

Event Name:

Date, Time:

Location:

Event Goals

- _____
- _____
- _____
- _____

Products to Sell

- _____
- _____
- _____
- _____

My Set-Up

- Provided by host: _____
- _____
- _____
- _____
- _____

Signage

- Banner or Sign
 - Size -
 - Location -
 - Method of display -
- Price cards (or tags)
- Newsletter sign-up list and pen
- Marketing materials
 - Business cards
 - Store postcard

- _____
- _____
- _____
- _____

Packaging

- _____
- _____
- _____
- _____

Operations

- Promotion
 - Blog post
 - Announcement beforehand
 - Post-event thank you
 - Social media - Twitter, Facebook, Instagram

- Announcement beforehand
 - Preparations during
 - Post-event thank yous
- Email
 - To friends and family beforehand
 - To new newsletter subscribers post-event
- _____
- _____
- _____
- _____
- Money set-up
 - Square(s)
 - Square credit cards tent (request beforehand)
 - Phone
 - Phone Charger
 - Cash for change
 - Cashbox
 - _____
 - _____
- Event help
 - Bathroom break plan - friend or neighboring booth?
 - Bring snacks and/or lunch
 - Water bottle
 - Notebook for observations
 - _____
 - _____
 - _____
 - _____