



## PREPARE FOR SUCCESS!

- **LOAD-IN/OUT EFFICIENTLY**– there will be TWO opportunities to load your items in. **Friday April 19<sup>th</sup> 5pm-7pm and Saturday (Market Day, April 20<sup>th</sup>) from 7am until 9am.** Consider attending the early Friday load-in so you have time to bring additional items in the morning and “merchandise” your booth display.
  - Heavy items bring a dolly/hand truck if you have one.
- **A little bit of merchandising goes a long way!**
  - DISPLAYS COUNT, bring in a small end table to add some levels to your display. Table cloths are nice touch, but not required.
  - Have a minute with no customers? Re arrange items on tables!
  - Don’t sit in front of merchandise you want to sell.
- Get your **cashbox/change apron** ready for the weekend! Amount and denominations is up to you depending on what you’re selling. Remember that banks are closed on Saturdays and the Fair does not provided change.
- Price tags help, and priced areas are great too! Consider a “\$1 dollar, this section” table.
- **LARGE item you don’t want to bring?** If you have a large item you want to sell, like a car, boat, or hot tub, print a big photo, display it at your booth, add a price tag, and prepare information to hand out to perspective buyers to contact you later.
- **NOT SURE WHAT TO BRING?** Here are some ideas:
  - “Gift-able” items- art, handmade crafts, woodworking, jewelry
  - Children’s Toys and board games (if it’s a complete set, note it!)
  - Yard Tools
  - Home Décor
  - Dishware
  - Kitchen Appliances (we have outlets for testing)
  - Seasonal sports equipment (skis, snowboards, kayak, paddle board, bikes—if items are too big, bring a picture and display it)
- **PLEASE NOTE:** While one man’s trash is another man’s treasure, that may not always be the case when money is being exchanged. If you have something severely damaged, covered in spider webs or in a box that people can’t see, it’s likely it won’t sell. Choose your items wisely and bring a rag to dust off items for their “sell factor”. You may have a “free items” section, however, you are responsible for taking home unsold items.
- **MARKET YOURSELF!** Yes, while we do market this event (signs, banner, classified ad, posters, online blog & print newspapers) but tell your friends and neighbors, and if you have a Facebook, post a few photos of your booth on the day of the market! Be sure to like us on facebook “@sjcfair”