

The

Creative Palette  
October  
2023



**Hello Everyone**

**As we are nearing our 32nd Annual Ocean State Artisans Holiday Craft Show I've had several people ask me " How much stuff do I need to bring?"**

**In this issue I've tried to tackle that question. I would like to remind everyone that it is a 3 day event in a retail space. You can set up ahead of time and bring lots of back stock to ensure maximum sales throughout the weekend.**

**Wishing all a happy & profitable holiday season**

**Lora**

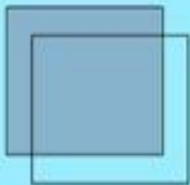
“ I don't think outside of the box; I think of what I can do with the box. ”



# How much inventory do I need for my next show?

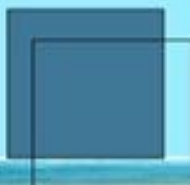
## 3 ways to judge how much product to bring:

1. Based on booth fee paid. Ideally you should sell 8 to 10 times the show fee. For example if your booth fee is \$50 you should plan to sell \$400 to \$500 in product & bring at least double that of merchandise. Be sure to bring several price points.



## 2. Based on sales goals.

Some sellers set inventory goals based on sales goals. If I want to sell \$1000 in products, I'd bring around 2 times my goal in products or \$2000 worth of inventory. Again be sure to have many price points.



Show season is in full swing & people are always wondering how much to bring to a show.

There are no set rules on how much inventory you should take. You should have your booth full (but not overcrowded) and enough on hand to replenish as you sell.

**3. Based on attendance numbers.**  
Others figure out inventory based on past show attendance. You can always ask the show promoters for this information. At an average show expect that 3% of attendees will buy from you. First figure out what your average item sells for. Say your average product sells for \$20 & there are on average 2000 attendees. If 3% make a purchase (60 sales), then expect to sell \$1200 in products & you should bring \$2400 in merchandise in various price points.



These are just suggestions on how much inventory to bring; but there are no hard fast rules. Sales can be very unpredictable. Being from a retail background I always look at my last year's sales (ly) & set a goal higher than that. If I bring too much merchandise I now have product set for my next show.

