



Emerging Makers Program Craft Fair FAQs

About the Program

The Emerging Makers program is a new initiative started in 2022 to support up-and-coming artists and makers. Through the program, we provide year round support to emerging artists, including educational opportunities, equipment rentals, artist coaching for exhibitions and local markets, and promotion for local and regional artists and makers. This program is for individuals of any age and background who:

- Are beginning their professional career as an artist/maker
- Are seeking craft fair experience and guidance

What To Bring

Note: Dogwood Arts can provide a 6' table, black tablecloth, and 2 foldable chairs, if needed.

- **Booth Display**
 - Product - Bring enough inventory to restock throughout the day! A product mix with varied price levels is recommended.
 - Tabletop structures - It is highly suggested to bring a few structures to add height, variety, and additional space to your tabletop display. Options for craft fair display stands can be found on Etsy, Hobby Lobby, or Home Depot, etc. Also, consider repurposing baskets, wooden drawers, table top risers/pedestals, or metal tins to display items.
 - Consider the best way to display your product. Does it need to be framed? Will weather affect the quality of your product?
 - Extras - Consider bringing a few additional props and table fillers to create a booth experience that is representative of your brand (e.g. faux flowers, house plants, etc).
 - Alternate displays - If your product is best displayed while hanging, you may opt to use a vertical display structure instead of/in addition to the table. You will be responsible for providing this structure (free standing shelves, grid walls, etc), as well as sufficient weights

(sandbags, water weights, etc) to withstand windy conditions. All structures must fit within your booth space.

- Signage - Make sure to have your name/business name visibly displayed in your booth. It is optional to have a price list displayed, but recommended. Possible options for displaying signage include using an 8"x10" picture frame, a chalkboard sign, or a clipboard display stand.
 - Highly recommended: bring a stash of business cards or stickers with your business name, contact info, and social media links to give to booth visitors and customers alike.
- Packaging - Thoughtfully consider your customer's experience all the way through purchasing. Will they carry their purchased item in a paper bag or a clear sleeve? Will any items require newspaper or bubble wrap? Will the packaging be in a specific brand color or will it be marked by a logo sticker? There is no right answer, but you will want to think through the packaging option that is best for you and your products!
- **Additional Suggestions**
 - Bring a "toolkit" with scissors, zip ties, tape, pens, paper weights, etc.
 - Bring a friend or family member who can help staff your booth, if you need a bathroom break or lunch break.
 - Bring a wagon for load-in! Our staff will provide assistance and a few wagons to loan out for load-in, but they are always in high demand during the early morning.
 - Be mindful of weather, bring water or hot hands, etc. as you feel is needed.

Handling Money

- Pricing - The outdoor market audience is wide and varied, including families and individuals of all socioeconomic backgrounds. If your product tends to be on the pricier side (above \$50), you may want to consider selling a few smaller versions or prints, in addition to originals.
- Payment - It is recommended to have a variety of payment options, including cash, credit card, and/or digital payment platforms (e.g. Venmo, Cash App). If you are providing digital payment options, it is highly recommended to have this information printed and visibly displayed with QR codes for the best customer experience.
- Sales Tax - We recommend charging sales tax, because it will come out of your bottom line when you report your income for annual taxes. You can either include it as a separate line item or just round up your prices to factor in that cost.
- Business registration - While we do not require a business license to participate in our markets, you will need to ensure that you are registered with your local government for your own tax

purposes. For Knoxville artists, we recommend reaching out to The Maker City (located in the Knoxville Entrepreneur Center) for guidance.

Market Success

- Punctuality - Keep in mind that setting up for a market can take longer than expected. Always budget a little extra time for parking. It is highly recommended to budget one hour *at minimum* for arrival, load-in, and set up before the market opens.
 - For example: Old City Market load-in begins at 9:30am, the market begins at 11am. We highly recommend arriving at this time to begin loading in and setting up your booth display to give yourself enough time to make your booth look the best it can be!
- Communication - If you need something, ask! Our team is full of experienced artists who are happy to offer guidance and expertise, whenever possible. Please communicate with our team well in advance if you are unsure about anything.
- The success of any given market can fluctuate based on weather, holidays, and so many other factors—don't feel discouraged if you have a bad market day! The key is simply being willing to try until you find what works best for you.