

# Rock That Booth: Mastering Fairs, Festivals, and Displays Like a Pro (With Rafi And Klee)

## Workshop Worksheet



### Section 1: Picking the Right Event

- What types of fairs and festivals are you interested in? (Circle all that apply):
  - Art Fairs
  - Craft Shows
  - Farmers Markets
  - Music Festivals
  - Holiday Markets
  - Other:

 List three upcoming events you want to explore further:

 **Pro Tip:** Research each event's vibe, audience, and attendance. A great fit means better sales.

 **Bonus Challenge:** Reach out to one organizer this week and ask for tips on setting up.

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### Section 2: Booth Layout Basics

- Do you currently have a booth setup? ( ) Yes ( ) No

 Sketch or describe your current booth layout or how you want it to look:

 *Pro Tip: Your booth is your mini gallery. Make it inviting, easy to navigate, and full of personality.*

 *Hack: Use masking tape on your living room floor to mock up your space before the event.*

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### Section 3: Creating a Jaw-Dropping Display

- What display items do you currently use? (Shelves, tables, racks, etc.):

 *List three creative display ideas you want to try:*

 *Pro Tip: Vertical space is your friend. Get your art off the ground and into their line of sight.*

 *Hack: Think IKEA meets your art studio—functional, clean, and stunning.*

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### Section 4: Signage and Branding That Pops

- Do you currently have signage? ( ) Yes ( ) No

 *What does your signage say, and is it easy to read from a distance?*

 *Pro Tip: If your name and prices aren't visible, you're making people work to buy from you. Don't do that.*

 *List three signage improvements you want to make:*

 *Hack: Use chalkboard signs for a rustic, changeable look.*

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### Section 5: Pricing and Easy Transactions

- Are your prices clearly marked? ( ) Yes ( ) No
- What methods of payment do you accept? (Check all that apply):
  - Cash
  - Credit/Debit
  - PayPal
  - Venmo
  - Other:

 *Pro Tip: Make it easy to buy, or people will walk away. Have backup chargers and a Wi-Fi hotspot if needed.*

 *Hack: Bundle items to create easy “Grab and Go” options.*

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### Section 6: Engaging with Visitors (Without the Awkwardness)

- Do you greet visitors when they approach? ( ) Yes ( ) No

 *Write three opening lines that don't sound like you're a car salesman:*

 *Pro Tip: People are more likely to buy if they feel welcomed—not sold to.*

 *Hack: Ask a question about them. People love talking about themselves.*

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### Section 7: Weathering the Storm (Literally and Figuratively)

- Do you have a plan for rain, wind, or bad weather? ( ) Yes ( ) No

 *List all the things you need to be prepared for anything Mother Nature throws your way:*

 *Pro Tip: Weights, tarps, and zip ties are your best friends.*

 *Hack: Always bring extra bungees and clips—you'll thank me later.*

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### Section 8: Final Reflection—Own That Booth

- What is one thing you learned today that you will apply the next time you set up your booth?

- What is one bad booth habit you want to leave behind?

- Write your new booth mantra:

 *Remember: Rock that booth like you own the place, because you do.*

 *Hack: If it feels like your second home, people will want to visit.*

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### ***Festival and Fair Essentials Checklist***

#### **Booth Setup:**

-  White Top Canopy (10x10)
-  Folding Tables
-  Walls for Hanging Art (self-built or purchased)
-  Table Displays (risers, stands, easels)
-  Rain Walls or Tarp
-  Blocks for Uneven Terrain

 *Pro Tip: Use heavy-duty bungee cords and weights to secure your canopy. Wind and art don't mix well.*

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#### **Tools & Fasteners:**

-  Scissors
-  Cutters
-  Zip Ties
-  Rope
-  Bungees and Clips
-  Duct Tape (always duct tape)
-  Mallet or Hammer
-  Multi-tool or Screwdriver
-  Weights (purchased or DIY—cement buckets, water jugs, sandbags)

 *Pro Tip: Keep a multi-tool on your belt—those zip ties aren't going to cut themselves.*

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#### **Marketing & Branding:**

-  Signage (Big, bold, and readable!)
-  Business Cards
-  Flyers and Brochures
-  Price Tags
-  QR Codes for Easy Links

 *Hack: Put a QR code that links directly to your website or shop on your signs. Make it easy for people to find you later.*

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### Transaction Tools:

-  Cash (Change Making Money)
-  Mobile Payment Options (Square, PayPal, Venmo)
-  Backup Chargers and Power Bank
-  Wi-Fi Hotspot (if needed)

 *Pro Tip: Have a backup charger for your card reader. You don't want to lose a sale because of a dead battery.*

### Comfort & Safety:

-  First Aid Kit
-  Water and Snacks
-  Sunscreen and Hats
-  Hand Sanitizer
-  Portable Chair or Stool
-  Trash Bags
-  Small Fan or Heater (depending on weather)

 *Hack: A comfy chair means you won't hate life after 8 hours of standing.*

### Miscellaneous Must-Haves:

-  Notebook and Pen
-  Inventory List
-  Packing Tape
-  Extra Trash Bags
-  Backup Lights (if the event goes into evening)
-  Extension Cords (if power is available)
-  Paper Towels or Rags
-  Disinfecting Wipes

 *Pro Tip: Pack it all in clear bins so you can see what you have without digging.*

 *Survival Bin or Bag Idea: Keep essentials like zip ties, scissors, tape, and chargers in a separate, clearly labeled bin for quick access.*

 *Because when you're setting up at 6 AM in the rain, you don't want to be hunting for scissors.*