Booth Display Tips

Your booth at shows is your ***storefront***. Maximize your investment in the show by presenting your work in a way that will make customers want to come into your booth and buy. Most people will walk by the standard 10' x 10' booth at a craft or art show in less than five seconds. Even with your unique designs and outstanding craftsmanship, you need to put some time and effort into designing your booth to make the instant impression you want. How can you make your booth inviting, memorable, and stand out so your potential clients slow down, take notice, and engage with your work?

Here Are Some Tips to Help You

- Do a mock-up before the show and create a display in the same dimensions of your space at the show in your studio/garage. This way you can visualize what design works best for your products and what doesn't.
- Booths that provide an overall sense of the artist's style through colour and texture and that can be seen from a distance make great first impressions. Make your booth look like a small boutique or shop.
- Great lighting enhances your products and directs the buyer's eyes to highlighted areas. Booths that are poorly lit are often overlooked by customers.
- Don't block the entrance to your booth with furniture or tables or create a barrier. Buyers want to be able to see and touch your products.
- Present a unified theme. Have focal points in your booth where products are presented to work together. Create vignettes where the customer sees the product in the setting they will use it in.
- Don't clutter your display with too much product. Often when presented with too much choice, the buyer will choose nothing.
- Greet the buyers and welcome them in your booth by engaging them. Talk about your work and show them the different choices. If you are sitting in a chair, on your phone, or looking bored buyers will feel this and move on to the next booth.

Examples – Attractive, Professional Displays

This impressive display is a hard wall construction display.

This portable display is achieved with great signage, crenellated paper (Molo), and lighting.