

MARKETS

EXPECTATIONS AND CLIMATE



ASHLEY GARNER

NEST:

INSTAGRAM & ETSY: @BESTNESTHOME
THEBESTNESTHOME.COM



WHERE ARE THE MARKETS?

Old City Market

Old Sevier Market

Sunday Social at Honeymoon

Retropolitan Craft Fair

Mood Ring Vintage

Vintage Market Knoxville

Dogwood Arts

First Friday pop ups

Schulzbrau

Pints for Purpose

Commonplace Coffee

KnoxFill

Crafty Bastard Friday Night Market

Dark Market

Knox Pride

Ambiguous Events

SoKno Pride

Farmer's Markets

MARKETS OUTSIDE OF KNOX

Maker's Collective - Greenville, SC

Renograde Craft- Asheville, NC

Porter Flea- Nashville, TN

Vintage Market Days- various cities across USA

Show and Tell Pop Up- Asheville, NC

Meet Me at the Markets Events- various cities across the USA

Uncommon Market- Asheville, NC

Six Ways Markets- various cities (2 Knox dates)

WHAT TO BRING

Card reader/ electronic payments

Tables, shelves, etc

Sport wagon, dolly, or both

Signage/ marketing materials/ QR code

Stickers/ cards

Snacks/ drinks

“Oh s*it kit”

CURRENT CLIMATE

Post Covid times have led to over saturation, and this isn't Knoxville specific.

More markets= less scarcity + more things to do in a day.

How to set yourself up for success?



SET EXPECTATIONS AND STAY POSITIVE

**“THATS MORE \$ THAT I WOULD
HAVE HAD IF ID JUST SAT AT HOME.”**

THINK LONG TERM

**COMPARE LAST YEAR VS THIS YEAR
VOLUME & MAKE DECISIONS**

NOT EVERY MARKET IS FOR YOU

***“YOU CAN BE THE JUICIEST PEACH
AT THE FRUIT STAND AND THERE’S
ALWAYS GOING TO BE SOMEONE
WHO DOESN’T LIKE PEACHES.”***

DITA VON TEESE

