

BOOTH TO BANK LEVEL UP



FROM TENT TO TRIUMPH
THE BOOTH TO BANK WAY

BY DEB FLOOK & MARIDEE HANSELMAN

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About Us



The Driving Force Behind ForgeAhead!

We're Deb & Mare — two creators who turned kitchen-table projects into thriving studios, placed our work in shops, built success at busy art shows, and now share it all in our book: *Booth to Bank: Level Up ~ From Tent to Triumph — The Booth to Bank Way*.

Our journey started small, like so many artists: a kitchen table, a few supplies, and the dream of making creativity pay its own way. Over time, we grew into full studios, placed our work in shops, launched successful art-fair booths, and eventually we wrote down our successful strategies and developed the step-by-step systems that became our ***Booth to Bank Series***:

1. **[Booth to Bank: Start Smart](#)**

From Kitchen Table to First Show — Where Creativity Meets Opportunity

2. **[Booth to Bank: Level Up](#)**

From Tent to Triumph — The Booth to Bank Way

3. [**Booth to Bank: No Booth? No Problem!**](#)

Where Artists Meet Opportunity — Stay Creative, Stay Home, Still Thrive

Our mission is simple: to help creative people succeed on their own terms. Whether you're painting, potting, sculpting, making jewelry, or still finding your niche, you'll find real tips, honest stories, and proven strategies here. We're here to make the business side of creativity easier — and a lot more rewarding. Because every artist deserves to not just create... but to thrive.

What Is ForgeAhead?

ForgeAhead ~ Where Artists Meet Opportunity!

From the studio to the spotlight, we celebrate artists and show you how your art can thrive.

From creating with heart to earning with art, ForgeAhead is where artists connect with other artists — and the art lovers who support them. We believe creativity should do more than sit on the shelf — it should move into the world and support the artist who made it.

We Feature Artists and Their Stories — We'd Love to Feature You!

Our [**Feature Me**](#) gives you a simple way to share your work. Record a few short videos of what you're creating and add a small tip or insight for other artists. That's all it takes.

We'll highlight your **name**, **shop**, **site**, and **socials** so people can find you quickly. Your art reaches more people, and you help strengthen a YouTube community built by artists for artists.

Once your feature is live, you can share it anywhere you like. And with YouTube being the **second-largest search engine in the world**, reaching over **2.5 billion monthly users**, it's a powerful place for new eyes to discover you.

If you want to be part of it, we're excited to share your story.

Introduction: Booth to Bank ~ Level Up

For the Artist Ready to Hit the Road, Show Up, and Thrive

This book is for artists who already know the art-show circuit is part of their journey — and for those who have been doing shows but want stronger results. If this is your first time considering a show and you're unsure where to begin, we recommend starting with [*Booth to Bank: Start Smart*](#) before jumping in here.

This isn't a theory. It's practical, honest guidance from an artist who has spent ten years on the art-show circuit and built real success doing it.

Success at shows comes from preparation, mindset, and flow. This isn't about "trying" a show or hoping the sales will appear. It's about being intentional, organized, and professional — ready to step into the show world with purpose and thrive in it.

You've already built your creative voice. You've honed your craft and created work you're proud of. Now it's time to move deeper into the art-show world with confidence and the kind of real-life insight that takes you from simply "doing shows" to truly thriving in them.

Think of this as your step-by-step playbook — from the moment you commit to a show to the moment you pack up and drive home feeling like you were prepared, calm, and profitable.

What do you gain? Confidence in what to do, when to do it, and how to make each show part of a strong, sustainable art career.

This is where creativity meets clarity. Where your booth becomes your brand. And where your art finally works for you.

This guide is written and shaped by Mare, but the heart of it comes from Deb — the artist who's spent years on the show circuit, showing up, learning the rhythms, and turning her enamel jewelry into a thriving business. Her mindset, her systems, and her "level up" approach are what you'll be learning.

And it doesn't matter what you create — pottery, painting, sculpture, jewelry, or anything else. The steps, habits, and thoughtfulness behind preparing for shows translate to every medium. Use your imagination as you read. Picture how Deb's process fits your own art, your own setup, and your own booth.

This is your chance to shape a booth that shows your work beautifully at indoor and outdoor shows — and to step into the circuit with confidence.

Let's go!

Chapter 1: Show Selection at the Pro Level

Juried Shows ~ Higher Fees ~ Better Buyers

When you decide to move from hobby shows into the professional art-fair world, everything changes — your mindset, your expectations, and the way you choose your events. This chapter is all about that shift: treating shows as a business instead of “let’s see how it goes.”

Throughout this book, Deb Flook shares the real steps she took to leave her kitchen-table studio and step into the juried art-show arena. That decision became the turning point that shaped her livelihood. Ten years later, she’s still thriving — and she wants to help you do the same.

Show Selection at the Pro Level:

“How did you know you were ready for jury shows or bigger venues?”

Deb’s answer is simple, “You feel the pull before you feel the confidence. The moment you start seeing your work as more than a side project — when you’re ready for better buyers, higher standards, and real income — that’s when you take the leap.”

How Deb Finds Her Shows

Deb lines up her show season several months ahead. Planning early gives her options, reduces stress, and helps her place her energy where it matters most. Here’s what her process looks like:

- **ZAPP (Zapplication.org):**

This is her primary tool. You can search shows all over the country, browse jury requirements, and apply directly. It's where Deb first discovered bigger opportunities.

- **Word of mouth:**

One year, a customer asked if she would be at the Fallasburg Art Festival. Deb applied — but didn't get in for two years. That's normal for high-demand, high-quality shows. Persistence is part of the process.

- **Local resources:**

Some smaller or hometown shows don't list on ZAPP. Keep an eye on:

- Local arts councils
- Community arts newsletters
- Facebook and Instagram events and artist groups

- **Timing:**

Most strong shows open applications months ahead. Deb builds her season early, so she's never scrambling and always has a solid lineup.

Chapter 2: Managing the Busy Season In the Midwest

Staying Steady, Stocked, and Sane When Summer Fills Up

When summer hits, the pace changes fast. Shows stack up, weekends disappear, and it can feel like you're either setting up, tearing down, or racing home to restock. This chapter takes you behind the scenes of how to manage those high-energy months without burning out — and without ever showing up unprepared.

How To Handle a Packed Season:

Deb thinks about her show season long before the first tent goes up. For her, the key is consistency — knowing exactly what she needs for each event and keeping her inventory at a level that feels “show-ready,” even in the busiest stretch of the year.

A Clear Stock Goal for Every Show

Deb is an enamel jeweler and starts each event with about 350 pairs of earrings. That number didn't come from guesswork — it's the result of years of seeing what actually sells and how people shop. Earrings are her fast movers, so she treats them as the core of her booth.

Topping Off Between Shows

If she sells down to 240 pairs, she simply builds back up to 350 before the next weekend. This keeps her inventory stable and her booth full, without overwhelming herself with giant production pushes.

Pendants Follow a Different Rhythm

Deb brings 6–10 pendants per show. They're higher priced, more

unique, and not bought in the same volume as earrings. Over time, she learned that pendants are slow-and-steady sellers, not the “barn burners” — so she focuses her production energy where it counts.

Early Shoppers Want the Unusual

Deb noticed that the customers who arrive first thing in the morning are often hunting for stand-out, one-of-a-kind pieces — and price rarely stops them. If they connect with something, the decision is easy. This is why she always includes a few bold, special pieces in the mix, even during the busiest part of the season.

A busy season becomes manageable when you know your numbers, trust your rhythms, and let real sales data shape your prep. Deb’s method isn’t about hustling harder — it’s about working smarter and showing up confident, show after show.

Chapter 3: Prep Before the Big Show

The Systems, Routines, and Little Things That Keep Everything Running Smoothly

Every great show starts long before the tent goes up. Deb calls this her “quiet prep time” — the days and weeks when she gathers, cleans, charges, and rechecks everything she needs so she can walk into show day calm and ready. After years of trial and error, she’s built a routine that works in all seasons and at all levels.

Two Weeks Out: Power First

Deb always starts with her power setup. Lights and airflow matter more than people realize, and she never shows up without a full charge.

She uses a **Jackery Power Station** (the Amazon brand she trusts) to run her booth lights and fans. Her setup includes:

- Six gooseneck lights (lighting from above your artwork)
- Six table spotlights (lighting from below your artwork)
- Two large fans
- Smaller personal fans for hot days

She charges all her devices a couple of weeks ahead because it takes time — and because she’s learned to expect surprises. Once, during a three-day power outage, her Jackery power supply kept her garage freezer running. Reliability matters.

Inventory Check: Earrings, Pendants & Display Racks



Deb keeps her inventory visible and organized. The **Rio Grande Wooden Rotating Earring Racks**, which she's used for eight years, make it easy to see exactly how many pairs she needs to make. These racks are put in suitcases that fit the rack like a glove, with rolling wheels and go directly to the booth. The earrings stay intact on the rack for the most part and ready to go directly on the booth table.

After each show the racks are brought back to the studio and simply filled:

- How many spaces are empty
- How many earrings she needs to build back up
- Which colors or styles are low

Once pieces are finished, she places them directly on the racks so nothing gets lost or forgotten.

Pendants are stored individually in small bags so the chains don't tangle — a tiny detail that saves huge stress on show morning.

Travel Cases & Setup Gear

Deb invested in rolling cases with handles so everything transports safely and easily. Once packed, they're heavy — "big and heavy enough to count as a workout," she jokes — but they keep her booth artwork and display pieces protected.

She keeps her booth setup simple and reliable — display tables, a chair, and her [Eurmax tent](#), which she now buys directly from the manufacturer. After going through three cheaper Amazon versions, she learned quickly that in Michigan's windy, rainy summer season, your tent and weights matter more than

anything. Upgrading to a sturdy, well-built tent made a huge difference in durability and peace of mind.

One Week Out: Fabric, Decor & Seasonal Touches

A week before each show, Deb pulls out her **table covers**. She stores them in a large Tupperware-style container that keeps them clean between events. Clean covers make a booth feel polished, instantly.

Her display theme changes with the seasons. For fall, she uses real birch bark and soft feather accents that match her Birch & Blooms brand. Her [Hobby Lobby crates](#) are dressed with decorative elements that shift with the seasons and time of year.

Her glass shelves — custom-cut at a local glass shop — rest on lightweight birch-covered display cans that look like small birch logs. The setup gives her booth a natural, woodland look without adding unnecessary weight.

Be Prepared ~ Think Lists!

Deb keeps a practical checklist on her phone. She uses the free app [AnyList](#), where she maintains separate lists for shows, workshops, and even groceries. It keeps her sane — and keeps her from forgetting anything.

The day before a show, she pulls items based on the weather:

- Lightweight stadium blankets for cold mornings
- Fans of every size for hot days (including neck strap fans)
- A cooler packed with ice

It's simple, but it makes long show days so much easier.

When Does She Start Making Inventory?

Deb builds inventory all year, but she starts making her **specific show stock** a couple of weeks ahead — earrings first (her bread and butter and fast sellers), pendants second, then any special or unique pieces she wants to feature.

What Trial & Error Teaches You

Today her booth is the result of hundreds of small lessons:

- Keep a list and update it constantly.
- Store displays in ways that keep them clean and consistent.
- Buy quality gear once, not cheap gear three times.
- Make inventory visible so you always know what you need.
- Prep early to avoid rushing the night before a show.

Chapter 4: Selling Without Selling, Equipment — Every Element of Your Booth

Deb has a simple, genuine way of engaging customers — without “selling.” She’ll start a conversation with something easy, like *“Have you been to this show before?”* And if someone is studying a piece closely, she shares the story behind it, not reasons why it’s a “great deal” and they should buy it.

The goal isn’t to push a sale. It’s to connect. A real conversation creates warmth, trust, and a moment that feels human, not transactional.

Your booth plays a big part in that experience. Give people space to breathe and look around. Keep your displays well lit and at eye level. Avoid crowding the shopper. In every detail, your booth becomes your brand — your look, your signature — and it should feel open, inviting, and easy for anyone passing by to step inside.

A well-run booth isn’t about having the most stuff — it’s about having the *right* stuff. The gear you choose, the sizes you buy, and the way everything fits together affect how smoothly your booth runs and how easily you can engage with customers.

The Tent: Deb uses a 10x10 [Eurmax](#) tent, bought directly from the manufacturer for better quality and fewer headaches.

Michigan weather can swing from sun to sideways rain, so durability isn’t optional. When winds hit 25 mph or higher, she brings out the heavy weights — 340 lbs total made up of water

weights. Amazon has a selection of water weight pouches. You can fill them at the show and empty them when you leave.

Tent Bag: Includes the Essentials

- Stakes - It should be noted that many shows will not allow stakes, which is why the weights are so important.

- Mallet

- Rope

- Tent clips

- A small level

- Shims (for uneven ground)

Bungee cords? *No*. They flex too much in the wind.

The Table, Chair & Cloth Covers

Table and chair height matters more than most new artists realize.

The Chair: More than likely you will only need one chair — just one — and it's tall, like a spectator chair that folds up. Sitting higher keeps you more at eye level with shoppers, which makes conversation natural and welcoming.

This sturdy, foldable chair made by [Ever Advanced](#) offers a 30.7" seat height, side table, cup holder, and storage pocket - perfect for the art shows. It can help to keep all your essentials handy. Check it out on Amazon - you won't regret it!

The Table: Tables should be high enough so your customers are not bending way over to see your artwork.

The [Basics Table](#) is found on Amazon and is an adjustable height folding table, perfect for indoor and outdoor use, with a carrying handle and easy open/close design. The 4 foot - 47.8" x 23.9" x 33.9" works well. Get risers, if you already have a table.

The Cloth: To cover the tables neatly is important to the look of your booth. One brand that Deb uses is called [Your Chair Covers](#) found on Amazon.

The rectangular spandex table cover fits a 4-ft table beautifully. The stretchy fabric wraps around all four legs, creating a clean, fitted look that stays put. These covers come in many colors, but black is usually your best bet — it lets your artwork stand out without competing with bright colors or busy patterns.

Displays: Everything in a booth has a purpose and a height that works:



- Bring as much of your art up close to eye level, whenever possible.
- Glass shelves on birch-covered stands or decorative boxes you wrap (the stands are lightweight, providing a natural look)
- Necklace stands with a little space between them so the booth doesn't feel crowded
- A mirror placed where customers can step aside without blocking traffic
- Seasonal touches like flowers and various accents to keep the booth warm and inviting

Every display choice helps you spend more time talking with people and less time fussing with the booth.

Power: If electricity is available, use it — but never rely on it. The [Jackery power station](#) runs her lights, fans, and anything else she needs. No worrying about tripped breakers or shared power strips.

Tools & Fix-It Gear: It's a good idea to keep one small "tool kit,". For Deb, it lives in her tent bag, so it's always with her. It includes:

- Scissors
- Tape
- Zip ties
- Small pliers
- Extra findings
- Safety pins
- A tiny magnifier

Nothing big, just the everyday tools that can *save the day*.

The "Under the Chair" Bag: This is the bag that goes under her tall chair at every show. It holds the items she reaches for constantly:

- Cash/change for the show
- Chapstick / Lipstick
- Pens and pencils
- Phone chargers
- Square reader
- Jewelry tools

- Extra findings
- Bug spray
- Sunscreen
- Hand sanitizer
- Windex wipes for glass shelves
- Small trash bags (surprisingly valuable, keeping the booth tidy)

The "Under the Chair Bag" ~ It's small, it's simple, and she always knows where it is and what's inside to grab at a moment's notice.

Chapter 5: When the Clock Hits 10 A.M. — Show Time!



A smooth show day starts long before the first shopper walks in. Most seasoned artists arrive **about two hours early** so there's plenty of time to settle in, turn everything on, and make sure the payment system is working — especially the Square reader. If the cell signal is weak, it's much easier to sort that out before

customers are standing in front of you.

By the time the show officially begins, you want to be in your tall chair, relaxed and ready, not still adjusting displays or rushing to plug something in.

Here's something many new artists don't realize: Shoppers rarely wait for the posted opening time. On nice days, people start showing up **15 to 30 minutes early**, and sometimes even **30–50 minutes before the show begins**. These early visitors are often the most eager buyers — they come early because they want the first pick.

Being fully set up ahead of time means you're prepared for the people who are ready to shop before the bell rings.

Chapter 6: What's Usual — and What's Not

Every show has its own rhythm, but certain patterns show up again and again. Knowing what's typical helps you pace yourself, plan your energy, and understand why some days feel wildly different from others.



Two-Day Shows: The Big Ones

Most larger shows run Saturday and Sunday, and the flow is almost always the same:

Saturday is busy — sometimes nonstop.

It's the day most shoppers choose to come out. People are relaxed, they're browsing with friends, and they have time to walk the entire show. Sales are strong and steady.

Sunday is slower.

Not because of your booth or the show quality — it's simply life. Many people are at church, spending time with family, or catching up on weekend errands. You'll still sell, but the pace is noticeably calmer. It happens like clockwork.

Holiday Shows: A Different Story

Holiday shows, especially in Michigan, are usually **one-day indoor shows**, and the income can be surprisingly high. Because they're indoors, you don't have to worry about wind, cold, or

sudden weather changes — a welcome break after the outdoor season.

These shows often bring in the same amount of revenue as a full two-day summer show, but in a single day. People are motivated, they're buying gifts, and they tend to shop quickly and decisively.

Chapter 7: Fast Checkout ~ Do You Have a Helper?

You don't *need* a helper to run a booth, but having one can make your day go smoother — especially when it's time to shut down. Many artists bring a friend, partner, child or even an older grandchild to help with the busy moments.

Kids love being involved. Deb's ten-year-old helper runs the Square like a pro, tapping cards and handing the bags or boxes with the works-of-art to the customers. Another enjoys restocking displays or doing coffee and snack runs. Little tasks like these free you to stay focused on customers.

If you're working alone, don't worry — shows usually have booth sitters available if you need a quick restroom break. And booth neighbors often keep an eye on your space when you step away. Artists look out for each other.

Fast Checkout Makes Everything Easier

Speed matters, especially when there's a small line forming.



The simplest way to keep things moving is to have your packaging pre-made. Slip the jewelry into a ready-to-go envelope, box or bag, take the customer's card, and tap it with the Square reader. It's quick and clean.

Most artists can check out a customer in under five minutes, even during busy stretches. And

because the process is fast, lines rarely grow beyond a few people — customers stay happy, and you stay relaxed.

Chapter 8: Details Matter

Setting up your booth is one thing — but it's the small touches that truly shape the experience for your customers.



Start with a clear, inviting sign that matches your brand colors and includes the essentials: your shop name, your medium, and

where people can find you locally and online. Think of it as your booth's "Hello" or handshake. Large pictures of your artwork is a good choice, too. Add the same details to these pictures, too.

Business cards should go into every bag, box, or envelope you hand out. Be intentional with what you put on them — this is how customers remember you later.

Seasonal decorations can add a lively, welcoming feel, but keep them simple. A few flowers in spring, summer, or fall. Wrapped boxes or small "gift" touches for the winter holidays. Just enough to add personality without overwhelming your artwork.

These little details help your booth feel warm, polished, and unmistakably *yours*.

Chapter 9: Packing the Car — And Everything That Comes With It

Packing for a show is more than loading the car. It's travel, parking, distance to your booth, how many trips you'll need to make, and how prepared you are before you ever leave the driveway. A little planning saves a lot of stress later.

What Kind of Vehicle Works Best?

You don't need a giant truck, but you *do* need space. A minivan like a Honda Odyssey works perfectly — the back end becomes your "mini truck," and most booth setups fit without a struggle.

Planning Your Route & Parking

Always check your route the day before using Google Maps. Gas up ahead of time so you're not rushing in the morning.

Parking can vary from "right next to your booth" to "prepare for a hike."



A Few Things to Keep in Mind:

- Some shows allow close unloading before you park elsewhere.
- If you have a handicap placard, you may be assigned a booth with easier access.
- When you're new to a show, study the art show map so you know exactly how far the walk will be.
- If it's a long haul, a wagon or folding cart becomes essential.
- Map out how many wagon trips you'll need — it helps you pace your unload.

Once you repeat a show, you'll know the layout by heart. But for the first year, do your homework.

Unloading: What Comes Out First?

There's no single "right way," but most experienced artists follow a similar rhythm:

1. Set up the tent first.
Get your footprint established and your weights ready.
2. Unload everything onto the ground around the tent.
Don't try to set up as you unload — it slows you down.
3. Move the car and park.
Shows appreciate when artists free up space quickly.
4. Do your full setup.
This is where the two-hour window is important. It gives you time to settle, adjust, and breathe.

If the weather looks perfect, bring your full setup — three tables and all your displays. If storms are possible, scale back to two tables to keep things tighter and easier to manage.

Other Travel Essentials:

- Hydrate — bring plenty of water.
- Pack your lunch. Lines at food trucks can waste precious selling time.

- Keep snacks handy so you stay energized without stepping away from the booth.

Why All This Matters:

Packing the car, planning the route, and organizing your unloading isn't busywork — it's what lets you arrive calm, confident, and ready to set up without rushing. When the practical stuff is handled, you can focus on what actually matters: your art and your customers.

Chapter 10: Unpacking After the Show

The end of a show has its own routine, just like setup. How you break things down and what you unload first can make the whole process smoother — and save you from waking up to a mountain of work the next morning.

Breaking Down the Booth:

Most artists pack up the same way every time:

1. Take down the displays and pack the fragile items first.
2. Clear the tables and fold them.
3. Remove the lights and power gear.
4. Drop the tent last, once everything else is ready to load.

The goal is to keep things organized so it all fits back into the vehicle in the same order it came out.

What Goes Into the Car First (and Why)

Heavier, larger items go in first — tables, crates, the tent, and big display pieces.

Smaller bags and delicate items go in last so they're not crushed.

If you use the same packing pattern each time, unloading at home becomes automatic

Arriving Home: What Gets Unloaded?

After a long day, you don't need to unpack the world. Most artists do this:

- Bring in the money bag first. It goes straight inside — no exceptions.
- Leave the rest of the booth gear in the car in the garage until the next day. If you have garage space, this makes life much easier.
 - If you do not have a garage to secure your vehicle filled with your inventory and equipment, at least bring the remaining expensive inventory inside.
 - The Jackery power supply, too.
- Keep the big items — tables, tent, lights — stored neatly in the garage. They stay ready for the next show.
- Take in your display cloths and toss anything dirty straight into the laundry. This keeps show gear fresh and avoids last-minute scrambling for the next show, which is more than likely the following weekend.

After that? Go inside, have supper, rest your feet, and recover. You earned it.

Chapter 11: The Checklist ~ What to Do Before The Show

- Gather your inventory by knowing your numbers for each particular show. 100–300 pieces (this is for jewelry, enough to restock displays). If you are a potter, sculptor, painter, etc., these numbers will be adjusted greatly.
- Prepare booth and displays: risers, table coverings, signs, lights, chair, decorative displays to show off your creations.
- Bring essentials: lunch, water, change for cash sales, receipt book, Square or your credit card reader, packaging for your product sales.
- Know your prices for each particular show. ($\text{Materials} + \text{Time} \times \text{Rate} \times 2$).
- Create a welcoming booth: open entry, raised displays, clear signage.
- Practice talking about your art (share stories, not sales pitches).
- Keep a notebook for sales and customer info. Deb jots down the sales price on each sale to get an ideas on how the sales are going throughout the day. Customer info is noted for the ones who want custom orders, etc.
- Stay flexible — learn from every show, every booth, every buyer.

Remember, we are in Michigan and the weather can be a heatwave, raining, chilly, and/or windy. This is a SHOW LIST Deb personally keeps on her app, [AnyList](#) which is a very popular and well-regarded app for creating lists. Available on iOS, Android, Mac, and the web, with free core features.

Shows List:

- Ice Water
- Cooler with ice
- Lunch/snack/candy
- Fan
- Sun hat
- Sun umbrellas
- Sunglasses
- Bug spray
- Bose speaker

- Paper towels
- Trash bags - the small ones from the grocery store.
- Wet wipes
- Hand sanitizer

- Money apron/change bag
- PAC from organizers of the show

- Jackery
- Extra Batteries

- Phone
- Phone mount (octopus)
- Phone charger cords
- Solar phone recharger

- Signs/Posters
- Tags for artwork
- Extra Pricing Tags
- Boxes or Bags or Envelopes
- Tissue paper

- Extra Earrings
- Extra Earwires
- Niobium wire

- Birch tree stakes
- Birch tree/Basket & rocks for weight

- Basic Tools
- Potted plants
- Glass shelves
- Table Cloths
- Table Decor
- Table top spot lights
- Goose neck lamps
- Hat Pins
- Tables
- Chairs
- Tent
- Tent sandbags or water pouch weights
- Shims
- Velcro straps
- Duct Tape
- Step stool
- Wagon
- Wear your watch

Chapter 12: Feature Me! — All Artists, Just Like You!

We share this because every artist deserves more than one path to be discovered. Getting steady traffic to a website is tough, and paid ads are expensive with no promise of sales. YouTube is different — it's a place where people are already searching, watching, and finding new exciting things to look at every day.

YouTube isn't just a video site — it's officially the second-largest search engine in the world. As of 2025, it has about **2.53 billion monthly active users**, which is nearly half of all internet users globally.

Let's Shine A Light On Your Work ~ Featuring ALL Artists!



This is ERIN MULLIS who we interviewed in September 2025 at the Fallasburg Art Show in Lowell, MI. We did a **Feature Me**

video piece with her telling us her creative journey. We thank you Erin!

ERIN MULLIS ART STUDIO: Erin is an abstract artist obsessed with bold colors, wild textures, and the magic of letting go. Based in Holland, Michigan.

- erinmullisartstudio.com
- [instagram.com/evmullisart](https://www.instagram.com/evmullisart)

Each week, we publish **Feature Me** on YouTube — simple spotlights that introduce you, share your work, and connect shoppers (and fellow artists) to your shop/blog/website and your social links. We keep it friendly, inspiring. It's your art, your creative journey, and your story — shared with the world.

You create the art; **we'll shine the light.**

Every feature helps another artist — and may just bring a larger audience and new buyer your way.

When you're ready, tap **Feature Me** and let's share your story.

Your Art. Your Story. Your Spotlight. We're **brand new** on YouTube! To find us, head on over to [@ForgeAheadARTS](https://www.youtube.com/@ForgeAheadARTS). If you like what we're building, please tap the 👍 (thumbs up) and click Subscribe. Every bit of support helps the channel grow—and the stronger we grow, the better we can promote artists like you.

You've Got This!

Whether this is your first leap into the art-show world or you've already done a few seasons, you know what it means to show up with your creative and beautiful art, and put yourself out there.



This guide wasn't about starting from zero — it was about gathering the smart habits, sharper systems, and practical upgrades that help any artist, at any stage, work smoother, sell stronger, and feel more prepared.

Some of these ideas might confirm what you already do.

Others may help you

refine your setup, tighten your workflow, or handle show days with a little more ease. Often the difference between a good show and a great one comes down to organization, equipment choices, and a few tips shared by someone who's lived it year after year, with outstanding success.

If these pages help you feel more confident, more equipped, or simply less overwhelmed by the moving parts of show life, then the guide has done its job. You should be selling more of your art, far more easily. Wherever you are in your journey — brand-new

or seasoned — hopefully this guide helps you “level up” with confidence.

Thank you for letting us be part of your journey. Every leap you take keeps creativity alive. Keep creating, keep sharing, keep growing.

Cheers! Here’s to your next show—and many more, ForgeAhead!

Mare & Deb ~ The Driving Force Behind ~ The ForgeAhead Team

Deb Flook ~ Enamel Jeweler & Professional Art Show Career

Maridee Hanselman ~ Silversmith & Enamel Jeweler & Author

Booth to Bank: Level Up ~ *From Tent to Triumph — The Booth to Bank Way*

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