Cultural Daily

Independent Voices, New Perspectives

Small Merch Ideas That Sell at Craft Fairs and Conventions

Our Friends · Thursday, November 5th, 2026

Ever stopped at an artist’s table for one sticker and left with a matching keychain? You saw something you liked, and suddenly you wanted to take a little more of that artist’s work home.

That’s a useful starting point for your own merch. Give people a design they connect with and a few easy ways to buy it. No product sells just because it’s small, though. The art, price, audience, and display all matter.

So, what should you bring to your next craft fair or convention? Here are five ideas worth testing.

Pins and Button Badges



Photo: Dagmara Dombrovska via Pexels

Custom round glitter holographic button pins, available on Vograce.

People can wear your pins on a jacket, bag, or lanyard. Try a sleeping dragon, a grumpy mushroom, or a magical girl you drew.

If your art has lots of colors, try an acrylic pin. Vograce also sells enamel pins, wooden pins, and button badges. Compare them to see which is the **best choice** for your design.

Print your design at the size you plan to sell it. If you have to lean in to read the joke, make the words bigger.

Stickers and Sticker Sheets

Someone who likes your art might buy a sticker even if they came by just to look.

Start with a few drawings that are easy to see at sticker size. Try a sleepy cat with a bowl of noodles and a pair of chopsticks. Sell it as one sticker, or make a sheet with the same cat eating, napping, and asking for more noodles.

Leave some space between the stickers so each one is easy to see.

Before ordering, check:

- The sticker’s finished size.
- The material and finish.
- Whether it suits the use you plan to advertise.
- The supplier’s file and cutting requirements.

Don’t call a sticker waterproof or dishwasher-safe unless the specific product supports that claim.

Acrylic Keychains

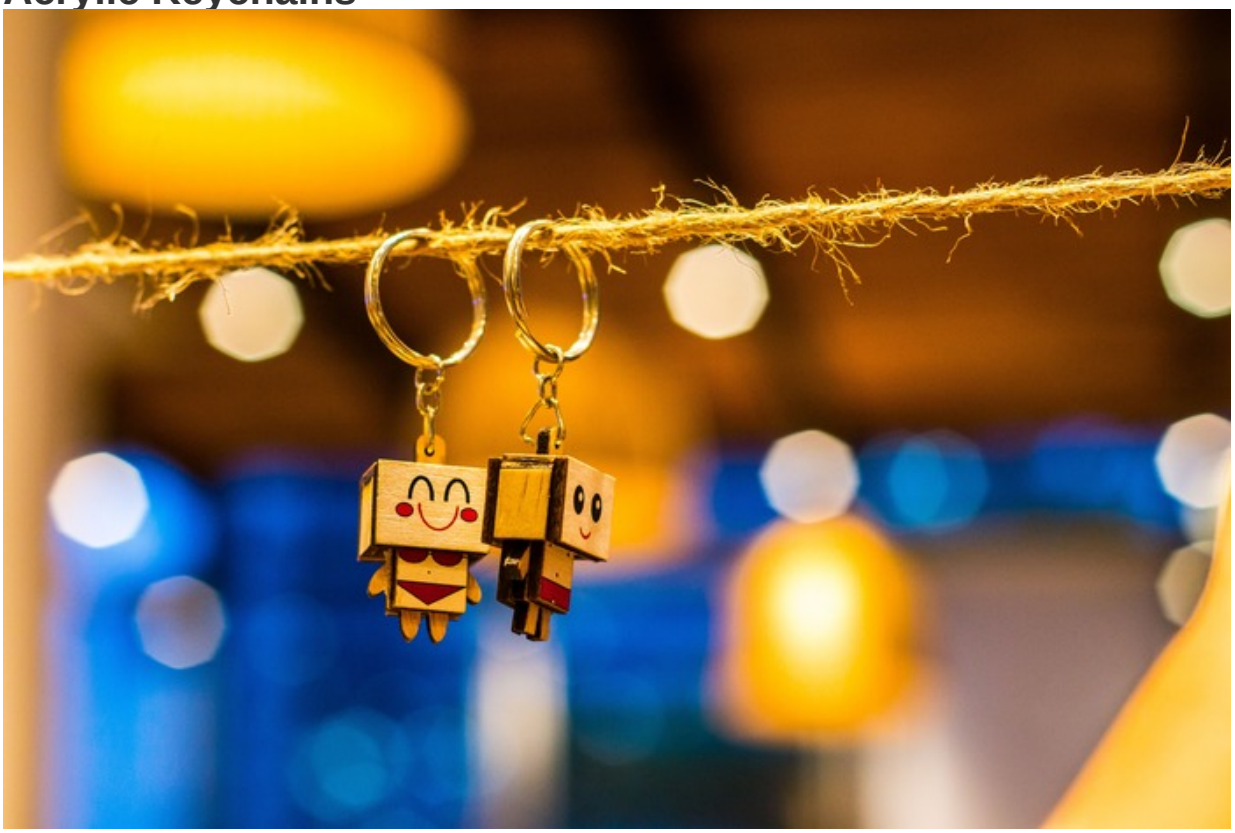


Photo: Chu Chup Hinh via Pexels

Custom acrylic heart-connect magnetic keychain, available on Vograce.

Acrylic keychains let buyers carry a favorite design on their keys or bag. They also give you room to show a full character pose or a small scene.

Got an original character people already ask about? Try that design first. You don’t need a whole cast for your first event.

Order a sample when possible. Check the printed colors, edges, and attachment before committing to more stock. Hold it at arm’s length, too. Can you still tell what the character is doing?

Check where the hole for the keyring sits on your proof. If it goes through a detail like your character’s ear, ask the maker to leave a small tab of clear acrylic above the design for the hole.

Bookmarks

Bookmarks work well for tall drawings, like a flower, a sword, or sleepy animals stacked on top of each other. You can sell them at book events or to people who like fantasy books.

Keep the design simple. Pick one drawing and add a few words if you want. Make sure both are easy to see.

Put one bookmark in an open book so buyers can see how it looks. Keep the rest flat and covered so they stay clean and don’t bend.

Mini Prints and Postcards

Have a detailed piece that loses too much when you shrink it into a pin? Try a mini print or postcard instead.

A small landscape, cozy shop scene, or original character portrait gives visitors a piece of art they can display at home.

Label the size clearly. If a frame is only there for display, say “Frame Not Included.” For postcards, show the back as well as the artwork so buyers know whether there’s space to write.

Before You Order

Set aside money for your table fee, travel, bags, and price signs. Use what’s left to buy your merch. For your first fair, pick one or two items, like stickers and pins. Get a few of each design.

Ask how long it takes to make and ship your order. Give yourself a few extra days in case it’s late. If you can, order one sample first. Check the colors, size, and finish. If something looks off, ask the seller to fix it before you order more.

Add up what each item costs, including shipping and packing, before you set a price. After the fair, write down what sold, what you had left, and what people asked for. Use those notes when you place your next order.

Final Thoughts

For your first craft fair or convention, pick a few drawings you'd like to sell. A funny cat could make a good sticker, and a tall stack of books could work as a bookmark. Order a small batch so you can see how the designs turn out and how they sell.

Give each item a spot on your table and put the price next to it. When you pack up, take a minute to count what's left. If you ran out of a design early, bring a few more of it next time.

Photo: Muhamad Guruh Budi Hartono via Pexels

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