

STALL HOLDER GUIDE

LOCATION: _____ **DATE:** / / Fee

Main Contact: _____ Stall Dimensions: _____

Essentials:

- Stock! With a clear inventory of what you are taking
- 3 x Pens
- Notebook
- Change (coins & notes)
- Somewhere safe to store takings
- Business Cards (lots of them!)
- Brand signage
- Pricing signage
- Tablecloth
- Display and prop items i.e. crates, baskets, etc.
- Bags to give to customers
- Inventory form to keep track of what has sold
- Calculator
- Bluetac
- Celotape
- Pegs
- Extra items to restock stall
- Take a drink and a snack!
- Do you need public liability?

Nice to have:

- Card payment machine
- Flyers and/or catalogue of items
- Order form for people who want to have something delivered
- Email subscriber form to collect future custom
- Freebies or tasters
- Wholesale prices if needed

TIPS:

- Sale bin. Seconds items that aren't quite perfect. The perfect way to draw people in!
- Make your display 3D. Give height to your stall for visual impact. Don't add too much to the front of your table at the bottom as people won't see it anyway!
- Do your research. What other stall holders will be there? Are your prices right for the audience?
- Provide incentives for repeat custom. Offer a discount code to anyone who purchases on the day.
- Have a range of price points. Low value items will draw people in.
- Make sure your website and social media tags are prominently displayed.
- Think about the temperature. Will you be too warm? Too cold? Plan to make sure you're comfortable.
- Finally do a trial run of your set up beforehand, so there are no last minute surprises!

Sketch your stall out to plan where everything will go and what you need...

What did you spend on your set up? Remember to include this in your costs!