

5 Tips to an Appealing Booth

- **Look professional.** If using a craft table, cover it to the ground. No one wants to see your back stock, garbage or even the table legs. Even better, use a piece of furniture! A hutch or sofa table that has drawers and cabinets that can open to display product. A “homey” feel is very appealing.
- **Brand yourself.** Use a professional looking sign with an eye catching logo. Many artisans sell at various places both in person and online. When shoppers see similar items for sale at different venues, it can boost your business to have an appealing BRAND that people think, “I’ve seen/purchased/heard of that before.”
- **Use levels and height to your advantage.** Most shows allot you a certain amount of space. Take it vertical, and you’ve just made your investment more worthy. Grid-wall, picket fence, baskets, and covered baskets are all examples of this. It’s cost effective as well as easier to shop...people don’t have to bend over to look at your products. Allowing shoppers to step into your space can help ensure they see all of your merchandise.
- **Fill it up.** It’s uncomfortable to shop in a nearly-empty store. A smaller display that is full is better than a larger space that is sparse.
- **Pricing tip: Bundle items:** One item for \$10, two for \$18, that sort of thing. It seems natural to set your price and then offer a discount for purchasing more than one, but the wise business person would take their price point, \$9, double that for their two-for price, then add to the original price point for their single price. The buyer gets a deal for buying more, but the seller isn’t out for selling more.

Remember to engage and welcome all browsers, shoppers and attendees. Your customer service could make the difference in their purchase!