Is this show worth it?

Free printable · from the Holiday Market Vendor Kit

Fill this in before you pay a booth fee. Use your own numbers. Every show is different.

What this show costs

Booth fee	$ _____
Application or jury fee	$ _____
Gas and travel	$ _____
Parking	$ _____
Card reader fees (estimate)	$ _____
New display or supplies for this show	$ _____
Meals and helper costs	$ _____
Total cost	$ _____

Your sales goal

Break-even sales (same as total cost)	$ _____
My multiple (many vendors use about 3)	_____
Sales goal (total cost × my multiple)	$ _____

The multiple is yours to choose. It covers your materials and time, not just the fee.

Show check

- ☐ The organizer advertises the show: posters, local listings, or posts.
- ☐ It has run before, and past vendors say good things.
- ☐ The shoppers want gifts and handmade items like mine.
- ☐ Expected crowd: _____
- ☐ I can reach the organizer by phone or email.
- ☐ I pay only through the organizer's official page or in person, never to someone who messaged me first.
- ☐ Load-in, hours, and space size are in writing.

Decision: ☐ **Apply** ☐ **Skip** ☐ **Ask more questions**

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Print at 100% / Actual Size on US Letter. The full Vendor Kit has more worksheets and signs.