

Checklist for Shows

Two months before:

	Develop marketing plan: social media, postcards, flyers, mailing list, etc.
	Design and order postcards if desired (Moo, Vista Print)
	Develop Mailing List (Mail chimp)
	Check business card supply and order if necessary
	Resale license, business license (temporary business license for the site you're showing at)

One Week Before:

Send emails to fans, contacts, and collectors. Post images on social media once a day.

	Determine what artworks, prints, and greeting cards you are bringing
	Prep all artwork, frames, and hanger hardware
	Set up display racks and test out the layout. Take pictures
	Make sure all kit is in good repair.
	Prepare price list, create labels or price items

Night before

	Pack Square reader or other payment devices, charge cell phone, check blue tooth connection
	Bring cell phone chargers or battery backup
	Pack everything the night before

Display:

	Canopy tent with sides
	Sand bags for anchoring canopy tent
	Display racks
	Hanging hooks
	Booth panels/walls
	Folding chairs
	Tables
	Table cloths (amazon fitted table cloths)
	Curtains and clips for back of display
	Print Stand
	Card rack
	Candy dish
	Portable music speaker
	Plastic tarps in case of rain
	Name banner
	Flowers
	Artist profile
	Printouts, magazine articles, catalogs
	Tall folding chair so that if you're sitting and stand up to talk it's a less abrupt movement
	Mirror (jewelry or clothing)

Business Items:

	Money: Small bills to make change. \$100
	Smart Phone with payment system (Square Reader)
	Cell phone charger
	Business cards
	Bill of sale forms
	Guest list /sign-up sheet
	Receipt book
	Bags for purchases / Bubble wrap
	Calculator
	Paper and tape for wrapping
	Change purse or fanny pack

Essential Items:

	Bottled water
	Food
	Cooler
	Hand fan for hot days
	Hand sanitizer, masks
	Sun lotion, sun glasses
	Hat
	Tissues

Tool kit:

	Hammer, utility knife, screwdriver, wire cutters, needle-nose pliers
	Paper Towels, soft cloth
	Glass cleaner (Windex)
	Rope, cording, bungees
	Nylon straps
	Duct tape, masking tape
	Zip ties of various sizes
	Scissors
	Clips, safety pins, picture wire