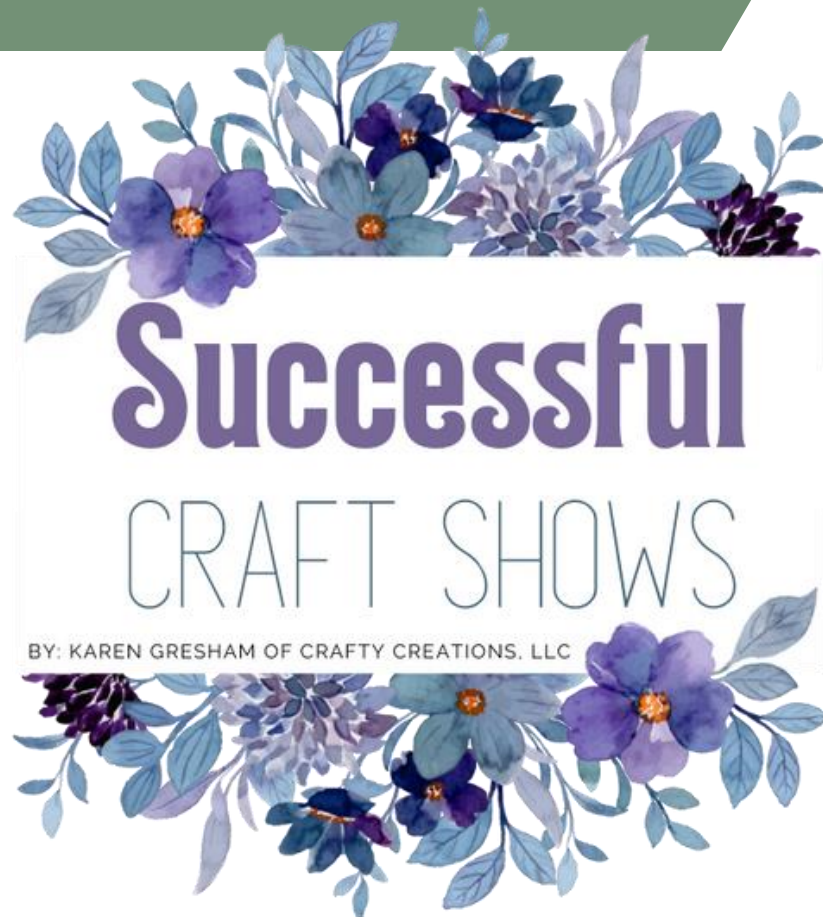




From Booth to Buzz:

**ELEVATING YOUR
CRAFT SHOW
PRESENCE FOR
PROFITABLE
RESULTS**

With Karen Gresham



www.successfulcraftshows.com

ELEVATE YOUR CRAFT SHOW PRESENCE

Craft shows provide a fantastic opportunity to showcase your products, meet new customers, and generate sales. As owners of handmade businesses, craft shows can be a great source of revenue.

Today we will talk about what is needed take your presence from a booth to buzzing booth with a show-stopping presence with profitable results!



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ELEMENTS FOR SUCCESS



MINDSET FOR
SUCCESS

BRANDING &
MARKETING
STRATEGIES

INVENTORY
MANAGEMENT

CUSTOMER
ENGAGEMENT

PAYMENT
PROCESSING
LOGISTICS

PRE-SHOW
RESEARCH &
POST SHOW
ANALYTICS

ABOUT ME

CRAFTY CREATIONS, LLC

I opened Crafty Creations Wreath Shop out of my home in 2012 after a battle with breast cancer. I started selling at craft shows and now do 6 to 8 shows a year, all while balancing a full-time nursing career and a busy home life with 6 grands! In 2021, I started my monthly membership group, Karen's Creative Crew and now I am helping others elevate their craft show presence for profitable results with my Successful Craft Show Masterclass.



Many times, your success (or lack thereof) can be attributed to one of these common mistakes.

MISTAKE 1

Wrong product/show

MISTAKE 2

Too much / no variety

MISTAKE 3

**Unprepared:
weather, parking, layout**

MISTAKE 4

**Uninviting
booth display**



RESEARCH

Research is the key to a successful and profitable craft show season. Without it, you may waste valuable time and money participating in the wrong events for your handmade items.

GOALS

A successful craft show is defined by more than just profits. Other goals include increasing your exposure, growing your email list, and networking within the community. **Success looks different for each of us and each show is an opportunity for learning and growth.**



BUILD YOUR BUZZ

DO YOUR RESEARCH	CREATE YOUR PLAN	ANALYZE RESULTS
KNOW BEFORE YOU GO	BE PREPARED	REPEAT THE GOOD; DELETE THE REST
• Who is your ideal customer? • Where will your ideal customer be?	• Let the people know where and when • Inventory variety and showstoppers • Inviting booth and great customer service	• Determine the best fit • Best sellers and trends • Nurture leads



VENDOR ETIQUETTE



There are several universal expectations that will help you become part of the craft show vendor community.

BE FLEXIBLE

Set up and take down are different for each show each time! Be prepared to go with the flow and be creative at times.

BE KIND

Kindness is reciprocated. Vendors are a community unto themselves and help each other. Meet your neighbors and coordinator.

BE COMMITTED

Set up early and stay to the end of each show. Shoppers come early and vendors are shoppers too! Early take downs are usually not tolerated.

DISPLAY BASICS

There are 3 things that will help you create a buzzing booth.
Customers need to feel invited into your booth to convert sales.



TENT OR DISPLAY

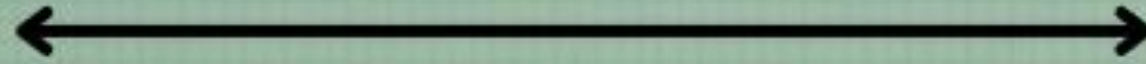
L-Shape
Z-Shape
U-Shape

TRAFFIC



SAFETY

**TRAFFIC
FLOW**



L SHAPE

VENDOR AREA

**TRAFFIC FLOWS
ACROSS FRONT &
SIDE FOR SHOPPING**

BACK OF BOOTH

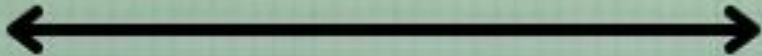




BACK OF BOOTH

VENDOR AREA

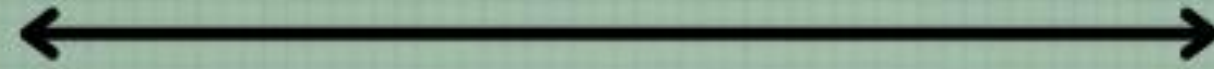
TRAFFIC FLOW



Z SHAPE

TRAFFIC FLOWS IN A ZIG ZAG
PATTERN FOR SHOPPING

**TRAFFIC
FLOW**



U SHAPE

**TRAFFIC FLOWS
INSIDE FOR
SHOPPING**



VENDOR AREA

BACK OF BOOTH

THEN TO NOW

Here's a glimpse through the years!

Notice how the display has grown

Larger spaces- traffic flows- inviting atmosphere

Consistent branding



MY FIRST
BOOTH
ALL PILED UP!



AWARD FOR
CREATIVE
EXCELLENCE





FAQ

- **Can I do a show by myself?**
- **Where do I find a show?**
- **How much should I pay for a show?**
- **How much inventory should I take?**
- **Do I need a tent? Tent walls? Weights?**



FAQ

- **Can I haul everything in my car?**
- How should I price my items?
- **What is the best way to take payments?**
- Should I allow pictures?
- **How do I handle difficult customers?**



SHOW HACKS

There are a few things I wish someone would have told me before my first show! Here are a few hacks that will help you :-)

- Take a small cooler with water and snacks
- Make friends with your neighbor
- Set up your booth BEFORE the show
- Take a payment before the show
- Use a checklist and pack backwards



LET'S CONNECT

SOCIAL MEDIA

@craftycreationswreathshop

WEBSITES

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www.successfulcraftshows.com

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SCAN FOR YOUR FREE CRAFT SHOW
PACKET



THANK YOU

