

5 Weeks Before

- Research show information**
 - Provided items and services
 - Vendors and Visitors
 - Licensing/insurance
 - Indoor or outdoor
 - Booth size
 - Hookups
 - Rules

- Set reminders for goals and dates**

- Decide what products you'll be taking**
 - Which designs
 - How many

- Set production goals**

- Make travel arrangements**

- Decide how to accept payments**
 - Obtain money storage item if needed
 - Obtain card payment items if needed

- Decide on policies**

4 Weeks Before

- Decide on your booth setup**
- Practice your booth setup**
 - Take a photo of the final choice
- Create a look book**
- Keep on track for production goals**
- Check booth canopy rules if outdoors**



Showtime Checklist

3 Weeks Before

- Keep working on those product goals**
- Invite people to your booth**
- Set up an incentive**
- Update your online shop**
- Work on your sales pitch**
- Prepare bins to carry items**

2 Weeks Before

- Product goals! Finish them this week!**
- Figure out your prices**
- Price your items - tags, signs, etc.**
- Test any technology**
- Create a product inventory list**

1 Weeks Before

- Breathe**
- Pack product and displays**
- Plan your outfit(s)**
- Purchase/pack last minute items**
 - Receipts for cash purchases
 - Custom order forms
 - A table-top mirror
 - Portable chargers
 - Snacks and water
 - Scissors and tape
 - Fuel for the trip
 - First aid kit
 - Trash bags
 - Repair Kit
 - A journal
 - Change
- Are you still breathing? Do that more!**

The Day Of

- Be panic-free**
- Double check**
 - Payment items
 - All your bins
 - Your helper
 - Wallet
 - Keys
- Get some coffee on the way**
- Set up your booth**
 - Keep extra stock neatly stored
 - Reference your photo
 - Check from all angles