



## Sunday Streets SF 2024 Merchandise Display Guidelines

### Display Requirements For Sunday Streets:

- Table covering (must bring your own)
- Brand sign
- Kept tidy and free of trash throughout service
- Prominently displayed menu with prices - FOOD VENDORS ONLY

### Display Best Practices for Sunday Streets:

#### SIGNAGE

- Let people know who you are as they stop by your table or booth. They need to see your name or trade name and most importantly YOUR PHONE NUMBER, EMAIL OR WEBSITE. Having a prominent sign with your branding and contact info will help attendees remember your company name and store your contact info when they're ready to buy a gift later.

#### BUSINESS CARDS

- Make sure you have some to pass out to people stopping by your table, especially to anyone who stops by and begins to browse.
- Business cards should always have your name, phone number, and email and online presence if available (website or IG handle). It's also a good idea to show your product or describe what you sell on the back of the card.

#### PROUDLY DISPLAY YOUR CULTURE AND HERITAGE

- ***A long time sales saying is that people buy from people.*** The people of San Francisco want to buy to support many groups and causes. If your merchandise is designed from a particular culture make sure that information is displayed. If 20% of your sales are going to support a particular cause make sure people stopping by know that.

#### DISPLAYS

- Make sure your table is set up to "Catch People's Eye". This may mean putting some of your most attractive designs up front. Another way is to have your best priced items up front. In both cases you want people to move from one item to another. Someone sees a great priced set of earrings then notices the necklaces next to it. Too much stuff can also distract from some of the good items you have to sell people stopping by your table.
- Most importantly MAKE SURE YOUR DISPLAY FITS YOU AND YOUR PERSONALITY. It is much easier to sell items from your display if you like the way they are displayed.

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Sunday Streets | Livable City

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- The displays should also be easy to set up and take down.

#### **BE PREPARED FOR WIND**

- The number one problem for vendors is wind. It is windy in San Francisco, especially in the afternoon. Make sure the canopy and table is strong and the legs secured to the ground. Bring small weights to hold down paperwork. Make sure your sign is firmly attached. Some vendors laminate any sign with their contact information and tape it to the table. Put lightweight items, that may blow away, in boxes or attached to the table.