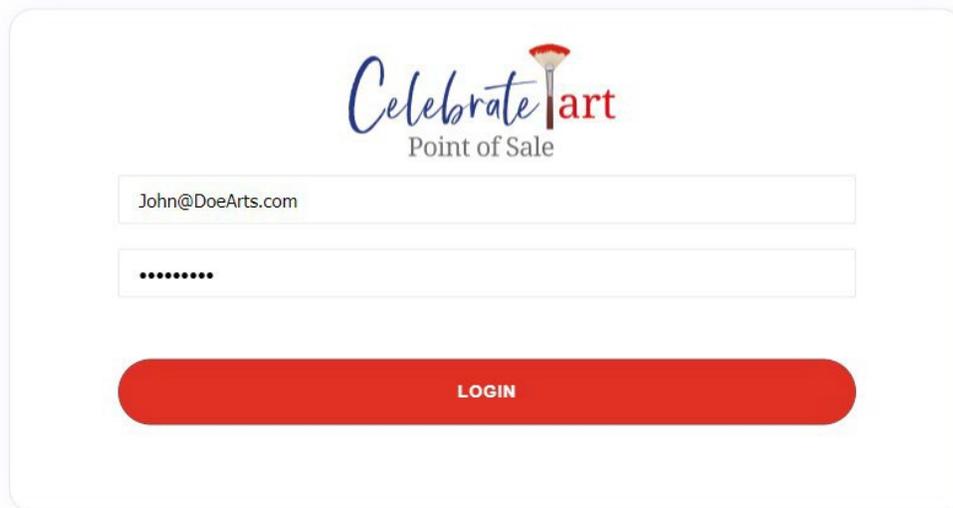
REPORTING

A key advantage to the Celebrate! POS system is the access to real-time reporting on your art sales. You will also have access to your database of customer info which you can download and use to send emails to market your work and upcoming events you will be at. Below are instructions on how to access your reporting:

- 1) Log into your Artist Portal at CelebrationArtists.org
- 2) On the navigation toolbar, go to **More > Reports**

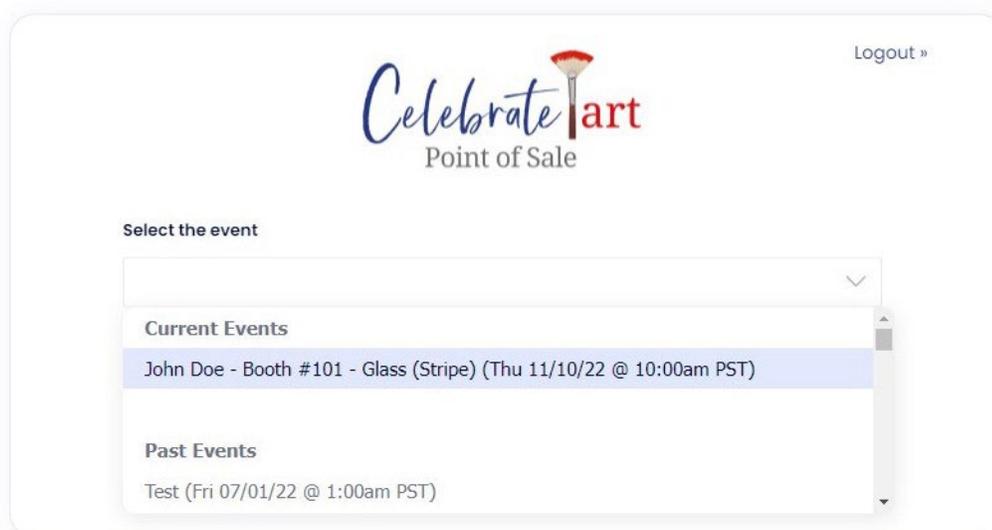


- 3) Log into the reporting interface using the same email address and password that you used on the POS terminal.



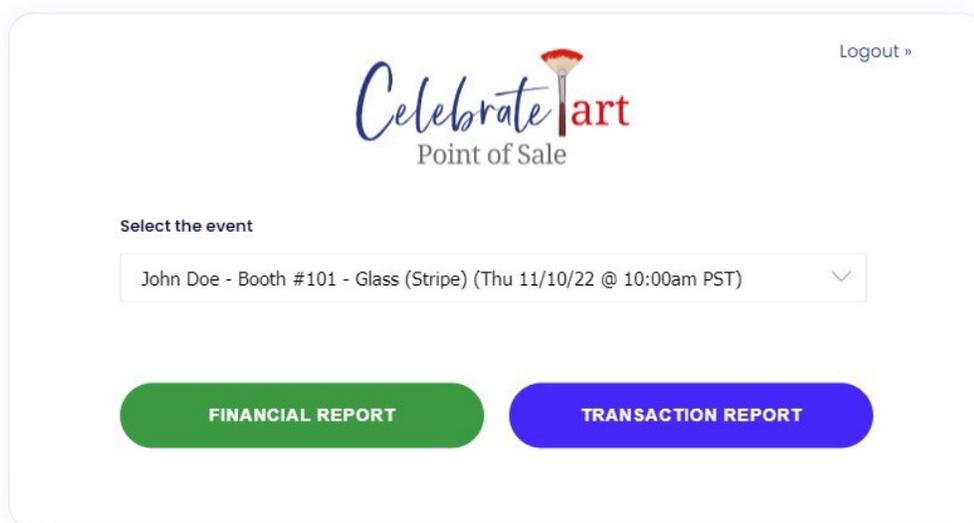
The screenshot shows the login page for Celebrate art Point of Sale. At the top center is the logo with the text "Celebrate art Point of Sale". Below the logo are two input fields: the first contains the email address "John@DoeArts.com" and the second contains a masked password "*****". A prominent red button with the text "LOGIN" is centered below the password field.

- 4) Select the event from the dropdown list



The screenshot shows the reporting interface for Celebrate art Point of Sale. At the top center is the logo. In the top right corner, there is a "Logout »" link. Below the logo, the text "Select the event" is displayed above a dropdown menu. The dropdown menu is open, showing a list of events. The first section is "Current Events" and the second is "Past Events". The event "John Doe - Booth #101 - Glass (Stripe) (Thu 11/10/22 @ 10:00am PST)" is selected and highlighted in blue. Other visible events include "Test (Fri 07/01/22 @ 1:00am PST)".

- 5) Click the green **FINANCIAL REPORT** button to download a daily financial breakdown by method of sale. Click the blue **TRANSACTION REPORT** to download a detailed report showing every sale. This report includes the full customer contact info.



IMPORTANT THINGS TO KNOW

RECEIPTS

In addition to tracking sales, the new POS system generates a Receipt Card that is scanned as the patron exits the event site. This process confirms that all art leaving the premise is captured in the POS system.

Receipt Cards must be produced to the staff or event volunteers when patrons exit with their purchases. All items that do not have a corresponding Receipt Card will be flagged and exit denied.

If the exit volunteer is unable to pull up an order by scanning the Receipt Card, the customer would have to wait till the sale is traced back to its source and entered into the system.

REFUNDS

Once the sale has been completed, you will not be able to reverse the sale. Only the system administrator has the authority to reverse a completed sale. If a refund is necessary, please email accounting@scopeevents.org.

SALE ON APPROVAL

Sale on Approval is an option that can be utilized if an instance arises in which art needs to be taken off premise by a patron prior to purchase. **It is strongly recommended that this option be used sparingly and only under special circumstances.**

Complete the entire patron data information including the cost of the item but instead of recording a credit or cash sale, **select "Sale on Approval" option. This will generate a Receipt Card needed to exit the festival grounds without processing a payment in the system.**

All "Sale on Approval" items will be recorded separately by the POS system. Any pending "Sale on Approval" items will be automatically converted to regular sales at the conclusion of the event unless the artist alerts Scope Events accounting staff to reverse the transaction.

If a reversal is necessary, please notify Scope Events staff at accounting@scopeevents.org. Only SCOPE Events accounting staff can reverse the transaction. If your patron decides to keep the item, there is no need to record the sale again through the POS. You can charge for this sale as a normal sale outside of the Celebrate POS app.

HOME SALES

Where you need to arrange for a home visit or home sale, you can take your tablet with you to your patron's home. If your patron buys any item, you simply record it as a sale on the POS system. Please note that Items that are carried off the event site by your patrons and not paid for, should be recorded as Sale on Approval.



SALES REPORTING & COLLECTION OF SALES COMMISSION

The POS allows for real time recording of all sale transactions. Upon completion of the Event, your total sales during the Event, will be recorded in the POS system. A report listing your sales for the current, or any past events, can be generated using your login credentials for the POS system. If there are any specific issues concerning any transaction, please bring it to our attention by sending an email to: accounting@scopeevents.org

Between 7–10 days after the completion of the event, Scope will collect Sales commission calculated at 20% of the value of your Sales, by means of an ACH transaction.

RETURNING THE POS

After the event is over, you should clear your info from the POS if you used your Square reader. To do this, click the menu icon at the upper left and go to Settings. Below the Mode #2 option for “Digital Receipt Book + Square”, click the red text CLEAR ALL AUTH DATA. Then log out of the POS from the left menu and now you are ready to return the POS tablet, charger and the packing box. All POS terminals will be cleared after the event.