

CRAFT SHOW TIMELINE

6-12 months before:

- Assess your inventory and start making more stuff
- Make a master show list for the year: research new shows, assess shows you've done previously and decide if you want to apply for them again and research the shows you want to do and make a timeline for application dates
- Work on your product photos, bio, artist statement and product descriptions
- Spruce up your website, Etsy shop, blog, social media pages and overall online presence
- Apply for all licenses and permits you may need: sellers permit, board of equalization etc...

2-3 months before:

- Generally this is when applications open
- Apply early if possible and never apply late
- Make sure you have enough business cards/promotional material and order more if needed
- Assess your inventory and make more if needed
- If it's an out of town show: make hotel and travel arrangements, research shops in the area that may be interested in carrying your line

1-2 months before:

- By this point you should know if you're in the show or not
- Start working out the details of your booth design including all/any signage
- Do a mock set-up and assess it
- Make sure all of your items fit in your car
- Start marketing the show to your customers on your blog, Etsy shop, social media and send out physical postcards if you have them
- Secure a helper for the day of the show
- Photograph any new items you made that may sell at the show
- Put together your craft show survival kit
- If it's an out of town show: confirm travel arrangements, try to set-up appointments with the buyers at shops in the area you researched and reach out to friends or other vendors in the area to borrow or rent table/tents to cut down on your shipping costs, ship your goods that you can't carry with you to where you're staying
- Research the vendor list and reach out to vendors you want to meet and if it's an out of town show, try to set up coffee or cocktail dates

1-2 weeks before the show:

- Make any last minute adjustments to your booth set-up load-in
- Print out maps, parking info
- Create your personalized packing checklist
- Price all your items

- Create any last minute signage
- Do one more big marketing push on your blog, website, Etsy shop and social media
- Make shipping arrangements if it's an out of town show and you are flying and can't carry all your product/displays
- Get cash to make change for customers

Day/night before the show:

- Pack your snacks and water in your cooler
- Pack your car if you have a safe place to park and you're comfortable leaving your stuff in your car overnight. When you pack your car, be sure to check off each item you pack on your packing list.
- Make sure you have gas in your car and cash for parking (if needed)
- Charge your cell phone and iPad if you're using it to run credit card payments
- Pick out what you're going to wear on the day of the show
- Sleep well, don't drink too much, and set three alarms

Morning of the show:

- If you weren't able to pack your car the night before, pack it.
- Double check your craft show checklist to make sure you have EVERYTHING!
- Eat breakfast! This is so important. Hopefully you'll be super busy at the show and that means you may not have time to eat a proper lunch.
- Give yourself a pep talk and show up with a positive attitude 😊