

In-Person Market Checklist

A packing guide for makers selling at markets, fairs, and pop-ups

Here's how to come up with a personalized packing plan to help reduce stress and increase your market sales.

1. SORT YOUR STUFF



Product

- Bestsellers and core products
- Seasonal items and gift sets
- Specialty or new items



Testers and Signage

- Samples customers can try
- Sampling tools, like sticks, wipes, and a trash can
- Banners, signage, and price tags



Tent and Table Display

- Tent, sidewalls, and leg weights ([YouTube video](#))
- Tables, tablecloths, and risers ([YouTube video](#))
- Props that are for display only



Checkout and Marketing

- Card reader, cash box, and change
- Merchandise bags and tissue paper
- Business cards, brochures, and mailing list signup
- Licenses or permits the event requires

2. LABEL AND LOAD

Put a number next to every item on your checklist.

Write "24 bars of soap" instead of "soap." Adjust the count to match longer events and busier crowds. Then split it up by how many go on the table and how many are waiting in a box underneath for restocking.

Load your vehicle in reverse order of setup.

Checkout gear goes in first, followed by product, lighting, and risers. Tables and your tent go in last, so they come out first when you arrive.

Checklist Format Example

QTY	ITEM DESCRIPTION	CATEGORY
☐ 4	Eucalyptus & cedar bar soap	Product
☐ 1	10' x 10' Canopy tent + 4 weight bags	Tent and Table
☐ 50	Medium kraft paper bags w/ stamp	Checkout

3. JUST IN CASE

Keep a kit packed with emergency supplies for unexpected wind, sun, and wobbly table legs.



Fixing Up

- Zip ties and bungee cords
- Heavy-duty clamps and safety pins
- Gorilla tape and clear super glue
- Scissors and multi-tool pliers



Cleaning Up

- Paper towels and cleaning spray
- Trash bags and a small broom and dustpan
- Disinfectant wipes and hand sanitizer
- First aid kit and basic medicine

4. REVIEW AND REFINE

Keep your master checklist on your phone or computer.

Print a copy for market day and check everything off as you load and unload.

Take 5 minutes after each market.

While it's still fresh, write down what sold out quickly, anything you forgot to bring, or items that people seemed to ignore. Update your stock and supplies accordingly next time.

Keep in Mind

- **Group by how you set up.** Organize by how you pack and set up — not just alphabetically.
- **Match quantities to the event.** A four-hour evening market needs a lot less than a two-day festival.
- **Bring backups for your booth.** Things like extra blank price tags and a pen, sign holders, and a spare table light can keep your table looking good and functioning well.



Four Hour Outdoor Event Checklist

▼ *Earthy Soap*

- | | | |
|--------------------------|---|----------------------------------|
| ☐ | 4 | <i>Eucalyptus and Cedar Soap</i> |
| ☐ | 4 | <i>Lavender</i> |
| ☐ | 4 | <i>NM Blue Corn</i> |
| ☐ | 4 | <i>Southwestern</i> |
| ☐ | 4 | <i>Straight Razor</i> |
| ☐ | 4 | <i>Huntsman</i> |

▼ *Floral | Sweet Soap*

- | | | |
|--------------------------|---|----------------------------|
| ☐ | 4 | <i>Cactus Blossom Soap</i> |
| ☐ | 4 | <i>Cherry Blossom</i> |
| ☐ | 4 | <i>Pear Cactus Fruit</i> |
| ☐ | 4 | <i>Honey & Oats</i> |
| ☐ | 4 | <i>Tres Leches</i> |

▼ *Hero | Specialty Products*

- | | | |
|--------------------------|---|-----------------------------|
| ☐ | 3 | <i>NM Soap Samper Box</i> |
| ☐ | 3 | <i>A Flight of Soap</i> |
| ☐ | 5 | <i>Soap Dough</i> |
| ☐ | 3 | <i>Casita de Adobe Soap</i> |
| ☐ | 3 | <i>Hot Air Balloon Soap</i> |
| ☐ | 3 | <i>Route 66 Soap</i> |

▼ *Hair Face Body Bars*

- | | | |
|--------------------------|---|---------------------------------|
| ☐ | 3 | <i>CoCoMallow Shampoo Bar</i> |
| ☐ | 3 | <i>Triple - C Cleansing Bar</i> |
| ☐ | 3 | <i>Clarifying Detox Bar</i> |

▼ *Shaving Pucks*

- | | | |
|--------------------------|---|--|
| ☐ | 2 | <i>Straight Razor Shave Pucks</i> |
| ☐ | 2 | <i>Oat, Milk & Honey Shave Pucks</i> |
| ☐ | | |

Four Hour Outdoor Event Checklist		
▼ <i>Salves & Lip Polish</i>		
☐	4	<i>Lip Polish</i>
☐	7	<i>Mini Lip + Salves</i>
☐	3	<i>Jumbo Lip + Salves</i>
☐	2	<i>Tattoo Salves</i>
▼ <i>Body Shimmer Cream</i>		
☐	3	<i>2oz Cactus Blossom BSC</i>
☐	2	<i>2oz Lavender BSC</i>
☐	2	<i>2oz Southwestern BSC</i>
☐	3	<i>8oz Cactus Blossom BSC</i>
☐	2	<i>8oz Lavender BSC</i>
☐	2	<i>8oz Southwestern BSC</i>
▼ <i>Exfoliating Sugar Scrub</i>		
☐	3	<i>2oz Cactus Blossom ESS</i>
☐	2	<i>2oz Lavender ESS</i>
☐	2	<i>2oz Southwestern ESS</i>
☐	3	<i>8oz Cactus Blossom ESS</i>
☐	2	<i>8oz Lavender ESS</i>
☐	2	<i>8oz Southwestern ESS</i>
▼ <i>Summer</i>		
☐	2	<i>LG Skeeter Defeater</i>
☐	3	<i>Mini Skeeter Defeater</i>
☐	2	<i>LG Sun Care</i>
☐	3	<i>Mini Sun Care</i>
☐	1	<i>Summer Travel Bundle</i>
▼ <i>Accessories</i>		
☐	3	<i>Soap Saver Bags</i>
▼ <i>Testers</i>		

Four Hour Outdoor Event Checklist		
☐	1	2oz Cactus Blossom BSC
☐	1	2oz Lavender BSC
☐	1	2oz Southwestern BSC
☐	1	2oz Cactus Blossom ESS
☐	1	2oz Lavender ESS
☐	1	2oz Southwestern ESS
☐	1	Shaving Bowl and Brush
☐	1	Mini Skeeter Defeater
☐	1	Mini Sun Care
☐	1	Jumbo Lip + Salves
☐	1	Tattoo Salve
☐	1	Spray Bottle w/Fresh Water
☐	1	Box of Test Sticks
☐	2	Bathtubs w/Clean & Dirty Signs
☐	2	Soap Dough Examples
☐	1	Soap Dough Jar
▼ Extras		
☐		Cash Box: \$80 Drawer
☐		Trash Bags
☐		Roll of Paper Towels
☐		SM Tupperware w/Mini Alligator Clips, Clamps & Safety Pins
☐		Medium Clamps
☐		Bucket of Bungee Cords
☐		Solar Lights
☐		Disposable gloves
☐		Gorilla Tape
☐		Mini Broom

Four Hour Outdoor Event Checklist

▼ Tin: Bags, Marketing Material & Tools

- | | |
|--------------------------|---|
| ☐ | 30SM Black Bags |
| ☐ | 25MD Brown Bags |
| ☐ | 2 LG Brown Bags |
| ☐ | 50 Post Cards Brochures |
| ☐ | 25 Business Cards |
| ☐ | 1 Scissor |
| ☐ | 1 Gorilla Glue Stick |
| ☐ | 1 Container of Toothpicks |
| ☐ | 2 Magnetic Silver Clips |
| ☐ | 1 Folder: Business Reg., No Smoking Sign, Ingredient List, WS Linesheet |
| ☐ | 1 Wanda the Alcohol |
| ☐ | 1 Mirror |
| ☐ | 1 Jar of Sea Salt |

▼ Enclosure

- | | |
|--------------------------|------------------------------------|
| ☐ | 1 10 X 10 Tent |
| ☐ | 2 Stretch Tablecloths or 4 Regular |
| ☐ | 1 Tableclothes 6 ft Table |
| ☐ | 1 5 ft. Tabel |
| ☐ | Price Tags (Current Pricing) |
| ☐ | Promo Sign (If Having Promo) |
| ☐ | Donation Jar/Google Review |
| ☐ | 2 18" x 18" Black Boxes |
| ☐ | 3 12" x 18" Black Boxes |
| ☐ | 4 Smaller Black Boxes |
| ☐ | 1 Bathtub for Product Display |
| ☐ | 8 PVC Tube Risers |

		Four Hour Outdoor Event Checklist
	☐	<i>Sink w/Bucket</i>
	☐	<i>Banner</i>
	☐	<i>Blue Wagon</i>
	☐	<i>Metal Dolly</i>
	☐	<i>4 Weights</i>
	☐	<i>First Aid Kit</i>
	☐	<i>Walls for 10 x 10</i>
	☐	<i>Utility Tool Box: zip ties in different sizes, rope, extra clamps, phone charger, alcohol wipes, safety pins, black perm. marker, pen, extra price tents, chalk markers, needle nose, hammer, super glue, plastic drop cloth</i>