



Vendor Master Bundle

Operational Tools for Vendors at Markets, Fairs, Events, and More

This toolkit is your complete operational system for running a successful vendor business at farmers markets, craft fairs, festivals, food truck events, pop-up shops, concerts, parades, rodeos, and any other public selling environment.

Whether you're a seasoned vendor or just starting out, these tools will help you prepare thoroughly, execute professionally, track your performance, and continuously improve your results. Each section has been designed for real-world use—printable, reusable, and immediately actionable.

Inside you'll find checklists to ensure you never forget critical equipment, planning sheets to organize every event detail, tracking forms to measure what's working, and post-event reviews to capture lessons learned. This is not theory—this is the practical framework successful vendors use to run efficient, profitable operations.

Print the entire bundle or individual pages as needed. Use the fillable fields to customize each form for your business. Return to these tools before, during, and after every event to build consistency and professionalism into your vendor operations.

Table of Contents

1.	Vendor Start-Up Checklist	Page 3
2.	Event Planning Sheet	Page 7
3.	Booth Setup & Layout Guide	Page 10
4.	Vendor Pricing Sheet	Page 14
5.	Sales Tracking Sheet (Daily)	Page 17
6.	Inventory Tracking Sheet	Page 21
7.	Payment Methods Guide	Page 25
8.	Business Card & Branding Checklist	Page 30
9.	Post-Event Review Sheet	Page 35
10.	Vendor Resources	Page 41

Section 1: Vendor Start-Up Checklist

Before You Leave the House

WHY THIS MATTERS

Nothing kills your event momentum faster than arriving at your booth location and realizing you forgot your card reader, tent weights, or half your inventory. The Vendor Start-Up Checklist is your pre-departure quality control system. It ensures you arrive prepared, professional, and ready to sell from minute one.

WHAT THIS SECTION INCLUDES

This checklist covers four critical preparation areas: inventory readiness, physical equipment, payment processing tools, and cash management. Each category addresses common failure points that can cost you sales, credibility, or even prevent you from setting up at all.

HOW TO USE THIS CHECKLIST

Print multiple copies or laminate one for repeated use with a dry-erase marker. Review this checklist the night before each event as you pack, then again in the morning before you leave. Check off each item as you load your vehicle. Over time, this becomes second nature—but until then, this list prevents costly mistakes. Many vendors keep a copy in their vehicle as a permanent backup reference.

THE REAL COST OF FORGETTING

A forgotten tablecloth might seem minor until you realize how unprofessional your setup looks. A missing phone charger means losing card payment capability halfway through the day. No tent weights means your canopy becomes a safety hazard in wind. This checklist protects your revenue, your reputation, and your peace of mind.

Vendor Start-Up Checklist

What to Bring to Every Event

Inventory Preparation

- All primary products packed and organized
- Backup inventory for best-selling items
- All items properly priced and labeled
- Packaging materials (bags, boxes, tissue paper, tape)
- Product display props or stands Inventory tracking sheet (printed or digital)

Physical Equipment

- Table(s) - confirm event requirements for size and quantity
- Tent or canopy (if outdoor event)
- Tent weights or sandbags (minimum 40 lbs per leg for safety)
- Tablecloth or table covering Chair or stool for vendor use
- Signage (business name, pricing, promotional signs)
- Display racks, shelves, or risers Lighting (if indoor venue or evening event)
- Extension cords and power strips (if electricity available)
- Zip ties, bungee cords, duct tape, scissors, pens
- Trash bags for booth cleanup
- Hand sanitizer and cleaning wipes

Vendor Start-Up Checklist (Continued)

Payment Processing Readiness

- Smartphone fully charged (100% battery)
- Portable power bank or backup battery
- Charging cables (USB-C, Lightning, or Micro-USB as needed)
- Square card reader (or other mobile card reader)
- Square app installed and tested on phone Confirm mobile data or Wi-Fi access at event location
- Receipts enabled (digital email/text or printed receipt option)
- Backup payment method confirmed (Venmo, Zelle, or manual card imprint)

Cash and Money Management

- Starting cash (recommend \$100-\$200 in small bills)
- Cash breakdown: twenty \$1 bills, ten \$5 bills, five \$10 bills
- Cashbox or money pouch with secure closure
- Calculator for manual price calculations (if needed)
- Receipt book or invoice pad (backup for tech failures)

Marketing and Customer Engagement

- Business cards (minimum 50 per event)
- Email or phone list signup sheet
- Promotional materials (flyers, catalogs, brochures)
- QR code signage (for website or social media)

NOTES / ADDITIONAL ITEMS FOR THIS EVENT:

Section 2: Event Planning Sheet

Organize Every Event Detail in One Place

WHY THIS MATTERS

Successful vendors treat each event as a unique project with its own logistics, rules, and requirements. The Event Planning Sheet centralizes all critical information so you're never scrambling to remember your booth number, setup time, or event-specific restrictions. This form is your command center for each selling opportunity.

WHAT THIS SECTION INCLUDES

This fillable form captures essential event details: location, dates, booth assignment, setup and breakdown windows, weather considerations, and event-specific rules. It also includes space for vendor fees, parking information, contact details for event organizers, and any special requirements like electricity access or vehicle load-in procedures.

HOW TO USE THIS FORM

Complete one form for each event as soon as you receive your vendor confirmation. Keep it with your event materials during setup and throughout the day. Many vendors clip this to a clipboard along with their checklist and sales tracking sheet for quick reference. Review it the night before the event to mentally rehearse your timeline and identify any special preparation needed.

WHY DOCUMENTATION MATTERS

Event details fade from memory quickly, especially if you're working multiple markets per week. Written records prevent confusion, missed setup times, and rule violations that could jeopardize your vendor status. This form also becomes valuable historical data—if an event was profitable and well-organized, you'll have all the information needed to register again next year without hunting through old emails.

COMMON MISTAKES THIS PREVENTS

Arriving at the wrong time, forgetting your booth number, not bringing required permits or insurance documentation, failing to prepare for weather conditions, or violating event rules about signage or product types. This form eliminates those preventable errors.

Event Planning Sheet

Complete for Each Event

EVENT DATE:

DAY OF WEEK:

EVENT NAME:

EVENT LOCATION / ADDRESS:

EVENT START TIME:

EVENT END TIME:

VENDOR SETUP TIME:

BREAKDOWN TIME:

BOOTH / SPACE NUMBER:

BOOTH SIZE:

VENDOR FEE PAID:

PARKING LOCATION:

EVENT ORGANIZER CONTACT:

WEATHER FORECAST:

EVENT RULES / RESTRICTIONS / SPECIAL REQUIREMENTS:

ELECTRICITY AVAILABLE? (Yes / No / Bring Generator)

ADDITIONAL NOTES:

Section 3: Booth Setup & Layout Guide

Design Your Space for Maximum Sales

WHY THIS MATTERS

Your booth layout directly impacts your sales. A well-designed space attracts customers, showcases products effectively, facilitates smooth transactions, and creates a professional impression. Poor layout leads to cluttered displays, customer confusion, blocked sightlines, and lost sales. The difference between a \$200 day and a \$800 day often comes down to how you arrange your 10x10 space.

WHAT THIS SECTION INCLUDES

This guide provides practical principles for booth design including product placement strategies, traffic flow optimization, signage positioning, and checkout area setup. It also includes a grid-style planning area where you can sketch your layout before the event, helping you visualize your setup and identify potential problems before you're standing in an empty booth space with a line of customers forming.

HOW TO USE THIS GUIDE

Read through the layout principles first. Then use the grid paper section to sketch your booth arrangement, marking where tables, displays, signage, and the checkout area will be positioned. Consider customer approach angles—most traffic flows from the left at outdoor markets. Plan for visibility from a distance (customers should see your products and signage from 20 feet away). Test your layout at home if possible, or arrive early enough to adjust your plan based on actual space conditions.

KEY LAYOUT PRINCIPLES

Create multiple price points at eye level. Keep your checkout area accessible but not blocking product views. Use height variation (risers, stands, hanging displays) to add visual interest. Leave enough space behind your table for you to move comfortably. Position your best-selling or highest-margin products at eye level in the center. Use signage to draw attention and communicate value. Keep your space clean and uncluttered—empty space sells better than crowded chaos.

Booth Setup & Layout Guide

Strategic Space Planning

Essential Layout Principles

Front-Facing Product Display: Position products so customers can see them without entering your booth. Lead with your most visually appealing items. Create depth by using risers or shelving—flat tables look amateur.

Traffic Flow Planning: Most customers approach from the left side. Place attention-grabbing items on the left, transactional items (checkout, business cards) on the right. Leave clear pathways if customers will enter your space.

The Power of Height: Use vertical space with shelving, hanging displays, or stacked crates. Eye-level displays (between 4-6 feet high) get the most attention. Ground-level displays are often ignored.

Signage Positioning: Place your business name sign at the top center of your booth, visible from a distance. Use smaller signs to highlight prices, special offers, or product categories. Avoid sign clutter—too many signs create visual noise.

Checkout Zone Setup: Position your Square reader, cash box, and bagging materials in one dedicated area. Keep this zone clear of products to avoid confusion. Face customers during checkout so you can maintain eye contact and conversation.

Behind-the-Table Space: Leave at least 3 feet behind your table for comfortable movement. Store backup inventory, personal items, and supplies under the table in organized bins or boxes. Never let customers see chaotic storage.

Lighting and Ambiance (if applicable): Indoor venues and evening events benefit from additional lighting. String lights or clip-on LED lights can make your booth stand out and improve product visibility.

Branding Consistency: Use matching tablecloths, cohesive color schemes, and consistent signage fonts. Professional presentation increases perceived value and customer trust.

Common Layout Mistakes to Avoid

- Blocking your own products with signage or equipment
- Sitting behind a table like a barrier—stand and engage
- Overcrowding the space with too many product types
- Failing to test visibility from a customer's approach angle
- Ignoring the importance of clean, empty space

Booth Layout Planning Area

Sketch Your Booth Design using the picture below to help with the plan your booth setup.



LAYOUT NOTES / ADJUSTMENTS NEEDED:

Section 4: Vendor Pricing Sheet

Know Your Numbers Before You Sell

WHY THIS MATTERS

Inconsistent pricing creates customer confusion, erodes trust, and costs you money. If your products are priced at \$15 on your table but \$18 in your Square app, you'll either lose the sale or lose profit. The Vendor Pricing Sheet ensures pricing consistency across all sales channels and helps you calculate profitability on the spot.

WHAT THIS SECTION INCLUDES

This sheet provides a structured table for documenting cost per item, retail price, bundle pricing, discount structures, and tax handling. It serves as your master pricing reference and should match exactly what's programmed into your Square POS or other payment system. Use this to train helpers, answer customer questions quickly, and avoid underpricing due to mental math errors during busy periods.

HOW TO USE THIS FORM

Fill out one pricing sheet per product line or event. List every item you're selling with its cost basis (what you paid or cost to make), your retail price, any volume discounts or bundle offers, and whether tax is included or added at checkout. Keep a copy at your checkout station and another in your planning materials. Update this sheet whenever you change prices or introduce new products.

PRICING STRATEGY ESSENTIALS

Your retail price should cover your cost, your time, overhead expenses (booth fees, travel, materials), and profit margin. A common formula: $\text{Cost} \times 2.5 \text{ to } 3 = \text{Retail Price}$. For handmade goods, factor in labor at a fair hourly rate. For resale products, consider market competition but don't undervalue your curation and service. Bundle pricing (3 for \$40 instead of \$15 each) increases average transaction size and moves inventory faster.

TAX CONSIDERATIONS

Know your local sales tax requirements. Most states require vendors to collect sales tax and remit it quarterly or annually. Some vendors include tax in their pricing (simpler for cash transactions), while others add it at checkout (clearer for accounting). Choose one method and apply it consistently. Note on this sheet how you handle tax for each product category.

Section 5: Daily Sales Tracking Sheet

Measure What Matters

WHY THIS MATTERS

You cannot improve what you do not measure. The Daily Sales Tracking Sheet captures the financial performance of each event in real time, giving you immediate feedback on what worked, what didn't, and whether the event was profitable. This data is essential for deciding which events to repeat, which products to prioritize, and how to allocate your time and resources.

WHAT THIS SECTION INCLUDES

This tracking sheet records your starting cash, total cash sales, total card sales, overall revenue, and identifies your best-selling and slow-moving items. It also includes space for notes on customer behavior, weather impact, and lessons learned. Over time, these sheets become a performance database that reveals patterns and opportunities invisible in the moment.

HOW TO USE THIS FORM

Fill out the header information at the start of the event. Record your starting cash amount. Throughout the day, note which products are selling quickly and which are being ignored. At the end of the event, total your cash sales manually and pull card sales from your Square dashboard. Calculate total revenue and compare it to your expenses (booth fee, travel, meals, inventory cost). This gives you net profit per event.

WHY BOTH CASH AND CARD TRACKING MATTER

Tracking both payment types reveals customer preferences and helps you optimize your cash reserves. If 80% of your sales are card payments, you may not need to carry as much starting cash. Conversely, if an event has poor cell service, cash becomes critical. Understanding the split also helps you reconcile sales at day's end and identify any discrepancies.

USING DATA TO DRIVE DECISIONS

After multiple events, review your tracking sheets to identify high-performing events (worth repeating), profitable product lines (worth expanding), and underperforming inventory (discontinue or discount). This data also helps you set realistic revenue goals and budget for growth. Vendors who track consistently earn more because they make data-informed decisions instead of guessing.

Daily Sales Tracking Sheet

Event Performance Record

EVENT NAME:

DATE:

STARTING CASH AMOUNT:

TOTAL CASH SALES:

TOTAL CARD SALES (from Square or other processor):

TOTAL SALES (Cash + Card):

NUMBER OF TRANSACTIONS:

AVERAGE TRANSACTION VALUE:

Product Performance Analysis

BEST-SELLING ITEMS (products that sold quickly or in high volume):

SLOW-MOVING ITEMS (products that received little interest):

CUSTOMER FEEDBACK / REQUESTS / COMMON QUESTIONS:

LESSONS LEARNED / NOTES FOR NEXT TIME:

Section 6: Inventory Tracking Sheet

Know What You Brought and What You Sold

WHY THIS MATTERS

Running out of your best-selling item halfway through an event means leaving money on the table. Bringing too much of a slow-moving product wastes vehicle space and setup time. Accurate inventory tracking helps you optimize product mix, prevent stockouts, and identify theft or loss immediately.

WHAT THIS SECTION INCLUDES

This sheet provides a simple table for recording the quantity of each product brought to the event, quantity sold, quantity remaining, and reorder notes. It's your physical inventory control system, allowing you to reconcile what you packed against what you sold and what returned home.

HOW TO USE THIS FORM

Before packing for an event, list each product and count the quantity you're bringing. Write this in the "Quantity Brought" column. At the end of the event, count what remains and record it in "Quantity Remaining." Subtract remaining from brought to get quantity sold. Compare this to your sales records to ensure accuracy. If numbers don't match, investigate immediately—this could indicate miscounting, theft, or product damage.

REORDER INTELLIGENCE

The "Reorder Notes" column is critical for production planning. If you sold 30 units of an item and only brought 35, you know that product needs significant restocking before your next event. Conversely, if you brought 20 and sold 2, either the product isn't resonating with customers or your pricing is off. This column helps you make smart inventory decisions.

PREVENTING LOSS AND DAMAGE

Physical inventory tracking also protects against loss. If you brought 50 items but can only account for 42 sold and 5 remaining, 3 items are unaccounted for. This might be customer theft, your own miscounting, or products damaged during transport. Identifying this immediately helps you take corrective action (better display security, improved packaging, etc.).

DISCREPANCY NOTES (missing items, damaged goods, etc.):

Section 7: Payment Methods Guide

Accept Payments Confidently

WHY THIS MATTERS

Payment processing is the final step in every sale. Fumbling with a card reader, not having change, or telling a customer you only accept cash costs you money and damages your professional reputation. Modern vendors must be prepared to accept cash, card, and digital payments seamlessly. This guide ensures you're ready for every payment scenario.

WHAT THIS SECTION INCLUDES

This guide explains the pros and cons of cash payments, why card payments are increasingly preferred by customers, and how tools like Square simplify vendor transactions. It covers setup basics, receipt options, backup payment methods, and an end-of-day reconciliation checklist. The goal is payment readiness without technical overwhelm.

HOW TO USE THIS GUIDE

Read through this section before your first event to understand payment fundamentals. Use it to set up your payment systems (Square account, card reader pairing, receipt preferences). Keep the end-of-day checklist handy as a closing routine to ensure accurate financial records and identify any transaction issues while they're still fresh.

WHY SQUARE IS RECOMMENDED

Square is the most popular payment processor for small vendors because it requires no monthly fees, works with smartphones, provides instant sales data, and deposits funds quickly (usually next business day). The free Square card reader plugs into your phone's headphone jack or connects via Bluetooth. You only pay a small percentage per transaction (2.6% + 10 cents for card swipes). There are alternatives (PayPal Here, SumUp, Stripe), but Square's simplicity and vendor-focused features make it the industry standard.

Payment Methods Guide

Accept Every Payment Type

Cash Payments: Traditional but Limiting

Advantages: No transaction fees. Works without electricity or internet. Some customers prefer cash for privacy or budgeting reasons. Immediate access to funds without waiting for deposits.

Disadvantages: Requires carrying change (small bills and coins). Risk of theft or loss. No automatic sales tracking. Difficult for customers who don't carry cash. Limits impulse purchases (customers spend more with cards).

Best Practice: Always accept cash but don't rely on it exclusively. Carry a starting cash reserve of \$100-\$200 broken into small bills. Use a secure cash box or belt pouch. Count cash discreetly and frequently.

Card Payments: The Modern Standard

Why Customers Prefer Cards: Most people carry credit or debit cards instead of cash. Cards enable larger purchases without ATM trips. Customers feel more comfortable spending when they're not watching physical cash leave their wallet. Digital receipts are convenient and reduce paper waste.

Why Vendors Benefit: Higher average transaction amounts. Automatic sales tracking and reporting. Reduced theft risk (no cash box to secure). Professional appearance. Access to customer data for email marketing (with permission). Faster checkout process.

Using Square for Vendor Payments

What You Need: A smartphone (iPhone or Android) with the Square app installed. A Square card reader (free from Square, or purchase the contactless chip reader for \$10 - \$49). A stable internet connection (mobile data or Wi-Fi). A Square account linked to your bank account.

How It Works: Customer selects products. You enter the total in the Square app on your phone. Customer inserts, taps, or swipes their card using the Square reader.

Square processes payment instantly (2-3 seconds). Customer receives a digital receipt via email or text. Funds deposit to your bank account next business day.

Square Fees: 2.6% + 10 cents per transaction for card swipes/dips. 3.5% + 15 cents for manual card entry. No monthly fees. No hidden charges.

Setup Checklist:

- Create free Square account at squareup.com
- Order free card reader (arrives in 7-10 days)
- Download Square app to smartphone
- Connect bank account for deposits
- Add your products and prices to Square inventory
- Test a transaction before your first event
- Enable digital receipts (email or SMS)

Payment Methods Guide (Continued)

Backup Payment Options

Technology fails. Internet connections drop. Phone batteries die. Always have a backup plan:

Portable Phone Charger: Keep a fully charged power bank in your booth setup kit. This prevents losing card payment capability due to a dead phone battery.

Manual Card Imprinter (Old-School): Some vendors carry manual credit card imprint forms and a slider device as an absolute last resort. This is rare but useful at remote outdoor events with no connectivity.

Venmo / Zelle / Cash App: If Square fails, you can accept payment via peer-to-peer apps. Have signage with your username ready. Note: These lack the same sales tracking and professionalism as Square.

Paper Receipt Book: Keep a receipt pad for backup manual transactions. This maintains professionalism even during tech failures.

Receipt Options

Digital receipts (email or SMS) are faster, more professional, and environmentally friendly. They also give you customer contact information for follow-up marketing. Physical receipts work for customers who prefer paper or don't want to share contact info. Square supports both options.

End-of-Day Square Review Checklist

- Open Square app and review total sales for the day
- Verify number of transactions matches your manual count
- Check for any failed or disputed transactions
- Reconcile Square card total with your
- Sales Tracking Sheet Confirm next-day deposit amount and expected date

- Export sales report for your records (optional but recommended)
- Charge your phone and card reader for the next event

NEVER tell a customer you "don't take cards." This phrase alone costs vendors thousands in lost sales. If your card reader fails, offer alternative payment options before losing the sale.

Section 8: Business Card & Branding Checklist

Turn One-Time Customers Into Repeat Buyers

WHY THIS MATTERS

Most vendor sales are one-time transactions unless you capture customer contact information. A business card is your smallest marketing tool but one of the most powerful. It keeps your business in the customer's wallet, enables follow-up marketing, and builds credibility. Vendors without cards look like hobbyists. Vendors with professional cards look like real businesses.

WHAT THIS SECTION INCLUDES

This checklist explains why business cards are essential for vendors, what information must be included, how to use QR codes for easy website access, and strategies for post-event customer follow-up. It also covers broader branding considerations like consistent signage, social media presence, and packaging that reinforces your business identity.

HOW TO USE THIS CHECKLIST

Review this section before ordering your first batch of business cards. Use it to ensure your cards include all necessary information and design elements. Reference the follow-up strategy section after each event to convert one-time buyers into email subscribers, social media followers, and repeat customers.

THE ECONOMICS OF REPEAT CUSTOMERS

Acquiring a new customer costs 5-7 times more than retaining an existing one. A customer who buys from you once at a festival might never see you again unless you give them a way to find you. A business card with your website, Instagram handle, or QR code turns a \$20 one-time sale into a potential \$200 repeat customer relationship. Business cards cost pennies but generate exponential returns.

Business Card & Branding Checklist

Build a Memorable Vendor Brand

Why Business Cards Are Non-Negotiable

Business cards are the bridge between in-person sales and long-term customer relationships. When a customer loves your product but doesn't buy immediately, a business card keeps you in their mind. When someone asks "Where did you get that?", a card-carrying customer becomes your word-of-mouth marketer. Business cards are inexpensive (250 cards for \$10-20 from Vistaprint or Moo) but represent your most cost-effective marketing investment.

Essential Information for Vendor Business Cards

- Business name (clear and prominent)
- Your name or "Owner" / "Founder" (builds personal connection)
- Phone number or email (at least one direct contact method)
- Website URL (if you have one)
- Instagram handle (most vendors find social media more valuable than websites)
- QR code linking to your website or Instagram (optional but highly effective)
- Tagline or brief description of what you sell (helps jog memory later)
- Professional design (clean, readable fonts—avoid cluttered DIY designs)

QR Code Basics for Vendors

QR codes eliminate the need for customers to manually type URLs. They scan the code with their phone camera and instantly access your website, online shop, or social media profile. Free QR code generators include qr-code-generator.com and qrcodemonkey.com. Link your QR code to your most important online presence—usually Instagram for small vendors, or an Etsy/Shopify shop if you have one.

Broader Branding Checklist

- Consistent visual identity (same colors, fonts, logo across all materials)
- Professional booth signage with business name clearly visible
- Branded packaging (stickers, stamps, custom bags, or tissue paper) Active Instagram or
- Facebook page with recent posts
- Email list signup sheet or digital signup form (tablet or QR code)
- Thank-you cards or inserts included with purchases (reminds customers of your business)

Business Card & Branding (Continued)

Post-Event Follow-Up Strategy

Collecting contact information is pointless without follow-up. Here's how to convert event customers into repeat buyers:

Within 48 Hours After the Event: Send a thank-you email or social media post mentioning the event and offering a small discount for online orders. This keeps your business top-of-mind while the event experience is still fresh.

Two Weeks Later: Share photos from the event, showcase new products, or announce your next event location. This maintains engagement without being overly promotional.

Monthly: Send a newsletter (if you have an email list) featuring new products, upcoming events, customer spotlights, or behind-the-scenes content. Consistency builds loyalty.

Social Media Engagement: Post regularly (3-5 times per week) between events. Share product photos, customer testimonials, event schedules, and personal stories about your business. Respond to comments and messages promptly. Social media is often more valuable than a website for small vendors because it's free, visual, and builds community.

When to Update Your Branding Materials

- When your business name changes
- When you launch a website or online shop
- When your phone number or email changes
- When you rebrand (new logo, new visual identity)
- When your current cards look worn or outdated

ACTION ITEM:

Order your first 250 business cards this week. Hand out 5-10 cards at every event. Include one in every purchase. Leave a small stack at the checkout area with a "Take One" sign. Business cards work only if you distribute them consistently.

Section 9: Post-Event Review Sheet

Learn From Every Event

WHY THIS MATTERS

Every event is a learning opportunity. The vendors who succeed long-term are those who systematically review performance, identify what worked, eliminate what didn't, and continuously improve. The Post-Event Review Sheet forces you to pause after each event and extract actionable lessons before the details fade from memory.

WHAT THIS SECTION INCLUDES

This fillable review form captures financial performance (total profit, expenses), qualitative assessment (what worked, what didn't), and a return decision (would you do this event again?). It also includes space for open-ended reflection notes that often contain the most valuable insights—things you noticed about customer behavior, vendor logistics, or operational improvements.

HOW TO USE THIS FORM

Complete this form within 24 hours after each event while details are fresh. Be brutally honest. If an event wasn't profitable, document why. If a product line underperformed, note it. If the event was disorganized or the crowd was sparse, record that. This form is your business intelligence system, helping you allocate time and resources to high-performing opportunities and avoid repeating mistakes.

THE POWER OF PATTERN RECOGNITION

One post-event review is useful. Ten reviews reveal patterns. After a season of events, read through your reviews to spot trends: certain event types consistently outperform others, specific products sell better in certain settings, weather impacts are predictable, or setup strategies correlate with sales. These patterns become your competitive advantage.

USING REVIEWS TO GUIDE FUTURE DECISIONS

Event organizers will invite you back. Before committing, review your notes from last year. Was it worth your time? Did you profit after expenses? Was the crowd the right demographic for your products? This documented history prevents you from repeating low-value events just because they're familiar.

Post-Event Review Sheet

Evaluate and Improve

EVENT NAME:

EVENT DATE:

EVENT LOCATION:

Financial Performance

TOTAL SALES (from Sales Tracking Sheet):

EXPENSES (booth fee, travel, meals, inventory cost, etc.):

NET PROFIT (Total Sales - Expenses):

HOURS WORKED (setup, event, breakdown, travel):

EFFECTIVE HOURLY RATE (Net Profit ÷ Hours Worked):

Qualitative Assessment

WHAT WORKED WELL (products, setup, customer interactions, etc.):

WHAT DIDN'T WORK (problems, mistakes, missed opportunities):

CROWD SIZE / QUALITY (large/small, engaged/disinterested, right demographic?):

EVENT ORGANIZATION (well-run, chaotic, good vendor support?):

Post-Event Review (Continued)

WOULD YOU RETURN TO THIS EVENT NEXT YEAR?

- YES - Definitely worth repeating
- MAYBE - Consider with adjustments
- NO - Not worth the time/cost

IF MAYBE OR NO, WHAT WOULD NEED TO CHANGE?

OPERATIONAL IMPROVEMENTS FOR NEXT TIME:

PRODUCT LINE ADJUSTMENTS (discontinue, expand, restock):

ADDITIONAL NOTES / INSIGHTS / OBSERVATIONS:

KEEP ALL POST-EVENT REVIEWS: These forms become a database of event intelligence. Before registering for next year's event, review last year's notes to make informed decisions.

Important Things To Remember About The People Involved With The Event (Customer base, Promoters of the event, etc.)

Notes:

Section 10: Vendor Resources

Tools, Suppliers, and Support

WHY THIS MATTERS

Successful vendors know where to source quality equipment, professional signage, and reliable payment processing tools without overspending. This resource page consolidates recommendations for essential vendor supplies, eliminating the guesswork and research time. Think of it as your curated vendor supply list from experienced sellers who've already tested these resources.

WHAT THIS SECTION INCLUDES

This page lists recommended suppliers for tents and tables, signage and print services, payment processing setup (Square), and general vendor resources. It includes brief notes on why each resource is valuable and what to look for when making purchases. This is not an exhaustive list but rather a starting point for new vendors and a reference for experienced ones.

HOW TO USE THIS SECTION

Reference this page when you need to purchase or replace vendor equipment. Use it to compare options before making significant investments. Share it with other vendors who ask where you got your setup. As you gain experience, add your own notes about suppliers you've found valuable or ones to avoid.

A NOTE ON QUALITY VS. COST

Cheap vendor equipment often costs more in the long run. A \$50 tent that collapses in wind wastes money and jeopardizes your event. A \$200 commercial-grade tent lasts years and provides peace of mind. Invest in quality for items you'll use repeatedly (tent, tables, card reader). Save money on consumables and decorative elements that change seasonally.

Vendor Resources

Recommended Suppliers and Tools

Tents, Canopies, and Tables

E-Z UP: Industry-standard pop-up canopies. The 10x10 Instant Shelter is the most popular model among vendors. Durable, easy to set up, and available at most outdoor retailers or directly from ezup.com. Expect to pay \$150-\$300 depending on model and features.

Caravan Canopy: Budget-friendly alternative to E-Z UP. Available at Walmart, Amazon, and Costco. Adequate for occasional vendors. 10x10 models typically \$80-\$150.

Tent Weights: Search "canopy weights" on Amazon. Sandbags, water-fillable weights, or steel plate weights. Minimum 40 lbs per tent leg (160 lbs total) for safety. Do not skip this—unweighted tents become dangerous projectiles in wind.

Folding Tables: Standard 6-foot or 8-foot folding tables available at Costco, Sam's Club, Walmart, or Amazon. Lifetime brand tables are durable and affordable (\$40-\$60). For professional presentation, add tablecloths or table skirts.

Table Risers and Display Stands: Create height variation with acrylic risers, wooden crates, or tiered shelving. Search Amazon for "display risers" or "vendor booth shelving." Many vendors DIY these using painted wooden crates from craft stores.

Signage and Print Services

Vistaprint: Affordable business cards, banners, flyers, and promotional materials. Frequent sales and discounts. Order in bulk for best pricing. Vistaprint.com.

Moo: Premium business cards with high-quality printing and unique formats (square cards, rounded corners). More expensive than Vistaprint but excellent quality. Moo.com.

Printful or Printify: Print-on-demand services for custom-branded merchandise (t-shirts, tote bags, stickers). Useful if you want branded giveaways or merchandise to sell alongside primary products.

Local Print Shops: Check for local printers who can produce vinyl banners, yard signs, and table signage. Often faster turnaround than online services and you can review proofs in person. Search "print shop near me" or "sign company" locally.

DIY Signage: For temporary or budget signage, use foam core boards (available at Dollar Tree, Walmart, craft stores) and print your own designs on a home printer. Mount printed sheets with spray adhesive or packing tape. Not as durable as professional signs but effective for testing messages before investing in permanent signage.

Payment Processing (Square Setup and Support)

Square: Create a free account at squareup.com. Order the free magstripe card reader (ships free, takes 7-10 days). For contactless payments (Apple Pay, Google Pay, tap-to-pay cards), upgrade to the Square Contactless and Chip Reader (\$49). Download the Square Point of Sale app to your smartphone (iPhone or Android). Link your bank account in the Square dashboard for next-day deposits.

Square Support: Square offers 24/7 phone and chat support. Their help center (squareup.com/help) has setup guides, troubleshooting articles, and video tutorials. Most common issues: card reader won't connect (check Bluetooth settings), payments not processing (verify internet connection), or deposits delayed (check bank account verification status).

Alternative Payment Processors:

- **PayPal Here:** Similar to Square. Works with PayPal business accounts. Card reader costs \$25-\$30. Transaction fees: 2.7% per swipe. Good option if you already use PayPal for online sales..
- **SumUp:** Popular in Europe, growing in the US. No monthly fees. Card reader \$30-\$40. Transaction fees: 2.65% + 15 cents. Simple interface, reliable for basic transactions.
- **Stripe Terminal:** More advanced option for businesses that need custom integrations. Higher upfront cost and technical complexity. Most vendors don't need this.

Phone Charging Solutions: Keep your payment system running all day with portable power banks. Recommended brands: Anker, RAVPower, or Mophie. Look for 10,000+ mAh capacity (enough to charge a phone 2-3 times). Available at Amazon, Best Buy, or electronics retailers. \$20-\$40 range.

Vendor Resources (Continued)

General Vendor Communities and Education

Facebook Groups: Search for local vendor groups in your area (e.g., "Austin Vendor Community" or "Southern California Craft Fair Vendors"). These groups share event opportunities, tips, and support. Also search for product-specific groups if you sell niche items (handmade jewelry vendors, vintage resale vendors, etc.).

Event Listing Sites: Festivalnet.com and FestivalBee.com list craft fairs, festivals, and vendor events nationwide. Search by location and date to find opportunities near you. Read vendor reviews before applying to new events.

Small Business Resources: SCORE (score.org) offers free mentoring and workshops for small business owners, including vendor businesses. The Small Business Administration (sba.gov) provides guides on licensing, taxes, and business structure.

YouTube: Search "craft fair booth setup," "vendor booth tips," or "first time vendor advice" for hundreds of free video tutorials from experienced vendors sharing real-world strategies.

YOUR NOTES - Add resources you discover:

Not Sure What to Sell?

Partner with a Proven Product Line

BurlyDudeCo.™

"ForBeardsThatDon't BackDown."

Looking for a product that sells itself? BurlyDudeCo.™ premium beard care products are crafted for men who build, lead, and live with intent. Made from premium natural oils, our products keep beards soft, conditioned, and disciplined — without the greasy feel.

Why Vendors Love BurlyDudeCo.™:

- **High-Margin Products:** Premium quality commands premium pricing
- **Proven Demand:** Trusted by barbers and admired by men who know quality
- **Visual Appeal:** Professional packaging that attracts customers from across the market
- **Repeat Customers:** Quality products build loyal customer bases
- **Perfect for Events:** Ideal for farmers markets, craft fairs, festivals, concerts, outdoor markets, and pop-up shops
- **Small Batch Quality:** Consistency, strength, and clean performance in every bottle

Target Market: Men's grooming is a growing industry. From construction workers to corporate professionals, bearded men need quality products. BurlyDudeCo.™ appeals to the everyday man — strong, rugged, and built for work.

What Makes BurlyDudeCo.™ Different?

Simple. Rugged. Quality. No gimmicks, no trends — just premium natural oils blended to condition, soften, and strengthen beards. The kind of product that speaks to real men who show up and put in the work, every single day.

Interested in Selling BurlyDudeCo.™ Products?

Partner with us to bring premium beard care to your booth. Perfect for wholesale, consignment, or professional retail partnerships.

 **Contact:** BurlyDudeCo.com

Professional retailers and vendors welcome. Fast shipping, local delivery available, and quality guaranteed.

"Burly Dude is the only oil that actually tames my beard without making it feel greasy. The smell is clean, the feel is solid, and it fits the kind of man I am — simple, rugged, and built for work. I am that dude!"

— Caleb R., Carpenter & Proud Burly Dude