



Burlington Mall

Council Organized Booth Sale (COBS) Guidelines

Please follow all GSEMA guidelines provided in this document, as well as requirements for setting up, running, and taking down a booth sale. Help other Girl Scout troops plan for their upcoming COBS by reporting booth sale totals at the completion of the sale.

Booth Requirements

Girl Scouts should wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts at a cookie booth sale.

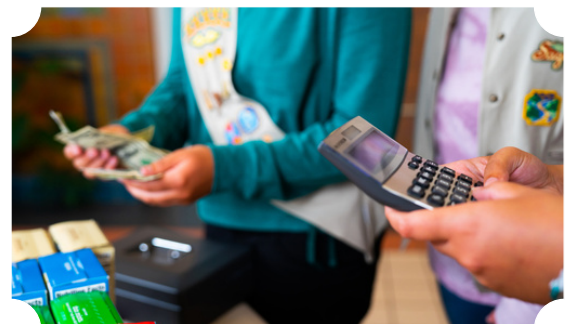
- Booth sales should have a minimum of two Girl Scouts (four max) selling at a time. All participants should be registered with the troop (no tag-alongs), and must be accompanied by two unrelated, GSEMA registered and CORI'd adults at all times. Troops that do not meet this requirement may not participate.
- All booth sales must take place in the designated, council-approved area. Booth location may not be changed. See booth location section for proper location.
- Please ensure there is adequate space around the booth for pedestrians to safely pass.
- Sampling is not permitted.



Tips for Safeguarding Cookie Money

After receiving cash or making change, Girl Scouts should hand the money to a volunteer to place into the cash box for safekeeping, and follow these additional tips:

- Keep the cash box in a safe place or behind a barrier of cookie packages.
- Don't walk around with large amounts of money.
- Deposit cookie money into the troop bank account often, and do not keep money at home or at school.
- Consider using the [Smart Cookies Credit Card payment option](#) or a card reader.
- Please remember to follow all GSEMA Safety Guidelines for all troop activities.



Burlington Mall COBS Information

Mall locations are paid for by GSEMA, and we are required to follow their established procedures to continue hosting booths at these locations.

Your designated mall and time slot is listed in your confirmation from SmartCookies. You do not need to check in upon arrival, you can go right to the booth and get started. Council has allowed time between booth times. Please do not go over your designated time.



- The cart is located in the Macy's Concourse Lower Level, in front of Boston Fan Stop. Troops can enter the mall using the service court 7 entrance near Macy's. (Opposite side from Cheesecake Factory)
- The Mall Management has asked that troops keep the kiosk decorated. However, nothing can glued, screwed, taped, stapled or attached/affixed to the cart in a manner that will damage the cart.
- All product, props, etc. must be on the cart. No floor fixtures of any type are permitted.
- Please do not remove anything from the cart that does not belong to the troop. These items are property of the mall or GSEMA.

Girl Scouts are encouraged to use the shelves or counter top of kiosk/cart to display cookies for sale. Please note: Signs may not be posted, and helium balloons are not permitted. The kiosk/cart may already be decorated, and troops are welcome to make hand-held signs with the following information:

- Your troop number and money-earning goals
- Cookie price and a QR code with your troop's shop link
- Other booths dates/locations coming up

Please remove all trash from the Mall property, and leave the kiosk/cart area as neat as you found it. Please return empty cases to a council Cookie Cupboard, or take them home for recycling.

Practice safety and keep your booth tidy during your sale. A messy booth may prompt the Mall to ask you to leave.

- Store all boxes and materials you unload in one area.
- Carts, dollies, boxes etc. used to bring in cookies should be returned to the troop volunteer's vehicle.
- Do not bring camp/beach chairs or other bulky items.

Best Practices for Booth Sales

Remember to keep your cart/kiosk area neat and organized, and keep track of your money, cookies, and your Girl Scout troop at all times. Make a plan for who will be responsible for all aspects of keeping the sale running smoothly and safely. Costumes that cover a person's face are prohibited.



Questions? Email customercare@gsema.org. Do not contact the Mall with questions about your booth sale. Check out these [historical COBS sales records](#) to estimate cookies for this COBS location.



After the Booth Sale

Troops must report sales totals at the end of each booth sale. Your reported sales totals help inform fellow troops on sale projections and helps Council continue sales at the site next year. Select one option to report sales totals:

- Use the Smart Cookies Booth Divider ([Troop Smart Cookies Database](#)) OR
- Complete a [COBS Results Review Form](#)

Mall COBS Cancellation Procedures

Any troop change to an assigned COBS must be reposted to: customercare@gsema.org

- A minimum of 48-hours' notice must be given to GSEMA if your troop needs to cancel
- Troops are responsible in finding a replacement troop. Troops can contact their Service Unit Cookie Mentor (if you do not know who this is, contact customercare@gsema.org) for help.
- Contact GSEMA as soon as possible when a replacement is confirmed to share new troop information OR if you are having trouble finding a replacement for your booth sale.
- If GSEMA has not received 48-hours' notice of cancellation, the troop will be charged a \$35 fee. No fee is charged if a replacement troop is found to conduct the sale.

To cancel, please email customercare@gsema.org with the following information:

- Troop Number
- Date/Location of booth
- Reason for cancellation

Please note: This cancellation procedure does not include cancellations for weather or COVID concerns, but GSEMA still needs to be notified if your troop does not wish to attend the scheduled booth.

- Please check the Mall location's website for any snow cancellations.
- Please check the town website where the Mall is located for any COVID restrictions.