



TIPS for a GREAT SHOW!

A little preparation can help you enjoy a beautiful day at our craft show while growing your business. Plan ahead for success!

Some things that I have found helpful for me in my craft business is:

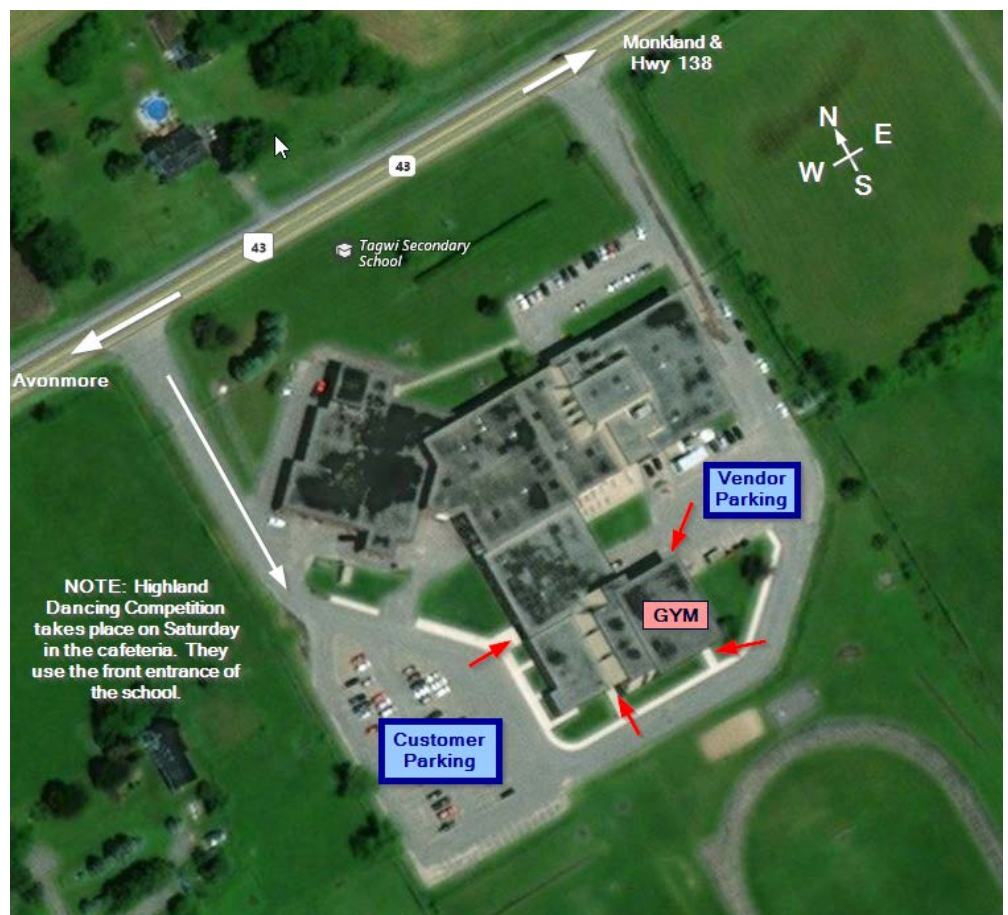
1. Awesome tags! Make an impact with well designed tags for all your items including the price and your contact information. Many items are purchased for gifts and you'll want everyone to know how to order more!
2. Make sure you have a price range of items available. If you make a custom bags someone may want to buy a wallet to try today and decide to contact you in a month with a custom bag order. Offering smaller items will also help bring in the sales.
3. Business cards are a must! Shoppers might not be able to purchase from you right now, but you need to make it easy for them to order late. They could share your card with a friend that runs a little boutique... you never know how far that little card could go!
4. Give them something! A little sample or coupon can work wonders breaking the ice with shoppers. I know you work hard for your money and sometimes it's hard to part with samples without a guaranteed return... but try it!
5. Design your table ahead of time to make sure it will display all your items and it's not too heavy or hard to set up. Don't forget a nice sign or banner with your logo. Just setting up a bare table won't attract buyers... don't' forget a table cloth!
6. Add a splash of colour and vary your height in display. This will get their attention and make it easy for them to see all your items. Pretty displays will make them stop and take notice... trust me!
7. Don't sit way in the back. Get out there and introduce yourself. They want to know you! Share your ideas behind your work or hidden features that make your handmade items awesome!
8. Wrap up purchases in pretty paper or bags with business cards. Buying handmade is better... make them feel special.
9. Have fun with it! You get to talk about your beautiful handmade items all day and meet loads of nice people.

A handy checklist for the day

- Scissors
- Pens
- Tape
- String
- Safety Pins
- Push Pins and tacks
- Paper clips
- Clothespins or clamps
- Glue
- Zip Ties
- Pliers
- Screwdriver
- Tools of your trade to demonstrate your craft
- Camera
- Dolly to transport your supplies
- Plastic bins to transport your materials
- Water
- Snacks
- Directions to event
- Mirror
- Breathmints
- Signs
- Brochures
- Business cards
- Table cloths
- Baskets
- Shelving
- Pegboard
- Backdrop
- Banner
- Lighting
- Bags
- Tissue for fragile items
- Ribbon
- Signs with prices
- Price tags or stickers
- Calculator
- Cash box (coins, loonies, twonies, fives & tens)
- Square or other credit card reader for your phone
- Receipt book

Don't forget to bring your smile and interact with potential customers. Most importantly, bring lots of inventory!

MAP of parking:



Vendor Participant Information

SHOW FEES: If you join us for both Saturday and Sunday, the cost is \$50 per table. The tables are approx. 6 feet in length. Should you join us for one day only, the cost is \$30 per table. Proceeds from our show and canteen profits are going to the Roxborough Agricultural Society. For over 157 years we have been able to provide our community with an opportunity to celebrate rural lifestyle and agriculture in this province.

REGISTRATION: To participate, ensure that your completed application along with payment is received **no later than** November 20, 2023. No Refunds will be given after this date.

CONFIRMATION: Will be sent after November 20 along with details for the show.

SET UP: A limited number of volunteer students will be available to help vendors by moving items to your table. Vendors may set up on

- Friday evening from 8:00 p.m. to 9:30 p.m.
- Saturday morning from 8:00 a.m. to 10:00 a.m.
- Sunday morning from 9:00 a.m. to 10:00 a.m.

Please move your vehicles to either the vendor or customer parking areas after set up.

ARRIVAL AT SHOW: Please report to the Event Coordinator Table to let them know you have arrived and to confirm table placement. You will be given an envelope with your receipt and a voucher for a free coffee. When you get to your table, you will note the number assigned to your table, please keep this visible throughout the day so that we can find you easily. Your survey sheet will also be at your table. Please complete during the weekend and place in the survey box located at the Event Coordinator Table.

DURING THE SALE: Note that extension cords, tablecloths, etc are not provided. Vendors must not infringe on other vendor's space. There will be two student volunteers serving as Vendor Relief. Their job will be to circulate around the room and supervise your table for you if you need to grab a coffee, take a bathroom break, or do some shopping. Don't be shy to ask!

DEPARTURE: ALL Vendors are expected to maintain their table(s) for the duration of the Craft show and not to pack up their goods or leave prior to 4:00 p.m. on Saturday and 3:30 p.m. on Sunday. Student volunteers will be available to help you bring items back out to your vehicle.

We look forward to another successful event!

Looking forward to seeing you soon!

CANTEEN will have the following items for sale:

- Coffee, Tea, Water & Pop
- Fresh Sandwiches
- Homemade Soup & Chili
- Hot Dogs
- And more