

BASICS OF TABLING EVENTS - OUTLINE

Last updated Feb 2024




I'm excited that you're interested in learning more about conventions, events, etc!
Here's a basic overview of everything I know, if you have any questions PLEASE
don't be afraid to DM me on Instagram or email me!

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HELPFUL LINKS

 LEE'S CON/EVENT PACKING LIST - for your reference!

[Tabling / Small Business Shopping List](#) - for things I use for my tabling events :)

 CONS/ EVENTS TEMPLATE - To stay organized!

<https://rewyndstudio.com/> - Table runner / sign print service!

BEFORE

METRICS/INFO

- Spreadsheet, trello, graph paper, index cards
- What to keep note of:
 - Event name
 - Date of event
 - Applied (yes/no)
 - Application results
 - Earnings (will fill in later)
 - Notes (for review, if i need to bring a table, etc)
- Optionally keep note of:
 - Location
 - Type of event
 - Table Fee

Expenses (travel, food, etc.)

SEARCH

- Discord servers, eventbrite, word of mouth
- Some events have other events advertising (mainly at conventions)
- Ask your friends what events they're going to

APPLY

- They usually look for a portfolio of some kind - store website, etsy
- Recommended to avoid using social media as ur portfolio since you have to sign in to view
- Carrd is a good option for links, photos, etc.

PREP

- Typing up a packing list helps, since you're probably gonna do many other events

BUSINESS CHECKLIST

- Form of digital POS, can be as simple as a printed QR code for ur venmo (show how to do that) Square, zettle *on one slide*
- Form of storing money (money box, fanny pack)
- Event details (either downloaded or printed) you wanna save your phone battery as much as you can!

DRAFTING OUT A TABLE

- If you have a table, epic!
- Alt: use a tape measure, put masking tape on the floor to plan out your display there
- No Space? That's ok! Graph paper, draft out from there
- Alt: digital app (Procreate) to draft display space
- This is just for the general idea- it's ok to improvise!

MARKETING CHECKLIST

- Business Cards
- Some form of sign (table runner, cardboard, etc.)
- Tablecloth

WAYS TO DISPLAY ITEMS

- VERTICAL IS YOUR FRIEND!!
- Zines/Comics
 - Foldable book stand
 - Book rack

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- Brochure stand
- Prints
 - Storage cubes + clips OR magnets
 - Dish rack
 - Photo stand + clips or tape / shower rings
 - Book stand
- Stickers
 - Storage cube
 - Cork boards + easel
 - Nail polish rack

DISPLAY INSPIRATION ON INSTAGRAM

[@leestrawberry.store](https://leestrawberry.store)

[@ebmir_](#)

[@arcadeturtle](#)

[@shannonprints](#)

[@smogfrogg](#)

[@cardboardalien](#)

TRAVEL

PERSONAL CHECKLIST

- Painkillers (screw fluorescent light !!!)
- Water
- Period Stuff
- Jacket/sweater
- Snacks
- Sketchbook - keep urself busy during slow times
- Phone! Keys! Wallet!

PACKING

- Suitcase, Hand Cart, Sports cart - something that rolls
- Plastic boxes - photo boxes, receipt containers, etc.
- Shoe boxes
- Project Cases

NICE TO HAVE CHECKLIST

- Sharpies
- Scotch tape
- Various fun pencils + pens
- Scissors
- Zip Ties
- Sticky Notes
- Battery Pack OR charging cords

DURING

- Take a photo of ur booth!!
 - Portfolio
 - Reference
 - Help other artists find you

TALKING WITH CUSTOMERS

- Smile n say hello :)
- Have a one sentence pitch of what you sell/are up to
- If they are holding something for a long time, feel free to explain it a bit!

INTERACTING WITH OTHER ARTISTS

- Find artists you like, get their info, bring ur business cards + a photo of ur booth
- Get to know your table mates! Helpful if you're alone
- Trades are more common in zine fairs, most people say yes at cons as well

AFTER

DECOMPRESS/EVALUATE

- Check your spreadsheet
 - Enter earnings (compare post events) , keep this info for later
 - Enter Review
 - Enter things that might've affected earnings (bad weather, placement, etc.)

Thanks so much for reading through this!