



## Market Day Checklist

*Did you remember.....?*

- } Tables, products & displays
- } Business sign
- } Tablecloths, decorations & props
- } Price signs, product list
- } Pens, pencils, receipt book, calculator
- } Business cards, brochures
- } Extra bags/boxes, tags, labels, notepad, tape & scissors, towels
- } Water & a Snack
- } Cash box & tax chart; extra change (bills & coins).
- } Mini first-aid kit: bandaids, lip balm, hand cream, hand sanitizer, kleenex
- } Something to sit on (a high stool is great for eye contact with customers).

*Your own personal checklist additions:*

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## CRAFT FAIR CHECKLIST SETUP, DISPLAY & MARKETING HINTS

### Display Dry Run--2 weeks before

Work out a display plan beforehand so you already have an idea of what to put where. A scale model of your booth is helpful--grid paper is good for this. A dry run setup will show what looks good where, assure you that tables & shelving are sturdy enough to bear the weight of your products, that you have enough boxes to carry it all in, and that it all will fit in your booth! Don't forget to leave room on your table for customers to write a check. Displays are often crammed and can get so cluttered customers can't really focus on any one item. Try to leave some clear space here and there. You might want to also mark off the dimensions of the booth space on the floor and figure out aisles, where you can sit, etc.

A dry run will also tell you if your display will withstand moving & re-assembly, and is light enough for you to carry.

### Your Display:

- It's good to have a sign with your business name on it; display it up high. Either hang it from your backdrop or use an easel that can set on your table. A banner on the front of your tables won't be seen as readily.
- A backdrop will visually separate your booth from the one behind you, or next to you. This may be dividers or shelving, a flat sheet or cloth or??
- **Always cover your tables.** Invest in a nice tablecloth, fabric or bedsheet (maybe with a lace overlay) that goes with your theme/main idea. The space underneath the covering will mask your coat, inventory, etc.
- Use risers (boxes, etc. under the table cloth) to raise products up, small shelving units, baskets, etc to display items at different heights. **Don't display your product flat on a table, all on one level.** The result is confusing to the eye. *Nothing stands out.*
- **Display your work as close to eye-level as possible.** If you want people to be attracted to your work, *they must see it.*
- **Find the best type of display for your work:** If you have 2-d work (photos, paintings, etc.) it's more effective to hang your work on a hinged vertical display. Inexpensive room-divider screens, hinged shutters, or a similar arrangement work well. Handcrafted mittens might look good with wooden clothespins on a mini-clothes line, ornaments on a tiny tree, etc.
- If you make anything that people will want to try on you have to have a mirror. A non-breakable one is best.
- *Attractive work, well displayed, almost sells itself!*

### Rules of thumb:

- Bring twice as much as you think you'll sell. That way your display can be full

and attractive right to the end, and you'll sell more than otherwise.

- Figure out pricing beforehand.
- If you can organize a helper to load your things in the car the day before, things will go faster.
- If you take checks, ask for ID and phone #, don't cash checks nor allow checks for over the amount. Do however bring sufficient cash to make change!
- **It's a good idea when given a large bill to leave it out while making change so neither you nor the customer makes a mistake.** A pretty paperweight or large colorful clothespin is good for this.
- Bring a notebook to keep track of what sells/doesn't, names of contacts, requests, etc.

### What to bring

- a chart of your display layout
- A dolly or a handcart to make unloading and re-loading MUCH EASIER and faster.
- money belt, vendor apron, or cash drawer that locks (keeping your cash on your person makes it less likely to disappear) & plenty of change
- Cash: \$25 in singles, \$30 in fives, rolls of coins, (about \$75 to 100 total)
- extra receipt books and pens
- calculator
- extension cord if using outlet
- a stool to sit on
- Always keep a pen and paper with you. If you use price stickers then have spares of those as well. If you are doing this for the first time and are unsure of your prices, you may need to lower or increase them.
- a sales tax chart in your cash box
- pricelist
- sales bags, more than you think you'll need.
- *your lovely work to sell!*

### Good to Have

- A checklist of to-dos for the fair.
- market toolbox for little items: stapler, tape, thumbtacks, scissors, calculator, ball-point pens, extra pricing labels, pads of sales slips, stickers, hang tags, your Tax Certificate, tax tables.
- a dry-erase board for posting prices
- hand lotion
- Disposable wipes, or wet washcloths in a zip-locked bag and/or hand sanitizer.
- Tissues and paper towels.
- Garbage bag.
- Water/juice etc. plus munchies, real food in case you can't get away.
- Business cards - lots of them! They are very inexpensive advertising.
- hang-tags, table-talkers, brochures describing your work
- 3 x 5" cards - for emergency sign replacement, notes to self, information to send with customers (better on a business card!) and to track diminishing supplies, etc.

- sign-up sheet for customers wanting mailings, brochures, etc.
- Duct tape to hold electrical cords in place, clear tape, string, rubber bands and masking tape.
- Pliers, screwdriver, small hammer, to fix your tables or display.
- if you have shiny/sparkly/glass or jewelled things, bring glass cleaner and a cloth.
- you might like a rug or rubber mat to stand on to ease your feet.
- extra fabric lengths in case you need to mask a wall, cover a table differently, or need to replace a soiled tablecloth. Someone will spill coffee on your table at some point in your fair-going.

### Pricing

**Do your math!** That means calculating your costs of materials, labor and markup. This can be done manually with a calculator or perhaps you have access to spreadsheet software.

- Write out your recipe/list of ingredients & materials
- Calculate your unit cost of each ingredient.
- Include any equipment depreciation, electricity, warehouse space (kitchen space, dyes, garden overhead, shipping, etc.)
- Decide on labor costs (either charge an hourly rate, or add your markup or have a set fee for each item).
- Markup. A simple rule is 2-3x for straight retail, 3x to 4x for perishable items that won't be saleable again after the day.

### Good to Keep in Mind:

- *Run through your check list before you leave!*
- *If you're a new vendor, try visiting a fair or two to see how they run and what they're like.*
- Price everything, or post prices clearly. Customers can be reluctant to ask and may forego purchasing if they don't see the price listed.
- Craft fairs are chatty places so be prepared to visit a lot with customers about your product and methods. Being friendly and knowledgeable translates directly into greater sales.
- Wear comfortable shoes!
- If you bring a book to read, be sure not to ignore customers or appear to have something better to do than notice & wait on customers. They will not interrupt you to buy something.
- Don't drastically undersell your fellow farmers or crafters; you'll undercut your own profits, devalue your product in your customers' eyes, and hurt your relations with your neighbors. (Do you really want to make the least profit?)
- You know this, but it's not considered polite to take notes on your competitors' work while standing in front of them.
- Nor is it polite to talk on a cellphone during the fair. It's distracting to all.
- There will be a few customers who mainly criticize your work, or say "I could make that" or touch everything and not buy. Brace yourself for this, and try to sift out ideas from this to make your work more saleable, and think of that cup of tea ahead for you at home!
- **Try not to work right up until the day before you go as you'll need a clear head and plenty of energy to tackle the day ahead.**