

Boothly

VENDOR STARTER KIT

Everything you need to book your first booth,
set up like a pro, and start making sales.

WHAT'S INSIDE

- Market Application Checklist
- Booth Setup Guide with Layout Templates
 - Pricing Strategy Calculator
 - Day-of Market Packing List
 - First Market Survival Guide
- Post-Market Review Template

www.getboothly.com

1. Finding the Right Market

Not all markets are created equal. Here's how to pick the ones that are actually worth your time and money.

The 5 Questions to Ask Before Applying

- 1 Does my product fit the market's vibe?**
A handmade jewelry vendor will crush it at an artisan market but struggle at a produce-heavy farmers market. Know your audience before you apply.
- 2 Can I profit after the booth fee?**
Your booth fee should be no more than 10-15% of your expected sales. If the booth costs \$85, aim to sell \$600-\$850 minimum.
- 3 Do I have enough inventory?**
Most vendors understock their first market. Plan for 3x what you think you'll sell. Running out early = lost revenue.
- 4 Is the schedule sustainable?**
Weekly markets require weekly commitment. If you can only do one market a month, look for monthly pop-ups instead.
- 5 What's the organizer's reputation?**
Search the event name + "vendor review" online. Talk to vendors who've done it before. A badly run market wastes everyone's time.

Pro Tip

Browse getboothly.com to compare markets side-by-side. Each listing shows booth pricing, expected attendance, and organizer contact info so you can evaluate before applying.

Market Types at a Glance

Market Type	Best For	Typical Fee	Frequency
Farmers Market	Food, produce, plants, cottage goods	\$50-\$100	Weekly
Artisan / Maker	Handmade, jewelry, art, vintage	\$75-\$200	Monthly
Festival / Fair	High-volume, broad appeal products	\$100-\$500	Seasonal

Community Event	Local businesses, services, food	\$25-\$75	Monthly
Food Truck Rally	Food trucks and mobile food vendors	\$75-\$200+	Weekly/Monthly
Pop-up Market	Trendy, curated, niche products	\$50-\$150	Monthly

2. Market Application Checklist

Most markets require an application. Having these ready before you start applying will save you hours and help you stand out.

Before You Apply

- 3-5 high-quality product photos (natural lighting, clean background)
- A clear product description (what you sell, what makes it unique)
- Your business name and any required licenses/permits
- Proof of insurance (many markets require \$1M general liability)
- Food handler's permit or cottage food license (food vendors only)
- Your social media handles (organizers check these)
- A brief vendor bio (2-3 sentences about you and your business)

When Writing Your Application

- Mention WHY your product fits this specific market (not a generic pitch)
- Include your Instagram/social links — organizers want to see your brand
- List other markets you've done (or be honest that you're new)
- Ask about setup/teardown times and any restrictions
- Confirm what's included (table, tent, electricity) vs. what you bring

First-Timer Tip

Don't let a lack of experience stop you. Many organizers love fresh vendors. In your application, emphasize your product quality, your enthusiasm, and that you've done your research on their specific market.

Insurance: The Thing Nobody Tells You

Most established markets require vendors to carry **general liability insurance** (typically \$1M per occurrence). This protects you if a customer trips at your booth or has a reaction to your product.

The good news: vendor insurance is affordable. Companies like **ACT Insurance** and **FLIP** offer policies starting at \$150-\$300/year or \$15-\$25/day for single events. Many vendors use FLIP for their first few markets until they commit to a full year.

3. Booth Setup Guide

Your booth is your store. The way you set it up directly impacts how many people stop, look, and buy.

The 3 Rules of Booth Design

Rule 1: Create Height

A flat table is easy to walk past. Bring products UP to eye level using risers, shelving units, pegboards, or stacked crates. Customers should see your best products from 10 feet away.

Rule 2: Make a Clear Focal Point

Pick your best-selling or most eye-catching product and display it front and center. Don't scatter everything evenly — guide the customer's eye to one spot first, then let them explore.

Rule 3: Price Everything Visibly

If customers have to ask "how much is this?" you've already lost some of them. Use clean, consistent price tags on every single item. This also saves you from repeating yourself 200 times.

Sample Booth Layout (10x10 ft)		
BACK WALL		
Tall Shelf (height!)	Banner / Sign	Pegboard Display
TABLE (main display)		
Best sellers + prices visible	FOCAL POINT	Impulse items + business cards
FRONT (customer side)		
Signage visible from 10+ feet	OPEN ENTRANCE	Email signup sheet

4. Pricing Strategy

Getting your pricing right is the difference between a profitable market day and a frustrating one.

The Market Pricing Formula

$$\text{Target Sales} = \text{Booth Fee} \div 0.12$$

If your booth costs **\$85**, you need to sell at least **\$708** to keep the fee under 12% of revenue.

Quick Reference: Booth Fee Targets

Booth Fee	Minimum Sales Target	Items at \$15 each	Items at \$30 each
\$45	\$375	25 items	13 items
\$65	\$540	36 items	18 items
\$85	\$710	47 items	24 items
\$100	\$835	56 items	28 items
\$150	\$1,250	84 items	42 items
\$200	\$1,670	112 items	56 items

Pricing Tips

Round your prices. \$15 is better than \$14.99 at a market. Vendors who use round numbers sell faster because making change is easier.

Offer bundles. "3 for \$40" (normally \$15 each) increases average transaction size. Customers love feeling like they're getting a deal.

Accept cards. Vendors who accept card payments consistently sell 20-30% more than cash-only vendors. Square, Stripe, or PayPal readers are cheap and easy.

5. Day-of Packing List

Print this page and check it off the night before every market.

Booth Essentials <ul style="list-style-type: none">■ 10x10 canopy tent■ Tent weights (min 25 lbs each corner)■ 6ft or 8ft folding table■ Tablecloth (2 if possible)■ Folding chair■ Hand truck / dolly■ Zip ties and bungee cords■ Duct tape	Display & Products <ul style="list-style-type: none">■ Banner / signage■ Price tags on all products■ Business cards■ Email signup sheet + pen■ Product inventory (packed + counted)■ Display risers / shelving■ Samples (if applicable)■ Bags for customer purchases
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Money & Payments <ul style="list-style-type: none">■ Cash box with change (\$50-\$100 in small bills)■ Card reader (Square, Stripe, etc.)■ Phone charger / battery pack■ Receipt book or digital receipts■ Sales tracking notepad or app	Personal Survival <ul style="list-style-type: none">■ Water bottle + snacks■ Sunscreen + hat■ Battery-powered fan■ First aid kit■ Trash bags■ Hand sanitizer■ Backup tablecloth (for spills)■ Comfortable shoes (you'll stand for 6+ hours)
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Night-Before Ritual

Load your car the night before. Seriously. Market mornings are early and rushed. Having everything pre-loaded means you arrive calm, set up clean, and start the day right.

6. First Market Survival Guide

Your first market will be chaotic. That's normal. Here's how to handle it.

Timeline for Market Day

Time	What to Do
Night before	Pack everything. Check the weather. Charge your phone and card reader.
6:00 AM	Wake up. Eat breakfast. Load the car if you haven't already.
7:00 AM	Arrive at the market. Check in with the organizer. Find your spot.
7:00-8:30	Set up your booth. Put up tent, lay out products, check signage.
8:30-9:00	Walk the market. Introduce yourself to neighboring vendors.
9:00 AM	Market opens. Stand up. Smile. Make eye contact with everyone.
Mid-day	Rearrange slow-moving items to the front. Restock what's selling.
Last hour	Consider a "last hour special" to move remaining inventory.
Close	Pack up efficiently. Thank the organizer. Note what sold and what didn't.

The #1 Mistake New Vendors Make

Sitting behind your table on your phone. Customers won't approach a vendor who looks disinterested. **Stand up, smile, and greet people.** A simple "Hey, welcome! Let me know if anything catches your eye" is enough.

When It's Slow

Every market has slow periods. Don't panic. Use the time to rearrange your display, talk to neighboring vendors, take photos for social media, or engage with the few customers walking by. The worst thing you can do is mentally check out.

7. Post-Market Review

The vendors who improve fastest are the ones who review every single market. Fill this out within 24 hours of each event.

Event Name: _____

Date: _____

Location: _____

Booth Fee Paid: _____

Total Sales: _____

Profit (Sales - Fee - Expenses): _____

of Transactions: _____

Average Transaction Value: _____

Weather: _____

Estimated Foot Traffic: _____

Reflection Questions

- What was your best-selling item? Why do you think it sold well?
- What didn't sell? Should you adjust pricing, display, or drop it?
- Did your booth setup work? What would you change?
- Did you have enough inventory? Too much?
- Would you do this market again? Why or why not?
- What's one thing you'll do differently next time?

8. Essential Equipment

You don't need to spend a fortune to look professional. Here's what to invest in first.

Must-Have (Buy Before Your First Market)

Item	Budget Option	Investment	Why It Matters
10x10 Canopy	\$80-\$120	\$200-\$350	Many markets require one; protects from sun/rain
Tent Weights	\$30-\$50	\$80-\$120	REQUIRED. A tent that blows away = liability nightmare
6ft Table	\$35-\$50	\$60-\$80	Your main display surface
Tablecloth	\$10-\$20	\$30-\$50	Covers ugly folding table; defines your brand look
Card Reader	Free (Square)	Free (Square)	Accepting cards = 20-30% more sales

Nice-to-Have (Buy After Your 3rd Market)

- **Display risers / shelving** — creates height and visual interest (\$20-\$60)
- **Banner or backdrop** — professional look, visible from far away (\$30-\$80)
- **Battery-powered lights** — essential for evening/indoor markets (\$15-\$30)
- **Pegboard display** — great for jewelry, accessories, small items (\$25-\$50)
- **Branded bags** — customers become walking billboards (\$0.15-\$0.50 each)
- **Email signup tablet** — collect customer emails for future sales (\$0 if you use your phone)

Money-Saving Tip

Check Facebook Marketplace and Craigslist for used vendor equipment. Many vendors upgrade or quit after a season and sell their tent, weights, and displays at 50% off. A used \$300 tent for \$100 is a great first investment.

Ready to find your first booth?

Browse 30+ vendor opportunities across DFW, Houston, San Antonio, Austin, and Phoenix — free.

www.getboothly.com

Boothly — Find your next booth opportunity.