

First Craft Fair Survival Kit

A friendly, practical plan for your first market day. Print these pages and tuck them into your vendor binder.

START HERE

1. Confirm your booth size, arrival time, parking, electricity, weather rules, and vendor requirements with the organizer.
2. Price your products before the event. Include materials, packaging, your time, and selling fees.
3. Pack the checklist below and keep the sales log handy during the event.
4. After the fair, use the wrap-up page to see whether the day was worth repeating.

Before you leave home

- ☐ Confirm registration, booth fee, setup window, and local sales-tax obligations.
- ☐ Check tent weights, table coverings, signage, lighting, and a weather backup plan.
- ☐ Count inventory and label prices clearly.
- ☐ Charge your phone and card reader; bring charging cables and a power bank.
- ☐ Pack small bills/change, bags, tissue paper, business cards, and pens.
- ☐ Bring water, snacks, sunscreen, weather layers, and comfortable shoes.

At your booth

- ☐ Put your best sellers where shoppers can see them.
- ☐ Post accepted payment methods and your return policy.
- ☐ Keep cash and personal belongings secure.
- ☐ Record sales as they happen, even when the booth gets busy.

A little Southern Grace reminder: You do not need the fanciest booth at the fair. You need a welcoming space, clear prices, and a way to keep up with your money.

Market-Day Packing & Sales Log

Print extra copies of this page for longer events.

Packing check

- ☐ Tent/canopy + approved weights; tables/chairs; tablecloth; display stands
- ☐ Products + backup stock; price labels; bags and packaging
- ☐ Phone/card reader/chargers; cash/change; receipt method
- ☐ Signage/business cards; tape/scissors/pens; trash bag
- ☐ Water/snacks; weather supplies; any permits or organizer documents

Event name: _____ Date: _____

Booth fee: \$_____ Opening cash float: \$_____

Sales log

Time / item	Qty	Payment method	Sale amount
_____	____	_____	\$_____
_____	____	_____	\$_____
_____	____	_____	\$_____
_____	____	_____	\$_____
_____	____	_____	\$_____
_____	____	_____	\$_____
_____	____	_____	\$_____
_____	____	_____	\$_____

Total sales (cash + card + other): \$_____

Keep opening cash separate from sales when you count your drawer. If you collect sales tax, track it separately from your revenue.

Was This Fair Worth It?

Your after-market wrap-up. Estimates are okay - just be consistent.

Money in / money out	Amount
Gross sales (excluding sales tax)	\$ _____
Cost of products sold	\$ _____
Booth / registration fee	\$ _____
Card processing fees	\$ _____
Travel / parking / meals	\$ _____
Packaging and other event costs	\$ _____
Your time: hours x hourly value	\$ _____
TOTAL ESTIMATED COSTS	\$ _____
ESTIMATED PROFIT: sales minus costs	\$ _____

What sold best? _____

What would I pack differently? _____

Would I book this event again? Yes / No / Maybe Why? _____

Important: Your own labor is included here to help assess whether the event paid for your time. This is a planning estimate, not a tax-profit calculation. Do not double-count costs already included in product costs.

More time for business. More time for family.

Free educational resource from Southern Grace Ledgers LLC. Check local event, licensing, and tax requirements for your business.