Tips for Creating a Successful Booth Setup

✨ **Remember: The more beautiful the booth, the higher the sales — it's worth it!** ✨

👀 **First Impressions Matter!**

Simple Treasures is a visual shopping experience — your booth needs to **stand out** and **draw people in at a glance**.

✅ **Layout Tips**

- **Know Your Traffic Flow:**
  Understand which direction shoppers are coming from (straight on, left, right).
  👉 **Face your best selling products toward that direction**.
- **Create an Enticing Focal Point:**
  You only have a few seconds to catch their attention.
  Put **best-sellers, eye-catching pieces, or "need this now" items** front and center!
- **Mid-Show Refresh:**
  Our shows run multiple days — many customers return!
  ✨ **Change up your layout** halfway through to catch fresh eyes and re-engage repeat visitors.
- **Keep Entrances OPEN and INVITING:**
  Avoid blocking access. Shoppers should feel welcome to walk in and explore. If they have to step out of their way....they won't.

💡 **Lighting = Sales**

- **Spotlights, lamps, and holiday lights** go a long way!
  No extra charge for electricity at our shows — just **use LED lights** to avoid tripping breakers.
  👉 Well-lit products = more sales! Lights will more than pay for themselves.

👄 Branding & Signage

- **Use Your Logo!**
  Display your business name clearly with a sign or banner. It gives shoppers a visual identity to remember and look for next time!
- **We recommend displaying your IG or FB if you want exposure there.** Our social media manager uses that to tag you in pics and videos that go live during showtime.

🎨 Design & Decor Tips

- **Backdrops Matter!**
  A well-done backdrop sets you apart. Simple Treasures prefers full backdrops.
- **Tables Are OK… but Elevate Them!**
  Use shelves, risers, crates, or racks to create levels.
  ✔️ Tablecloths must hang to the floor, be **neat and wrinkle-free**.
- **Use Varying Heights & Textures:**
  Incorporate shelving, dress forms, racks, and layers to create interest.
  Ideal height: 6–7 feet to utilize eye-level space.
- **Eye-Level Real Estate = Prime Selling Zone:**
  Place your most important items and best sellers where they naturally catch the eye.
- **Avoid:**
  - Dark booths or everything in the same color.
  - Backdrops that match your product color (it all blends together!).
- **Do Add:**
  - Greenery, seasonal touches, or embellishments that complement your product.
  - Personality and style that reflects your brand.

🛠 Backdrop Resources

Here are some backdrop ideas you can easily create or buy:

Material	Notes
Gridwall	Lightweight, reusable, professional. Great investment for vendors!
Photo Stand	Lightweight, inexpensive, portable.
Pegboard	Can be painted and styled easily.
Doors/Wood	Rustic charm! Hinge together for stability.
Fence Panels	DIY-friendly and customizable.
Pop-Up Canopy	Not ideal – only use if well-lit and doesn't block visibility.

Have fun and be creative!
A great booth not only looks amazing — it **sells**. You've got one chance to make a lasting impression... make it count! 💥