

## How to find and select a market that fits your brand

1. Research the market
  - Look at their social media
  - Have they hosted a market before?
  - Search the host's current or previous events for market attendees and vendors
2. Connect with the host
  - Ask how many similar vendors will be attending
  - Do not be afraid to be persistent with your inquiries
3. Research location
  - Gather specifics on event location (indoors, outdoors, covered, open, etc.)
4. Research demographics of the area
  - Look at who is likely to attend the market and whether or not the demographics align with your target audience

## Event Checklist

- |  |   |
|--|---|
| <input type="checkbox"/> Your product!   | <input type="checkbox"/> Receipt materials                |
| <input type="checkbox"/> Materials to display your product (shelves, hangers, table cloth, etc.) | <input type="checkbox"/> Tape - scotch, duct, masking     |
| <input type="checkbox"/> Promotional materials (signage, banner, flyers, business cards, etc.)   | <input type="checkbox"/> Snacks and water for yourself    |
| <input type="checkbox"/> Labels or Stickers for Pricing  | <input type="checkbox"/> Pens/Sharpies                    |
| <input type="checkbox"/> Tent & tent weights (if not provided)                                   | <input type="checkbox"/> Portable charger for your phone  |
| <input type="checkbox"/> Tables (if not provided)  | <input type="checkbox"/> Extra batteries for your devices |
| <input type="checkbox"/> Chairs  | <input type="checkbox"/> Bungee cords/Rope                |
| <input type="checkbox"/> Square Device/Card Reader   | <input type="checkbox"/> Zip ties                         |
| <input type="checkbox"/> Cash change (including small change)                                    | <input type="checkbox"/> Scissors/box cutter              |
|  | <input type="checkbox"/> Email sign up form               |

## Tips and Tricks

### **Making the Most Out of Your Event Experience**

- Arrive to the market early. Know where you are going to park and how you will get your product into the venue (boxes, carts, crates, etc.).
- Plan for the weather. For example, to prepare for wind and rain, bring a tent, weights, and bins to keep products dry.
- Plan to modify booth based on the event location. For example, if you are vending in a park and it is hilly, consider bringing something to level your booth.
- Always take inventory prior to a pop up and set financial goals. Take note of what products are selling so you can use that information for your next pop-up.
- Booths full of inventory attract more customers. Push product to the front of booth so that customers don't have to enter the booth to see the product.
- Prepare inventory based on climate seasons and holiday seasons. If possible, bring inventory with a variety of price points.
- If you run out of certain inventory, have a back up plan.
  - Direct customers to your website using a QR code
  - Hand out business cards, flyers, etc.
  - Tell customers about your next pop-up event
- Invest in yourself, invest in your brand, invest in your booth!

### **Managing Finances**

- Look into small business grants (often the City of Seattle & local non-profits offer them)
- Have multiple methods for people to pay (cash & electronic)

### **Customer Relations**

- Get customers' emails to maximize your database for future iterations of your business
- Build connection through your personal story and your brand's story. Make every interaction meaningful.

### **Where to Find Pop-Ups**

Facebook: Community Vendors' (BIPOC) Society of WA

Facebook: People Of Color Vendors And Businesses Within Washington State

Instagram: @seattlepopupmarkets

Eventbrite: Seattle pop-ups