

Design - Display - Decor



IDEAS FOR CONNECTING YOUR
PRODUCT TO THE SHOPPER BY
DESIGNING A MEMORABLE
BOOTH SPACE

Display Tools

Use your vertical space- think about stacking, creating layers, elevating products at eye level.

Go Beyond Shelves- shutters, ladders, PVC or Copper pipes, clothing racks, room dividers, tree branches, stumps

Appropriate to your craft – think about what would help tie your display together (selling robot themed crafts? think metal, black, grey – not floral) screen printing kitchen towels? display in vintage kitchen bowls, or an old bread box).

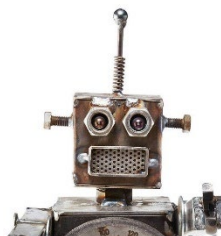


Table Décor

Good idea to have add-in's

Table coverings, battery operated lights, flowers, plants, succulents, photos showing your product "in action." Knick Knacks from around your home.

Matching set-up and décor to your product.

















Great Spots

Source materials from local thrift, hardware, craft, salvage stores, or even your home!

Get inspiration from online search engines or in store displays (IKEA/ Anthropologie / Target)- see how your favorite stores are displaying their product(s). * all about reworking or adjusting to fit your esthetic



You !

Keep in mind YOU are part of your booth – remember part of the draw of indie craft shows is meeting the makers!

Stand, make eye contact, present your “pitch”, greet people.

Wear your product – show customers how to incorporate your pieces into their everyday looks.

Confident and Comfortable – be you!



Display Items available via Handmade Arcade



