

Tips for Creating a Successful Booth Set Up

*****Remember, the more beautiful the booth, the higher the sales...it's worth it!!!*****

First Impressions are Huge at Simple Treasures! Make your booth stand out! The more elaborate, the better.

*Spotlights/lamps/holiday lights and any extra lighting go a long way in catching a customer's eye. (No extra charge for electricity at all our shows. All we ask is that you use LED lights, so we don't throw a breaker:) Spotlights are super cheap. You can get one in the hardware section of Walmart for about \$15. They will more than pay for themselves!

*Logos are also a great addition. Have a graphic with your business name for all your products, or even on a banner. Logos always make a statement and give people a visual of your product and business. It's something that carries from show to show, and more importantly, out the door after the purchase.

*A backdrop is a great way to set yourself apart! Simple Treasures strongly prefers a full backdrop when possible. (See ideas below)

*Tables can be used, but must have other embellishments with them. (Shelving, levels, etc.) The tablecloths need to hang to the floor and be neat and unwrinkled. 8 ft tables are a \$5 rental in Farmington and \$3 per day in Ogden (\$15 total).

*Add shelving, levels, dress forms, racks etc. Different textures are always a great addition.

*Avoid making everything in the booth a dark color.

*Avoid blocking entrances to the booth. Make it feel OPEN and INVITING and EASILY ACCESSIBLE.

*Be aware of where your focal point is. Where does the eye draw when the customer walks into the booth?

*Adding greenery, fabric, tulle, and embellishments of any kind to the booth always adds a nice touch.

Anything that compliments your product. Have fun with seasonal themes!

*******Backdrop Ideas:**

*Gridwall can be found at Advanced Display in Salt Lake. Sometimes gridwall can be found used as well. There are a lot of websites, Amazon, Uline, etc. If you plan to do many shows in the future, it's a great investment. It's light - easy to haul from show to show - sets up simply - looks great and lasts forever!

*Lattice: found at Home Depot/Lowes for \$15-\$20 for a 4'x8' panel, add supports and hinge together

*Pegboard painted

*Old or new doors hinged together

*Old or new wood put together into a fence or panel

*Make backdrops lightweight for easy portability.

*Avoid making the backdrop the same color as the products on display

BE CREATIVE!! GIVE IT YOUR OWN FLAIR!!!