

# Craft Fair Checklist

## WELCOME TO YOUR ULTIMATE CRAFT FAIR CHECKLIST!

Preparing for a craft fair can be both exciting and overwhelming. This comprehensive checklist will guide you through every step of the process, from planning and packing to setting up and selling your crafts.



### STEP 01

## PRE-FAIR PLANNING

### 1. RESEARCH AND REGISTER:

- Research upcoming craft fairs in your area.
- Choose the right craft fair for your products.
- Register and secure your booth space.

### 2. INVENTORY PREPARATION:

- Decide on the products you will sell.
- Create a production schedule to ensure you have enough inventory.
- Price your items and create an inventory list.

### 3. BRANDING AND MARKETING:

- Design and print business cards, flyers, and promotional materials.
- Update your website and social media with event details.
- Create signage for your booth (banners, price tags, product descriptions).

### 4. PACKAGING AND DISPLAY:

- Gather packaging materials (bags, tissue paper, boxes).
- Plan your booth layout and create display setups.
- Test your displays at home to ensure they are attractive and functional.

## STEP 02

## PACKING FOR THE FAIR

### 1. DISPLAY AND BOOTH ESSENTIALS:

- Tables and tablecloths
- Display racks and stands
- Shelves and bins
- Signage and banners
- Mirrors (if applicable)
- Lighting (battery-operated lights, extension cords)

### 2. SALES AND PAYMENT TOOLS:

- Cash box with change (bills and coins)
- Credit card reader (Square, PayPal Here)
- Receipt book or digital receipt system
- Sales tax permit (if required)

### 3. MARKETING AND BRANDING MATERIALS:

- Business cards
- Flyers and brochures
- Mailing list sign-up sheet
- Social media promotion materials (hashtags, event details)

### 4. PACKAGING AND SUPPLIES:

- Bags and boxes for purchases
- Tissue paper and wrapping supplies
- Price tags and labels
- Extra inventory (stored neatly and accessible)

### 5. PERSONAL ESSENTIALS:

- Comfortable clothing and shoes
- Weather-appropriate gear (hat, sunscreen, jacket)
- Snacks and water
- Hand sanitizer and wipes
- Personal medication (if needed)



**STEP 03****SETTING UP YOUR BOOTH****1. ARRIVAL AND SETUP:**

- Arrive early to allow ample time for setup.
- Check-in and find your assigned booth space.
- Set up your tables and displays according to your planned layout.

**2. DISPLAYING YOUR PRODUCTS:**

- Arrange products attractively and accessibly.
- Ensure all items are clearly priced.
- Use height and levels to create visual interest.
- Keep extra inventory organized and hidden from view.

**3. FINAL TOUCHES:**

- Adjust lighting to highlight key products.
- Place business cards and promotional materials in easy-to-see spots.
- Do a final walk-around to ensure everything looks neat and inviting.

**STEP 04****DURING THE FAIR****1. CUSTOMER ENGAGEMENT:**

- Greet every customer with a smile and friendly attitude.
- Be prepared to answer questions about your products.
- Offer to add customers to your mailing list or follow you on social media.

**2. SALES MANAGEMENT:**

- Keep track of sales and inventory.
- Offer receipts for purchases.
- Handle cash and card payments securely.

**3. MAINTAINING YOUR BOOTH:**

- Keep your booth tidy and restock products as needed.
- Monitor the flow of customers and adjust displays if necessary.
- Stay hydrated and take short breaks if possible.



## STEP 05

## POST-FAIR FOLLOW-UP

### 1. PACKING UP:

- Pack up your products and displays carefully.
- Clean up your booth space and dispose of any trash.
- Double-check you have all your belongings before leaving.

### 2. POST-FAIR TASKS:

- Review your sales and inventory.
- Send thank-you emails to customers who signed up for your mailing list.
- Post event photos and updates on social media.
- Reflect on what went well and what can be improved for future fairs.





# *Craft Fair Checklist*

## **PRE-FAIR PLANNING:**

- ☐ Research and register for craft fairs.
- ☐ Prepare inventory and production schedule.
- ☐ Price items and create an inventory list.
- ☐ Design and print marketing materials.
- ☐ Plan and test your booth display.

## **PACKING FOR THE FAIR:**

- ☐ Tables, tablecloths, display racks, and stands.
- ☐ Cash box, credit card reader, receipt book.
- ☐ Business cards, flyers, mailing list sheet.
- ☐ Bags, boxes, tissue paper, price tags.
- ☐ Comfortable clothing, snacks, water, personal items.

## **SETTING UP YOUR BOOTH:**

- ☐ Arrive early and check-in.
- ☐ Set up tables and displays
- ☐ Arrange products attractively.
- ☐ Adjust lighting and place marketing materials.

## **DURING THE FAIR:**

- ☐ Greet customers and engage.
- ☐ Track sales and handle payments.
- ☐ Keep booth tidy and restocked.

## POST-FAIR FOLLOW-UP:

- ☐ Pack up carefully and clean the booth area.
- ☐ Review sales and inventory.
- ☐ Follow up with customers and post-event updates.
- ☐ Reflect on improvements for next time.

