

BEFORE YOU VEND

Vending in your first market is exciting! Here are some things to think through and check off to ensure you are ready for a successful season.

- ✓ **Licenses.** the first step is to make sure you have the proper licenses to vend in a market. For those selling food this will be a license from the Department of Health.
- ✓ **Insurance.** most markets will require insurance and a certificate of insurance. Typically this is general liability insurance with a minimum of \$2 million aggregate, but check with your market organizer first.
- ✓ **Display.** how will you display your product? Do you have access to tables, a tent, tent weights, and decorative items to complete your market display? For more tips, check out this recording.
- ✓ **Price and Payment.** what will you charge for your products? Are you including all fixed and variable costs while also accounting for profit? How will your customers pay? Will you use Venmo or a point of sales system?
- ✓ **Communicating with customers.** how will you engage your customers? Think about strategies, including a script for when they come to your table, social media, emails, etc.
- ✓ **Setting up.** know who your market manager is, plan ahead on where to park, how you will transport your things, and what time to load in.