

Tool Kit Basics

What to bring to a craft market/fair.

- **Smart Phone or Tablet:** You will need one of these to take credit cards.
- **Money:** \$100 Cash is a good start to keep on hand for providing change, in \$1s, \$5s + \$10s.
- **Cash Box:** It's good to have a cash box on hand to hold change, personal checks, etc., or some vendors prefer to use a vendor apron to hold their spare cash.
- **Receipt Book:** I keep a small one on hand just in case a customer requests one.
- **Calculator:** If you are busy or expect to sell multiple items in one sale, you'll be happy to have this.
- **Credit Card Reader:** This is a must-have. Most of the vendors at a show have them and the customers don't blink an eye at signing their name on your phone. There are several companies that offer these readers for free (Square Up, Intuit, etc.). There is a fee, typically per transaction, so be sure to read the agreement before deciding which service to go with.
- **Paypal Account:** Some of my customers have used their own phone to login to Paypal and transfer money to my Paypal account on the spot. If you don't have an account, get one.
- **Extension Cord + Phone/Tablet Charger:** You don't want your phone or tablet to die on you when you need it for charge cards.
- **Pad of Paper/Pen:** This goes without saying.
- **Table:** Get the easiest table to transport as you might be moving it a distance or up stairs. There are some great options of folding tables out there that have handles for carrying.
- **Tablecloth:** Make sure it covers table. It's nice to have it match your items or theme (for example, I use wool blankets on my table to complement my mittens).

- **Chair:** A fold-up chair in a bag with a handle works great.
- **Business Cards, Mailing List Sign Up, Post Cards:** Be sure people have a way to get in touch with you by providing business cards. Don't forget you might want to get in touch with them too. I printed my own mailing list sign up sheets for my booth and was surprised at how many people signed up with their email and mailing address. Now I can do postcard mailings for upcoming shows in their area or mail (or email) coupon codes for my online shop!
- **Banner or Signage:** Think about how you will need to hang your banner. Will you have a wall? Can you pin or tack to table or tablecloth? (Don't forget tacks, pins, tape...)
- **Packaging for Sale Items:** Bags, boxes, labels, etc. Most customers like their purchase in a nice "package." A simple paper bag with a label/sticker with logo is easy and won't break the bank.
- **Extra Pricing Tags**
- **Small White Board or Chalk Board:** Make it easy for your customers to see pricing or product info. I use a small chalkboard with "All Mittens \$29" and on the white board a quick description of what upcycled means. This works if you're having a promotion too... Customers like clear pricing.
- **Display Set Up:** Bring items to display your specific product (i.e. wooden boxes, jewelry displays, etc). Add a vertical display or tiered shelf to your table to showcase your items and add interest.

This document was created for the *Sew,Mama,Sew!* Craft Fair Series (<http://www.sewmamasew.com>) by Sherri Noel of *RebeccaMaeDesigns*.