

MAKERS FAIR

TIPS & TRICKS *from fellow Makers*

PRACTICE, PRACTICE, PRACTICE!

Whether you opted for a full or a shared table, learn how to maximize your space! **Before you arrive**, test your product display, electronic payment systems, QR codes, and even your sales pitch!

Remember, the Makers Fair requires that the floor surrounding your table is clear. Consider going vertical in your table display by bringing table-top racks and platforms to elevate your products.

BRING EXTRAS

For new or first time sellers, it can be hard to predict your most popular items! Utilize the storage space underneath your table to bring extra supplies.

To make any last-minute or day-of changes to pricing or signage, bring extra paper, pens, and tape. A portable phone charger will be helpful if you are accepting electronic payment.

STAY ENGAGED

As hard as it might be if you're sitting alone, limit your time on your phone! Smile, say hello, and start conversations. Not only does it draw people to your table, but it also creates a more welcoming and accessible environment for everyone.

If your art lends itself to onsite demonstrations, craft while you wait for customers! It's an engaging way to share your process and encourages customers to ask questions about your work.

IT'S A MARATHON, *not a sprint!*

With so many people, the Makers Fair can feel exhausting, and the ebb and flow of visitors doesn't always allow for clear breaks. Make sure to take care of yourself by bringing a water bottle and snacks for the full four hours.

While HUB staff are available to step in to cover a bathroom break or quick trip to the cashier's office for spare change, we strongly recommend bringing a friend to help if you're a solo vendor.

PARTICIPATE IN PROMOTION EFFORTS

The HUB has its own platforms to advertise the Fair, but our collective reach is a benefit to everyone!

Utilize your social media to spread word about your participation in the Fair. We have a promotional toolkit that you can use with graphics, photos, and suggested captions.

COMMUNITY *over competition*

Befriend your neighboring vendors! View yourselves as a team, not competitors – it's common for vendors to share advice, refer customers to each other, and sometimes even trade items at the end of the day.

This advice has been sourced from previous Makers Fair vendors. Anything to add? Let us know!