

Craft Show Success: DOs and DON'Ts for Vendors

DOs:

Greet everyone with a smile and friendly hello

A simple “Hi!” or “Good morning!” can make shoppers feel welcome and more likely to stop in. Friendly energy draws people in.

Stay off your phone and be present for visitors

Being on your phone makes you seem disinterested. Put it away so you can make eye contact and greet people as they approach.

Have a few conversation starters ready for shy or curious shoppers

Phrases like “Everything’s handmade—feel free to take your time” or “Let me know if you have any questions” can help open the door.

Engage, don’t pressure—share stories about your work if asked

Talk about your process or materials when people show interest. Focus on connection, not closing a sale.

Read the room—some shoppers want to chat; others prefer to browse

Pay attention to body language. If someone looks focused, let them explore quietly. If they linger or ask questions, that’s your cue to engage.

Stand or use a tall stool to stay visible and approachable

Being at eye level helps you connect more easily with visitors. Standing shows you're engaged, while a tall stool offers comfort without making you look disengaged.

Keep your checkout area off to the side, not in the middle of the booth

Positioning your checkout space to the side or back keeps the flow open and welcoming. A central checkout can block entry and make the booth feel crowded.

Keep your booth tidy and visually appealing

Make sure displays are neat, restocked, and easy to navigate. A clean booth invites people in and helps showcase your work better.

Display clear signage with prices and product info

People are more comfortable browsing when they don’t have to ask about prices. Clear signs show you’re organized and transparent.

Thank people even if they don’t buy—positive impressions matter

Kindness and professionalism can turn browsers into future buyers, even if they walk away today.

Maintain a positive attitude —friendly, professional, and open goes a long way

You are the face of your brand. A good attitude helps build trust and connection with your customers.

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DON'Ts:

Don't ignore visitors—even a smile or nod makes a difference

Acknowledging someone as they walk by shows you're attentive and approachable, even if they don't stop.

Don't sit hidden behind your table, stand or use a tall stool to stay visible and approachable

It creates a barrier and can make you seem less open or engaged. Being at eye level helps you connect more easily with visitors.

Don't hover or follow customers around your booth

Give shoppers space to look around. Hovering can feel pushy and drive people away.

Don't oversell or push products—let your work speak for itself

Hard sales tactics rarely work in a craft show setting. Let your passion and craftsmanship do the talking.

Don't overshare—keep conversations focused and professional

It's great to connect, but avoid getting too personal or talking at length about off-topic matters. Keep the focus on your work and the customer's experience. Make sure you are using your indoor voice!

Don't chat with friends in a way that makes your booth uninviting

Socializing with other vendors is fine, but don't let it take your attention away from potential customers.

Don't clutter your display—leave room for browsing and focus

Overcrowded tables overwhelm shoppers. Make it easy to see and appreciate each piece.

Don't leave your booth unattended for long periods

It reflects poorly on your professionalism and could result in lost sales or theft.

Don't neglect cleanliness

Keep your booth tidy and free of debris or disorganized items. Keep extra bins hidden to maintain a tidy appearance. Restock and straighten items regularly.

Don't get discouraged by slow sales—each interaction still counts

Craft shows can be unpredictable. Stay positive, because good impressions often lead to future online sales or return visits.

Final Tip

You are your brand. Your personality, professionalism, and passion are part of what makes your booth memorable. Make people feel welcome, respected, and curious—and they'll be more likely to buy and return.