TENNESSEE CRAFT FAIR

FAIR EXHIBITOR CHECKLIST

ABSOLUTE MUST-HAVES!

Don't leave home without…

- ☐ Plenty of inventory!

BOOTH SET-UP & DISPLAY MATERIALS

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

- ☐ Tent poles, roof, and sides (remember the tent must be white)
- ☐ Weights (minimum of 50 lbs. per leg - many veterans recommend 65+ per leg)
- ☐ Ratchet straps to secure your weights
- ☐ Pedestals, tables, shelves, and/or display cases to show off your artwork
- ☐ You may also need tablecloths or curtains to enhance your display. (Make sure to not use patterned fabric or bright colors that distract from your artwork!)
- ☐ Your artist statement ready to be displayed
- ☐ A cart to help get everything to your booth space.

OPTIONAL ITEMS

- ☐ Flooring or rugs (place a tarp underneath to protect against soggy terrain)
- ☐ Drapes
- ☐ Small hula hoops (Wedge these between tent top and poles to avoid collecting water if it rains)
- ☐ A battery powered fan
- ☐ Tarp(s) in case it rains

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 setup on Thursday!

FOR YOUR SUITCASE

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

- ☐ Hats and sunscreen
- ☐ Raincoat, rain boots, and umbrella
- ☐ An extra change of clothes in case you get wet
- ☐ Socks and shoes
- ☐ Hair bands
- ☐ Medication (allergy and pain relief medicine can come in handy)

FOR YOUR TUMMY

Stay nourished and hydrated to maintain your energy all day.

- ☐ Cooler/lunch box with ice and/or frozen ice bottles
- ☐ Lots of water, especially on set-up day when bottled water won't be delivered to your booth
- ☐ Lots of food and healthy snacks
- ☐ Chocolate
- ☐ Towelettes for clean up

PUT YOUR BUSINESS HAT ON

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

- ☐ Price list
- ☐ Price tags
- ☐ Cell phone and charger(s)
- ☐ A portable charging battery in case you need to charge on the go
- ☐ Credit card processing devices (Having a backup never hurts!)
- ☐ Start-up cash to make change
- ☐ Pens/pencils/sharpies
- ☐ A sense of humor – After a long day, believe us… you'll need it!

OPTIONAL ITEMS

- ☐ Since you never know what may happen, we encourage artists to insure their artwork. Cerf+ has lots of helpful information about purchasing art specific insurance policies.
- ☐ Although it is not required by Tennessee Craft, many exhibitors also choose to carry liability insurance to make sure they are protected. Cerf+ has information on this too.

FOR YOUR CUSTOMERS

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

- ☐ Bags and packing materials for each potential sale
- ☐ Brochures or business cards with info about you and/or your artwork
- ☐ Guestbook (Collect contact info to stay connected with visitors/customers)
- ☐ Greeting cards (Sending a handwritten thank you note to a customer can go a long ways!)
- ☐ A demo project to keep your hands busy and connect your customers to your craft
- ☐ Color/material samples
- ☐ Say "thank you" – don't forget your Ps and Qs!

HARDWARE

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

- ☐ Pliers
- ☐ Hammer
- ☐ Nails
- ☐ Extra screws, bolts, or other fasteners that hold your display together
- ☐ Tape gun
- ☐ Duct tape
- ☐ Velcro tape (This can solve a TON of problems in your booth!)
- ☐ Bungee cords/zip ties
- ☐ S hooks and heavy monofilament or wire to help hang things from your tent
- ☐ Hole punch
- ☐ Garbage bags and small waste container
- ☐ Sharpies
- ☐ Alligator clamps (you can't have too many of these!)
- ☐ Towels, soft cloths, whisk broom, and feather duster for when you need to tidy up