

TENNESSEE CRAFT

TACA Craft Fair Survival Kit

A LIST TO HELP NEW EXHIBITORS PREPARE FOR THEIR FIRST TACA CRAFT FAIR



Absolute Must-Haves!

Don't leave home without...

- Plenty of inventory
- White Tent (*You'll need a permit from Metro Parks if your tent is larger than 10'x20'*)
- Poles
- Walls
- Spiral Stakes (*Hand and foot-driven stakes are the only stakes allowed in Centennial Park. Exhibitors are NOT permitted to drive stakes in with mallets, hammers or other tools.*)



Booth Set-Up & Display Materials

These items give your booth a cohesive, professional look and invite buyers in

Veteran Tip: *Set your booth up before you leave and take a picture when you get it just right.*

Pack up everything in an organized manner. Refer to the image during set up on Thursday!

- Pedestals and/or display cases
- Bamboo flooring/floorboards or rugs (*place a tarp underneath to protect against soggy terrain*)
- Banner with business name
- Chairs (*Rest when you can, but stand and greet customers when they enter*)
- Fan (*You and your customers will appreciate a breeze*)

Optional items

- Drapes
- Small hula hoops (*Wedge these between tent top and poles to avoid collecting water if it rains*)
- Brochures about your business/products
- Postcards with information about upcoming shows
- Generator - if you need power, be sure to supply your own (*There are restrictions, be sure your generator is not loud or you'll have to shut it down*)



Put Your Business Hat On

A few things to help your transactions run smoothly in the middle of Centennial Park

- Square or Intuit credit card processing devices
- Tablet or smartphone to process the transactions
- Battery back-ups/chargers in case these devices die
- Receipt books should the technology fail
- Order forms
- Price list
- Price tags
- Calculator
- Pens
- A sense of humor – *After a long day, believe us... you'll need it!*



For Your Customers

A few things to make their experience the best it can possibly be

- Guestbook *(Collect information for your mailing and email lists to stay connected to visitors.)*
- Greeting cards *(Send thank you notes to customers. A handwritten note goes a long way!)*
- A demo project to keep your hands busy and connect your customers to your craft
- Plenty of change
- Color samples
- Bags and packing materials for each potential sale
- Say “thank you” – *don’t forget your Ps and Qs!*



For Your Suitcase

Customers are buying your craft and YOU. Look your best and be prepared for all types of weather.

- Plenty of clothes
- Hats
- Sunscreen
- Lip sunscreen
- Raincoat
- Rain boots
- Socks and shoes
- Hair bands
- Shower kit
- Towel
- Medication
- Money *(For food and all the great craft you'll want to buy from fellow exhibitors!)*



For Your Tummy

Stay nourished and hydrated to maintain your energy all day.

- Cooler/lunch box with ice and some of your favorite snacks
- Ice bottles
- Lots of water
- Food
- Lots of food
- Chocolate
- Towelettes for clean up



Hardware

We hate to tell you, but some things are beyond your control. This can wreak havoc to an unprepared exhibitor. Have a few tools close by and be ready to play MacGyver.

- Pliers
- Hammer - *just don't use on your stakes!*
- Nails
- Tape gun
- Duct tape
- Velcro tape *(If duct tape won't work, Velcro tape can solve a TON of problems in your booth.)*
- Bungee cords/zip ties
- Hole punch
- Garbage bags
- Sharpies
- Extra tarp(s)

Add to the list by commenting on our Facebook Page www.facebook.com/TennesseeCraft