

# Booth Setup & Display:

## Why Your Display Matters — And Why Investing in It Is Worth It

Your booth display is just as crucial to your success as the products you sell. While there are many ways to arrange your booth, creating an eye-catching and inviting setup is essential for attracting customers and increasing sales. Here are some key insights and tips to help you craft an effective display.

Your booth's presentation is your first impression and is as vital as the products you sell. You might ask yourself why you should spend time and money creating an eye-catching setup instead of investing all resources into making more of your popular items. The answer is simple: It is how you attract customers, increase sales, and communicate your brand's personality instantly.

Picture yourself as a shopper walking through a craft fair. You might not stop at every booth, but occasionally, something catches your eye—an intriguing display or a striking product—that makes you pause. As a vendor, your goal is to be that stand-out booth—something that makes passersby stop, look closer, and want to explore your offerings.

Your booth's presentation is a reflection of you and your brand. It should tell your story quickly and clearly, allowing shoppers to understand what you're selling within seconds. A cluttered, mismatched display with cheap tablecloths and messiness gives off an unprofessional vibe and can turn customers away. Conversely, a thoughtfully curated, themed setup with quality materials signals that your business is established and successful. It signals to potential customers that you're serious, encouraging people to buy.

The props, colors, and layout you select are powerful tools in shaping the overall atmosphere of your booth. These elements work together to create an environment that not only attracts attention but also evokes specific feelings and perceptions. For example, using warm, cozy colors like earthy tones or soft pastels can make your space feel welcoming and friendly, encouraging visitors to linger longer. Conversely, bold and vibrant hues can energize your display, drawing immediate attention from a crowd.

Props also play a crucial role in storytelling. Thoughtfully chosen decorations—such as vintage boxes, natural elements like pinecones or flowers, or themed backgrounds—can help tell your brand's story, convey a particular vibe, or highlight the purpose of your products.

The layout of your display influences how customers move through your booth and how easily they can engage with your offerings. An open, well-organized space invites exploration and makes it easy for shoppers to approach, pick up, and examine items. Strategic placement of larger or eye-catching products at key points can lead customers naturally around your booth, increasing the likelihood they'll see everything you have to offer. A cluttered or poorly designed layout can turn people away or make them feel overwhelmed, reducing the chance of a sale.

When all these elements come together—appealing props, harmonious colors, and a thoughtful layout—they create an inviting atmosphere that encourages customers to connect with your products. As a result, they're more likely to think, "I need that," or "That's exactly what I've been looking for," which significantly increases your chances of making a sale. Prioritizing these design details helps you create a setting that draws people in and leaves a lasting impression, turning casual passersby into loyal customers.

# Tips for Creating a Captivating, Sales-Boosting Exhibit!

## ✔ Display Your Business Name Clearly

Ensure your business name is prominently displayed on signage, banners, or your booth. This quickly communicates your identity, builds brand recognition, and conveys professionalism to shoppers.

## ✔ Install Division Walls to Clearly Separate Your Area from Your Neighbor (Applewood Arts Requirement)

This ensures privacy and clearly defines your space, creating a cohesive, boutique-style ambiance—making your booth feel like a unique storefront. Well-chosen props like fabric drapes, screens, grid walls, shelving, and crates can enhance your booth's appearance, add visual interest, and create an inviting, professional atmosphere that attracts customers.

## ✔ Create Visual Interest with Varying Heights

Use risers, stands, or different levels to add depth and dimension to your display. Avoid placing all items flat on the table, as this can look cluttered and uninviting. Instead, varying the heights makes your booth more dynamic and visually appealing, guiding the eye across your display and encouraging shoppers to explore more.

## ✔ Use Coordinating and Complementary Colors

Choose colors that harmonize within your booth and your product, such as matching or complementary shades for your tablecloth, signage, and props. A cohesive color scheme attracts attention, makes your display more attractive, and reinforces your brand identity.

## ✔ Use Attractive Floor Tablecloths and Proper Lighting

Choose floor-length, coordinated tablecloths for a professional look. Enhance your display with lighting—spotlights, fairy lights, or lamps—to highlight products and create an inviting atmosphere.

## ✔ Feature Eye-Catching Items Front and Center

Place your most attractive, colorful, or larger products at the front to quickly grab attention. This instantly invites customers to stop and take a closer look.

## ✔ Attach Clear, Visible Price Tags

Price everything clearly so customers can make quick purchasing decisions without needing to ask. Visible pricing helps reduce hesitation and speeds up the sale process.

## ✔ Design Professional-Looking Signage

Avoid hand-written signs for a more polished appearance. Creating clean, professional signage is simple and affordable, helping your booth look more established and less amateurish.

## ✔ Create a Natural Customer Flow

Arrange your display to encourage movement through your booth. Create pathways and focal points that lead shoppers smoothly from one area to another, increasing their engagement.

## ✔ Keep It Clean and Tidy

A neat, organized booth exudes professionalism and attention to detail. Regularly straighten and tidy your display throughout the event to maintain a polished appearance that reassures customers about the quality of your work.

## ✔ Regularly Evaluate, Adjust and Stay Flexible

An effective display doesn't require a large budget. Regularly step back and view your booth as a shopper—note what attracts attention and what feels dull. Stay flexible and make adjustments to improve flow, appearance, and product placement, using customer feedback and observing other vendors for ideas. Use creative budget-friendly materials and invest in quality props as you refine what works best for your brand.

**Remember: Your goal is to make your booth stand out.** An eye-catching, memorable setup can turn casual foot traffic into customers. It's your first opportunity to showcase your brand and boost sales. With thoughtful planning and a small investment, your display can be a powerful tool for success.