

# A Craft Show Checklist



by  **INDIEMADE®**

## Marketing

- ☐ Business cards - *with your IndieMade website URL*
- ☐ Email signup form and pens
- ☐ Discount coupons for your IndieMade store
- ☐ Tools of your Trade - *to show off your process*
- ☐ Schwag - *optional*



## Displaying

- ☐ Inventory in plastic bins - *more than you'll sell*
- ☐ Dolly
- ☐ Catalogs, brochures, or any other literature
- ☐ Scotch tape
- ☐ Duct tape
- ☐ Mirror
- ☐ Extension cord and power strip
- ☐ Lights
- ☐ Tables
- ☐ Tablecloths
- ☐ Display stands
- ☐ String
- ☐ Zipties
- ☐ Safety pins
- ☐ Clothespins
- ☐ Scissors
- ☐ Box cutter
- ☐ Dustpan and brush
- ☐ Trashbags

## Selling

- ☐ Business license or permit
- ☐ Copy of your sales tax certificate
- ☐ Fanny pack with change
- ☐ Credit card system
- ☐ Receipt book
- ☐ Shopping bags with your shop name
- ☐ Inventory list
- ☐ Wholesale order forms
- ☐ Custom order forms
- ☐ Signage
  - ☐ prices
  - ☐ product descriptions
  - ☐ store banner
  - ☐ store's social media

## Surviving

- ☐ A friend (or two!)
- ☐ Extra layer of clothes
- ☐ Water
- ☐ Snacks
- ☐ Aspirins
- ☐ Sunscreen
- ☐ Chair
- ☐ First aid kit