

# Vendor Booth Checklist For Artists & Crafters



Setting up a successful booth requires careful planning and attention to detail. This checklist covers all the essentials you'll need to create an attractive and functional display, while taking care of what you'll need to make a sale. (We recommend customizing this checklist based on your specific needs and the nature of the event you are attending.)

## 01. Display & Setup

- ✓ **Canopy or tent:**  
Ensure you have a sturdy and properly sized canopy or tent to protect your booth from the elements.
- ✓ **Tables and chairs:**  
Some events provide you with a table, or have sizing limitations, but be sure you have the proper table space for your display. You'll also want to bring a comfortable chair for yourself.
- ✓ **Tablecloths:**  
Use clean and attractive tablecloths to cover your tables. These can be branded with your logo, or match your company colors. Some vendors bring a portable steamer to get wrinkles and creases out of their tablecloth while setting up.
- ✓ **Display racks and shelves:**  
Consider using racks or shelves to showcase your artwork or crafts at different levels. This keeps your booth from looking cluttered and can draw in customers.
- ✓ **Signage:**  
Bring adequate lighting to illuminate your booth, especially if the event is held during the evening. It can be a unique touch to your booth and make you stand out.
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- ✓ **Backdrop or backdrop materials:**  
Create an appealing backdrop for your booth that complements your products. This could be a sheet, curtains, wallpaper on old boards, or even some twinkling lights.
- ✓ **Mirrors:**  
If you sell wearable items, such as jewelry, clothing, or handbags, provide mirrors for customers to try on items. If they can see themselves with it, they are more likely to buy it.
- ✓ **Props and decorations:**  
Use props and decorations that enhance your booth's overall theme and attract attention. You can use simple items that help set the scene, or relate to your product. For example, you can use a bust to show off jewelry, or plants and flowers to add a pop of color.



## 02. Inventory & Packaging

- ✓ **Sufficient inventory:**  
Ensure you have an appropriate amount of products to meet the demand of the event. Start making your inventory about a month and a half in advance. You can ask the event promoters for an estimated attendance prediction. If you know what your big sellers are, make sure you keep extras on hand. If you take custom orders, have order forms with you so you can still make sales during the event.
- ✓ **Price tags and labels:**  
Clearly mark the prices on your products or use individual tags.
- ✓ **Inventory tracking:**  
Keep track of your inventory to monitor sales and identify popular items.
- ✓ **Packaging materials:**  
Have ample packaging materials, such as bags, boxes, stickers, freebies, tissue paper, and wrapping paper.
- ✓ **Business cards:**  
Bring plenty of business cards to provide contact information to interested customers. You can also add coupons to entice customers to make a purchase later or online.

## 03. Payment & Transaction

- ✓ **Cash float:**  
Prepare a sufficient amount of change and small bills for cash transactions.
- ✓ **Credit card processing:**  
Set up a reliable and secure credit card processing system, such as a card reader or mobile payment app.
- ✓ **Receipts:**  
Provide receipts for all purchases, either through a printed system or by sending digital receipts.
- ✓ **Sales history:**  
If you can, keep track of what you sell and how much. This will help you know what types of products to bring to the event next time.



## 04. Marketing & Promotional Materials

- ✓ **Flyers and brochures:**  
Create informative flyers or brochures about your business and products. You could make a sign with the story or history of your small business to engage customers.
- ✓ **Promotional items:**  
Consider offering small promotional items like stickers, magnets, or bookmarks with your logo.
- ✓ **Mailing list sign-up:**  
Have a sign-up sheet or digital system for customers to join your mailing list. These work well with QR codes that lead to a digital sign-up form.
- ✓ **Portfolio or photo album:**  
Showcase examples of your previous work or custom orders to demonstrate your skills and style.

## 05. Tools & Supplies

- ✓ **Tools and equipment:**  
Bring any necessary tools or equipment you may need for on-site demonstrations or repairs.
- ✓ **Extension cords and power strips:**  
Ensure you have adequate power supply for any electronic devices or lighting.
- ✓ **Safety equipment:**  
Keep basic safety equipment like gloves, scissors, or first aid supplies on hand.
- ✓ **Basic booth supplies:**  
Have things on hand like tape and zip ties in case something breaks. You may also want to have backup booth supplies, like an extra tablecloth or sign, in case something happens with yours during the event.



## 06. Personal Essentials

- ✓ **Snacks and water:**  
Stay hydrated and energized throughout the day by bringing water and healthy snacks.
- ✓ **Comfortable clothing and shoes:**  
Dress appropriately for the event and wear comfortable shoes.
- ✓ **Sunscreen and hats:**  
Protect yourself from the sun if the event is outdoors.
- ✓ **Money for meals:**  
Bring some cash or plan for meals during the event.

## 07. Miscellaneous

- ✓ **Event permits and licenses:**  
Make sure you have any necessary permits or licenses required by the event or local authorities.
- ✓ **Maps and directions:**  
Familiarize yourself with the event location and bring a map or GPS for easy navigation.
- ✓ **Storage and transportation:**  
Use containers or crates to safely store and transport your inventory and equipment.
- ✓ **Weather protection:**  
Have tarps, umbrellas, or plastic covers in case of rain or unexpected weather conditions. You'll want secure weights to keep your tent from blowing away with wind.
- ✓ **Event insurance:**  
You can get short-term general liability insurance for your event with ACT Insurance. This can protect you from accidents where someone trips in your booth, or the wind blows your tent into a crowd.