FREE TOOL · CHECKLIST

Exhibition stall checklist.

For home businesses, boutiques and makers selling at exhibitions, flea markets and pop-ups. Tick things off here, or download the PDF and print it.

Three to four weeks before

- [ ] Confirm the stall
  Booking, stall number and size, timings, set-up and pack-up hours, and what the organiser provides (table, chairs, power, lights).
- [ ] Decide what to bring and how much
  Your best sellers first. Plan for the crowd you expect, plus some, and a few new pieces to give regulars a reason to stop.
- [ ] Order what is short
  Stock, packaging, bags and labels, allowing time for delays.
- [ ] Plan the stall's look
  Banner or signboard with your name, tablecloth, stands and display props. Try the layout at home once.
- [ ] Tell your customers
  WhatsApp status, Instagram post and a message to regulars with the date, place and stall number.

The week before

- [ ] Price every item
  Price tags or stickers on everything. People walk away rather than ask.
- [ ] Set up payments
  A printed UPI QR code at eye level, a backup QR, and enough change in small notes and coins.
- [ ] Prepare bills
  Invoice book or an app ready, with your business name and number on it.

- [ ] Pack by category
  Labelled boxes in the order you will unpack them. Note how many of each item go.
- [ ] Arrange help
  Someone to cover breaks and the busy hours, who knows the prices and how to take payment.

The day before

- [ ] Charge everything
  Phone, power bank, card machine, and any lights.
- [ ] Pack the stall kit
  Tape, scissors, safety pins, cable ties, marker, pens, bags, tissue, a small toolkit, extension cord.
- [ ] Pack for yourself
  Water, snacks, a cushion, medicines. A long day on your feet goes better prepared.
- [ ] Check the route and parking
  And when the gates open for set-up.

On the day

- [ ] Arrive early and set up calmly
  Best pieces at the front and at eye level; prices visible; QR code where people pay.
- [ ] Note every sale as it happens
  What sold, the price, and how it was paid. It is hard to reconstruct at the end of the day.
- [ ] Collect contacts, with permission
  A name and WhatsApp number from anyone interested, and what they liked. These are tomorrow's orders.
- [ ] Watch what people pick up but don't buy
  It tells you about price, size or colour, which is worth more than the day's sales.
- [ ] Take photos
  Of the stall and happy customers (with permission), for your posts after the event.

After the event

- [ ] **Count stock and cash**
  Compare with what you brought, and note anything missing or damaged.
- [ ] **Work out the result**
  Sales, less the stall fee, travel, help and other costs. That is what the day really earned.
- [ ] **Follow up within two days**
  Thank everyone who bought or left a number, and send pictures of the pieces they liked.
- [ ] **Post about it**
  Thank visitors, show the stall and the bestsellers, and say where to find you next.
- [ ] **Write down what to change**
  What sold out, what didn't move, the best hours, and whether to go again.

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