

The Antique Booth Setup Checklist

Everything to handle before your first day selling

Before You Sign the Contract

- Tour at least 3 booth locations before committing
- Ask about monthly rent, fees, and any revenue share structure
- Confirm booth dimensions and get them in writing
- Ask what furniture, shelving, or fixtures are provided
- Clarify the mall's tagging and pricing requirements
- Understand the check-out and payment schedule
- Ask about foot traffic patterns and peak days/hours
- Review the contract for exit clauses and notice periods

Booth Setup Essentials

- Purchase or build shelving appropriate for your booth size
- Add a pegboard or gridwall for hanging items
- Use risers and stands to create visual depth at different heights
- Place your most eye-catching item at or near eye level
- Leave enough aisle space for customers to browse comfortably
- Add a small rug or runner to define the space
- Use lighting if the mall allows it (clip-on LEDs work well)
- Include a locked case for small, high-value items

Signage and Branding

- Create a booth name sign visible from the aisle
- Add a smaller sign with your booth number for easy reference
- Print category signs for sections (Glassware, Primitives, etc.)
- Create a 'All items in this section: \$X' sign for bulk areas

- Add a card or small sign with your contact info or social handle

Pricing and Tagging

- Price every single item before opening day
- Use hang tags, stickers, or card stock tags consistently
- Include your booth number on every tag
- Research comparable sold prices before pricing
- Add a 'Make an Offer' tag to high-ticket items if the mall allows
- Create a clearly marked markdown section for slow movers

Inventory for Opening Day

- Aim to fill at least 80% of your display space
- Include a mix of price points (\$5 to \$100+)
- Stock impulse-buy items near the front (under \$20)
- Bring backup inventory to fill gaps within the first week
- Photograph your full booth layout before opening
- Keep a running inventory list with cost and listed price

Ongoing Operations

- Visit your booth at least once per week to restock and tidy
- Track monthly sales vs. rent to measure profitability
- Rotate or reposition slow-moving items monthly
- Note which categories sell fastest and source more of those
- Build relationships with mall staff and neighboring vendors
- Set a sourcing budget before every buying trip