

Displaying and selling
your hand turned goods
at craft shows & markets



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penblanks.ca



MAKE USE OF VERTICAL SPACE

Your display table may have a small surface area but you've got unlimited vertical space to play with. Using props like boxes and upright stands will maximize your space.



PROPS & DISPLAY



Using unique props will draw people in and add interest to your table. Set yourself apart with live edge scraps or custom shelving. And don't forget the table cloth!





Keep extra inventory on hand so your display doesn't get sparse throughout the day. A full table will attract more customers.

Let your work sell itself. Have prices readily visible for all your items. Not all customers will be comfortable asking for a price.





Many people have gift giving in mind at craft shows. Display a few items in ready-to-wrap gift boxes.

People are hands on. Create an experience for your customers by having a pad of paper handy to test out their favourite styles.





MARKETING MATERIAL



Don't let them forget your name! Make yourself memorable with colourful signage. Have business cards readily available for potential repeat customers.



VARIETY

Offer a variety of items with a wide range of price points so you have something for every budget.

Displaying more expensive items in a case or box will set them apart as a higher end option.

