

Backdrops and Signs

In an indoor market, you will be back-to-back with another booth. The best way to separate your space is with a backdrop. Even at an outdoor market with tents, you may want a backdrop with your business name on it.



*This is Tricia's set up when she used to sell.
SO BORING! Needs a backdrop!*



Backdrops and Signs



*Don't put your sign low like this.
Attendees will not find you.*



*Fun way to
incorporate your
sewing technique in
your sign.*

*The sign is in a giant
embroidery hoop.*

Backdrops and Signs



Use Your Vertical Space



The sky is the limit. Create eye-catching layers to entice the audience into your booth space.



Use Your Vertical Space



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Think of your Space as a Tiny Store



Think of your space as a tiny store



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**Crafty Neighbor Don't
See these framed images?**

They are not Matt's. They are his neighbor's. They hung them on the back of their display, causing confusion.

If Matt had said something, we would have asked them to remove them.



MAKER GLOW UP!

Kim Fox of Worker Bird

Handmade Arcade 2012



Handmade Arcade 2018 ↓



Go Beyond Shelves



Go Beyond Shelves



Great way to so pricing without putting tags on each item.

Small Details that make a Big Difference



Shop around for inexpensive display items:

Thrift, hardware, craft, flea markets, and salvage stores.

Think outside the display box!

Fun and functional items like suitcases, magazine racks, and colorful boxes.

Use cupcake stands, boxes, bowls, muffin tins, ice cube trays, ashtrays, planters, lamps, fabric options, and vases.

Hat, coat, racks, clothing racks, mannequins, and dress forms.

Laundry drying racks, clothes lines, and clothes pins.

Create display stands using old shutters, pegboards, mesh boards, wire stands, cork boards. Connect them with hinges for a larger display surface.



Small details that make a big difference



Folded t-shirts and smaller items can be table-top but should have a sample or two hung up.

Go natural with tree branches and stumps. Simplify with crates and board shelving

Too rustic? Jazz it up with paint, fabric, sequins, etc.

Room divider screens make a great backdrop and display walls for lighter items.
Make sure they're secure and won't tip over.

Use PVC pipe to create a custom backdrop or use a pre-made stand.

[Photo studio backdrops on Amazon \(\\$35+\)](#)

Small details that make a big difference



Consider matching your setup and booth decor to your product in fun ways:

- Selling metal robots? Think black and silver, not floral patterns.
- Got knitted pot-holders? Use a vintage kitchen item for display.

Besides your wares, these are good add-ins:

- Flowers or bowls of candy
- Photos of your wares in action (like somebody using y
- Business cards – printed or digital QR codes
- Pricing Signage



Showtime!



Do a test at home of your booth display. Take pictures! It helps speed up setup on show day.

Limit how much product you display. Keep it clean and neat. Show a representation of your products and re-fill as you sell.

As your stock depletes, re-arrange your table not to have bare spots or look empty.

Take photos of your booth at the marketplace before the doors open. You can use it to refer back to, and many marketplaces require a booth setup photo in your application.

Talk to other vendors! Ask them where they got their setup. Did they buy it? Make it? If you see something cool, ask if you can take a picture of it as inspiration!



Don't forget your sales pitch!



Remember, you are part of your booth!

- Part of the draw of markets is meeting the makers.
- Be approachable.
- Smile, stand, make eye contact, and greet people.

Plan your sales pitch ahead of time.

Come up with 2 – 3 lines that you can say fast to describe your product and why someone should buy from you.

Pro Tip: Record yourself for practice.

If someone is browsing and you aren't busy, engage them in conversation. “Wow, those are great earrings!” or “I love your shirt.”

If customers are waking past your table and just “looking,” call out to them, say, “Hello! Do you need an *insert product name* today?” It works! (If you can't do it, enlist that one friend we all have who can.)



Final Tips



Product pricing and descriptions:

Add tags with prices and have visible signs with prices.

- If your booth is busy, people might not want to wait or interrupt.
- Don't forget that people are weird and don't always ask.

Name items or provide a description or small sign if it is unclear what the product is.
(Coffee cozy or a fabric cuff bracelet?)

Pricing of your items should be consistent with the prices you have on your website, at other markets, or in shops.

Quick Note About Retail vs. Marketplace Setting

- Consider the items you make and think about which ones would work best in a retail setting vs. a craft fair setting.
- An item that requires a lot of time or materials may be a better choice to sell directly to your customers.
- Items that take less time and materials to produce might be a better choice to sell in a shop.

Final Tips



Grouping like items together is better than selling single items.

- One tea towel for \$10
- Three tea towels for \$25 – Mix and Match!
- Items tend to sell better when there is a grouping and a choice.

Highlight what is special

- Made from recycled sweaters.
- Made in Pittsburgh.
- Made from reclaimed wood.

Selling in a nearby shop?

Make sure they know you are participating in this market.
Some have non-compete clauses in their contracts.

What to bring



Your products, and LOTS of them. Lots of change.

Change. You can never have too many small bills – ones, fives, and tens. Bring a cash box or wear your money. Organizations cannot make change for you.

Fully Charged Cell Phone. Unless you pay for electricity, it will be hard to charge your phone at Handmade Arcade. Consider getting a portable charger.

Credit card reader. Vendors with credit card readers have a better sales day.

QR Code. This can be for electronic sales or serve as a digital business card.

Business cards or other promotional/contact materials for your craft venture. You may also want to have a mailing list sign-up sheet.

Tablecloth or yardage. You'll also want enough material to hang to the floor and disguise all the stuff you're storing under the table.

A friend. If you don't have a buddy to help out, HA will have volunteers on hand who can watch your table while you take a bathroom break or grab some food.

SIGNS! SIGNS! SIGNS!

Should have ones for the following information: Business Name, Pricing, Cash Only, Indicator that you take credit cards, etc.

Bags. Use this as opportunity to promote your business again. Put a business card or postcard in them. If you use brown craft bags, put a sticker or stamp of your business on them.

*Local Supplier for bulk brown craft paper bags:
Schorin Party Supply at 1800 Penn Avenue in the Strip District.*

What to bring



Mirrors are helpful if you're selling clothing or jewelry.

Self-care and supply bag.

Chapstick, masking tape, safety pins, Sharpie, scissors, needle and thread, string, small notebook, pens, aspirin, and Band-Aids.



Comfortable shoes.

Consider bringing a spare set and a mat to stand on. The concrete floor can be brutal.

WATER! Dehydration is the silent killer.

Food – snacks and pack a lunch. If you are busy (HOORAY!), you may not have time to buy food. Plan to be busy.

Wear layers. Plan for temperate fluctuations.

Inventory Sheet, Receipt book, Notepad. If you are using a POS system, you should track your inventory there. You might want have something to take notes on or use a backup if your tech fails.

Trash bag. There will be garbage cans, but it is handy to have something behind your table.

Questions and Answers



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