

Lafayette Art & Wine Vendor Planning Checklist

Here is a sample checklist, edit for your individual needs

Booth # _____

Booth Size: _____

Event Prep

Admin Tasks:

- Ensure all permits and licenses are obtained.
- Verify insurance coverage for the event.
- Confirm booth payment is complete.
- Review all communication from the Chamber for updates.
- Confirm inventory and submit re-orders.
- Schedule enough staff/volunteers to cover the booth for the entire event.
- Make sure the team is briefed on product details, pricing, and information.
- Re-order business cards, flyers, etc.
- Price merch (if necessary)
- Add Tax Profile to Square Account
- Test Payment Processing System

Packing List

Booth Setup:

- Tent/Canopy with Walls + Weights
- Table (1 or 2)
- Table Cover (1 or 2)
- Wagon
- Chair(s)
- Signage (prepare clear and attractive signs for your booth)
- Table Top Displays, Shelves, Racks, Stands, and/or Décor
- Signage of Social Media Handles
- Digital Payment Info Signage (Zelle, Venmo, CashApp, etc.)
- Visual of Prices and Specials

Operational Supplies:

- Setup Mobile Payment System (Square, PayPal, etc)
- Cash Box with Change
- Digital Payment Reader (e.g. Square Reader)
- Packing Slips, Tissue Paper, and Bags
- Price Tags and Labels
- Pens, Notepads, and Clipboards for Orders and Notes
- Calculator
- Business Cards
- Brochures or Flyers
- Binder of Services and/or Samples

Comfort Essentials:

- Snacks and Reusable Water Bottle
- Any Personal Medications, Sunscreen, Hats and Weather-Appropriate Clothing
- Activity for Downtime
- First-Aid Kit
- Small Toolkit for Quick Repairs
- Extra Batteries or Portable Charger

Day-of-Event & Post Event

Setup, During, & Breakdown:

- Arrive early to set up and organize booth
- Ensure all electronics are charged and functioning
- Capture photos and videos for day-of and future content
- Keep track of sales and monitor inventory
- Collect customer contact information for future marketing and sales
- Encourage feedback
- Remind your family, friends, and customers where they can find you!
- Make sure someone is always in the booth.
- Take with you overnight anything valuable.
- Send thank you emails or messages to customers who visited you
- Follow up with leads and special requests
- Review sales and performance.