

SUNDAY STREETS SF 2025

MERCHANDISE DISPLAY GUIDELINES

Updated on
02/13/2025



GETTING STARTED

This document provides essential guidelines for setting up and maintaining a professional and visually appealing merchandise display at Sunday Streets. A well-organized and engaging booth not only enhances the event experience but also helps attract and retain customers.

Here, you'll find key requirements and best practices for booth layout, signage, product presentation, and safety measures. By following these guidelines, vendors can ensure a seamless setup that aligns with event standards and creates a welcoming space for attendees.

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

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.

SIGNAGE

Make a lasting impression by clearly displaying your name or trade name at your table or booth. Attendees should easily see **your branding along with your phone number, email, or website**. A well-placed sign with your contact information not only helps people identify your business but also ensures they can reach out when they're ready to make a purchase—whether during the event or later when shopping for a gift.

SUNDAY STREETS SF | LIVABLE CITY NON-PROFIT

66 Mint St, 2nd Floor. San Francisco, CA. 94103

SundayStreetsSF.com | LivableCity.org | (415) 344-0489

DISPLAYS

Your table should **immediately draw attention** and invite people to explore. Position your most visually **striking designs** or **best-priced items** front and center to capture interest. A well-arranged display encourages browsing. Someone may stop for an eye-catching pair of earrings and then notice the beautifully crafted necklaces beside them.

However, **less is more**; an overcrowded table can overwhelm shoppers and take focus away from your standout pieces. Keep your setup clean, organized, and thoughtfully arranged to highlight your best merchandise and make shopping an enjoyable experience.

Most importantly, **make sure your display reflects you and your personality**. When you're excited about how your products are presented, selling becomes more natural and engaging.

Lastly, keep practicality in mind, your setup should be easy to assemble and take down so you can focus on your customers rather than struggling with logistics.



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.

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.

ABOUT SUNDAY STREETS SF

Sunday Streets is a program of the nonprofit Livable City, presented in partnership with SFMTA, SFPDPH, and the City and County of San Francisco. Sunday Streets' mission is to:

- Create temporary open spaces and recreational opportunities where it's needed most
- Encourage healthy eating and active living
- Foster community-building
- Inspire people to think about their streets as public spaces

This policy is part of Sunday Streets SF Program Guidelines, created to maintain public safety and the integrity of the program's mission. We thank you in advance for investing in San Francisco by participating in Sunday Streets SF and observing this policy and all other policies outlined in Sunday Streets Program Guidelines.

