

DOS and DON'Ts for Vendor Shows

Get ready for your Best Show Season yet!!!



PACK AN EMERGENCY KIT

- Extra change (more than you think)
- Supplies to repair products
- Cleaning supplies
- Broom
- Price stickers / tags
- Paper / pens
- Extra sign supplies for display



FOLLOW THE TRENDS

- Adjust your style and products to fit current trends.
- Find inspiration on Pinterest and in magazines.
- Phase out dated products that you have had for a while and are no longer relevant.



PRACTICE YOUR SETUP

- Make a plan and timeline so you are ready for setup.
- Also, be flexible in case you need to make alterations.



EXPECT A GREAT SHOW

- Have a good attitude and expect the show to go well! Enjoy the process.



EVALUATE YOUR PRICES REGULARLY

- Every few months, go through all your expenses (supplies, vendor fees, travel expenses, etc.) and adjust your product prices as needed.
- You might also want to consider adjustments based on supply and demand and market trends.



BRING PRODUCT OUTSIDE YOUR CATEGORY

- Just about every show that is worth going to will limit the number of vendors in each category. This insures that the shoppers will have a good selection of products.
- Make sure to only bring the products you were approved for.
- Otherwise you risk not being invited back to the show or being asked to remove the extra product and have empty spaces in your display.



COPY OTHERS

- Seconding guessing your products at a show can lead to a miserable time.
- You do your thing the best you can and stay in your lane.



PACK UP EARLY

- No matter what kind of show you have had, never pack up early.
- Every shopper should get your same attention and feel welcomed even through the last 5 minutes of the show.



HAVE UNREALISTIC EXPECTATIONS

- Don't set yourself up for disappointment.



CHANGE PRICES BASED ONLY ON COMPETITORS

- It is not a good idea to change prices in the middle of a show, especially if it is in response to a competitor at the same show.
- Undercutting another vendor won't pay off in the end.