

# Before the Show

Prep checklist. Print the day you start packing.

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SHOW NAME

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SHOW DATE

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## 01 Booth & display

What you need to put up the physical setup.

- Tent or canopy (with weights, all four corners)
- Tables and tablecloths (steamed or ironed)
- Display risers, shelves, or grids
- Signage (booth banner, business name visible from 20 ft)
- Lighting (battery-powered if outdoor or no plug access)
- Chair and small footstool
- Trash bag, tape, scissors, sharpie, zip ties

## 03 Payment & paperwork

What turns a customer into a sale.

- Card reader charged (Square, Stripe, etc.)
- Phone or tablet charged + backup charger
- Cash float (\$100 in small bills and coins)
- Receipt paper (if using a printer) or email-receipt setup
- Sales tax permit visible (if required by your state)
- Signed vendor agreement / booth confirmation
- Insurance certificate (if the show requires it)

## 05 Personal & day-of

What keeps you functional through a 6–10 hour show.

- Water (more than you think) and snacks that don't make a mess
- Comfortable shoes — you'll be standing all day
- Layers for temperature swings (mornings and evenings)

## 02 Products & inventory

What you're actually selling, and the count to bring.

- Inventory count completed and logged before loading
- Products organized by SKU in clearly labeled bins
- Restock backstock kept under the table, accessible
- Pricing visible on every product or grouped by price tier
- Hangtags, care cards, or product cards attached
- A few bestsellers staged at eye level facing the aisle

## 04 Marketing & follow-up

What turns a sale into a repeat customer.

- Business cards (200+ — you'll give out more than you think)
- Email signup sheet or QR code to a landing page
- Social media handles displayed at the booth
- Custom packaging with your branding
- Discount card or repeat-customer incentive
- Camera or phone ready for behind-the-scenes content



# After the Show

The honest profit math — including the costs makers usually miss.

SHOW NAME

DATE

## 01 Revenue

Total money in, by payment type.

CHANNEL	AMOUNT
Cash	\$
Card	\$
Online / preorder	\$
Wholesale at booth	\$
<b>TOTAL</b>	\$

## 02 Costs (the real ones)

Every line that ate into your day.

EXPENSE	AMOUNT
Booth / vendor fee	\$
Cost of materials sold (COGS)	\$
Travel (gas, tolls, parking)	\$
Food and drink	\$
Lodging (if overnight)	\$
Card processing fees (~3%)	\$
Supplies (bags, receipts, tape)	\$
Other	\$
<b>TOTAL</b>	\$

## 03 The profit math

Revenue – costs – the value of your time. If your hourly rate is below minimum wage, that's information.

**Total revenue**  
from section 01

\$

– **Total costs**  
from section 02

\$

**= Gross profit**  
what most makers stop at

\$

– **Hours worked × your target hourly rate**  
include prep, travel, setup, the show, teardown

\$

**= True profit**  
what the show actually paid you for your time

\$

## 04 What I'd do differently

While it's fresh. Use this for next show's prep.