

CON CHECKLIST



Comfortable Shoes

You'll be on your feet a lot, leave the high heels at home.



Gum or Mints

You don't want to kill people with your coffee breath.



Envelope

For gathering business cards, receipts, flyers and other loose pieces of paper.



Business Cards

Because having one makes you look more like a pro.



Hand Sanitizer

If you do the con thing right, you'll be shaking many hands...



Power Bank

We're more and more dependent on our phones and there's no guarantee your battery will last all day or you can find a place to charge it.



Books and/or Samples

You'll be going to and from events and you want to be able to whip out a copy of your book anywhere, anytime. Who knows who you might bump into in line for coffee or at the afterparty.



Daily Carry Bag

For carrying those books and/or samples! A light messenger bag that can carry a sweater and/or raincoat, a few books, sunglasses and a water bottle.

IF YOU HAVE A TABLE:



Roll-up

Banner, poster or other big artwork you can put on the wall behind you.



Freebies

Stickers, postcards, buttons or some other little thing you can give away. Don't forget to put your website address on it somewhere.



Drawing Paper and Pens

For doing commissions or just to sign books. Drawing something cool also tends to attract people to your table.



Books for Sale

Or SOMETHING for sale! Pro tip: Bring less books for that awesome SOLD OUT effect.



Change

Unless you have some way of handling credit cards, people will have to pay in cash. And people don't always have exact money.



Summaries or One-Sheets

Some people prefer to read a short description of a book before they consider buying. Also nice to have a few to hand out to potential publishers or whatever.



Price Tags

I usually make mine by folding a blank index card and just writing on it with a marker. You can do it at the con, no worries. Pro tip: You can discount the price on the last day to push the last copies across.



Displays

Some type of cardboard thingy or book rest, anything that stands up and can help you stand out. Books just lying flat on a table are less enticing than a propped up book or sign.



Other Merch

Buttons? Coffee mugs? T-shirts? Go nuts!