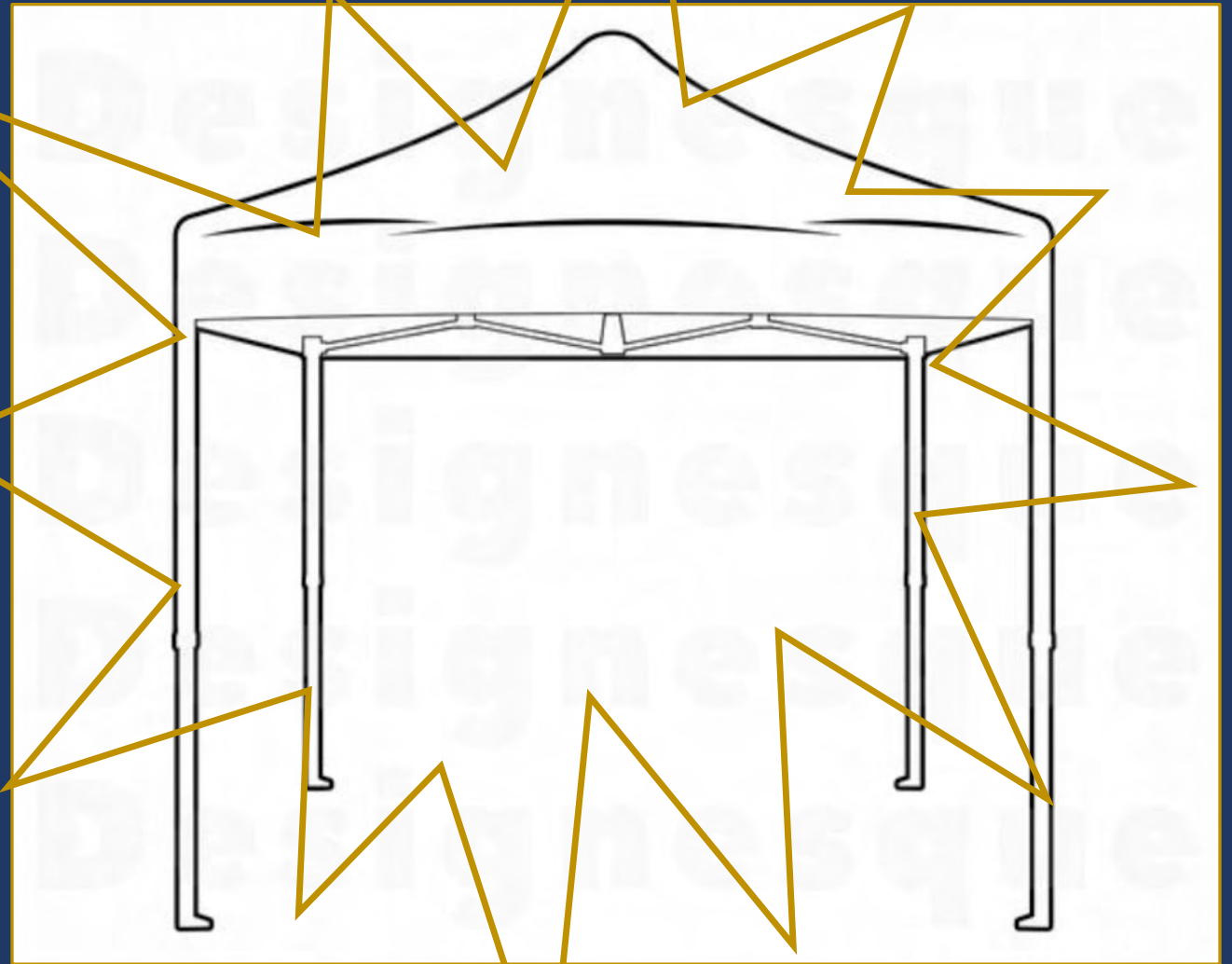


BOOST THAT BOOTH!

Get the attention—and SALES—you deserve.

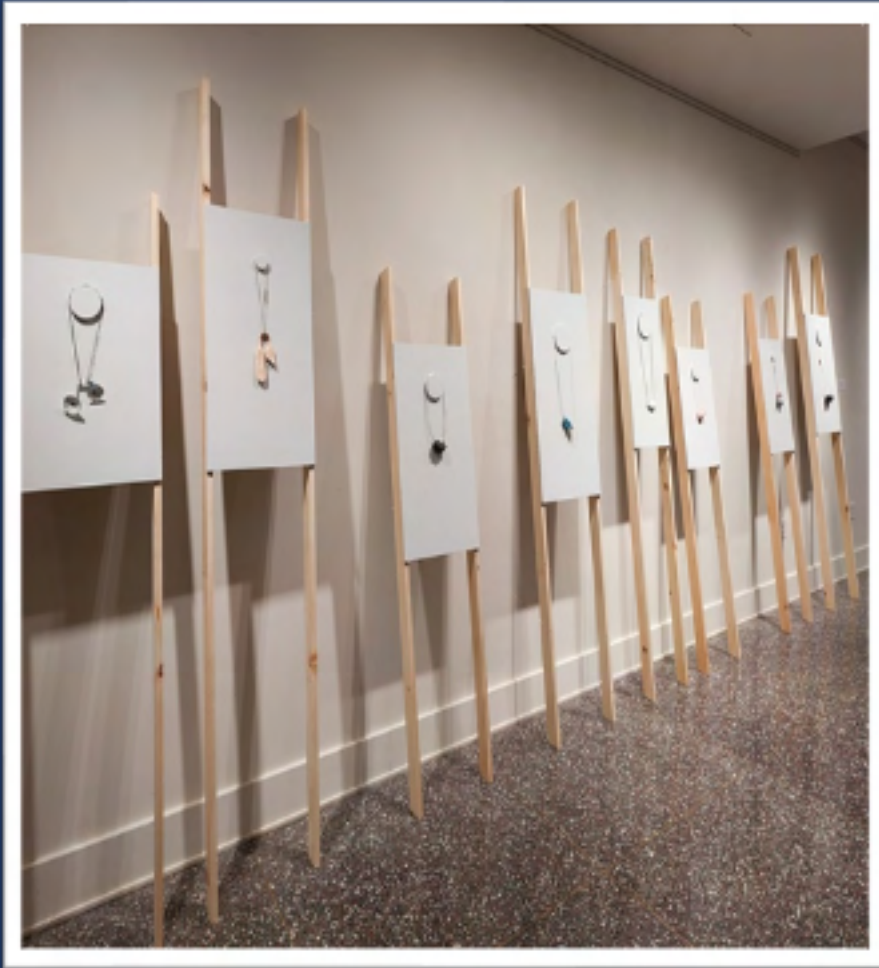
Amy Meadows

www.windowmatter.com





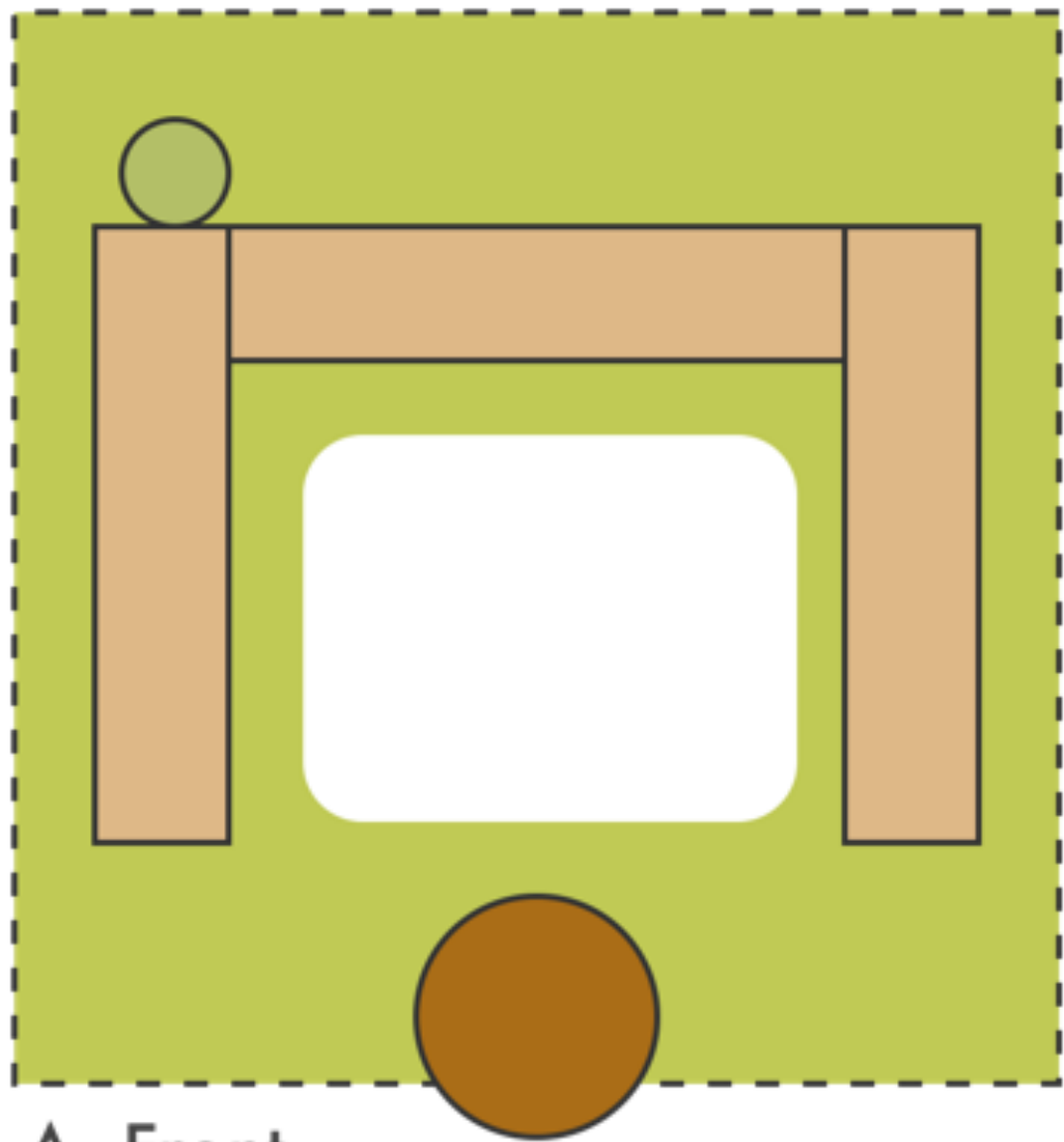
Does your booth reflect your brand?
Is your product colorful, clutter-friendly, playful?



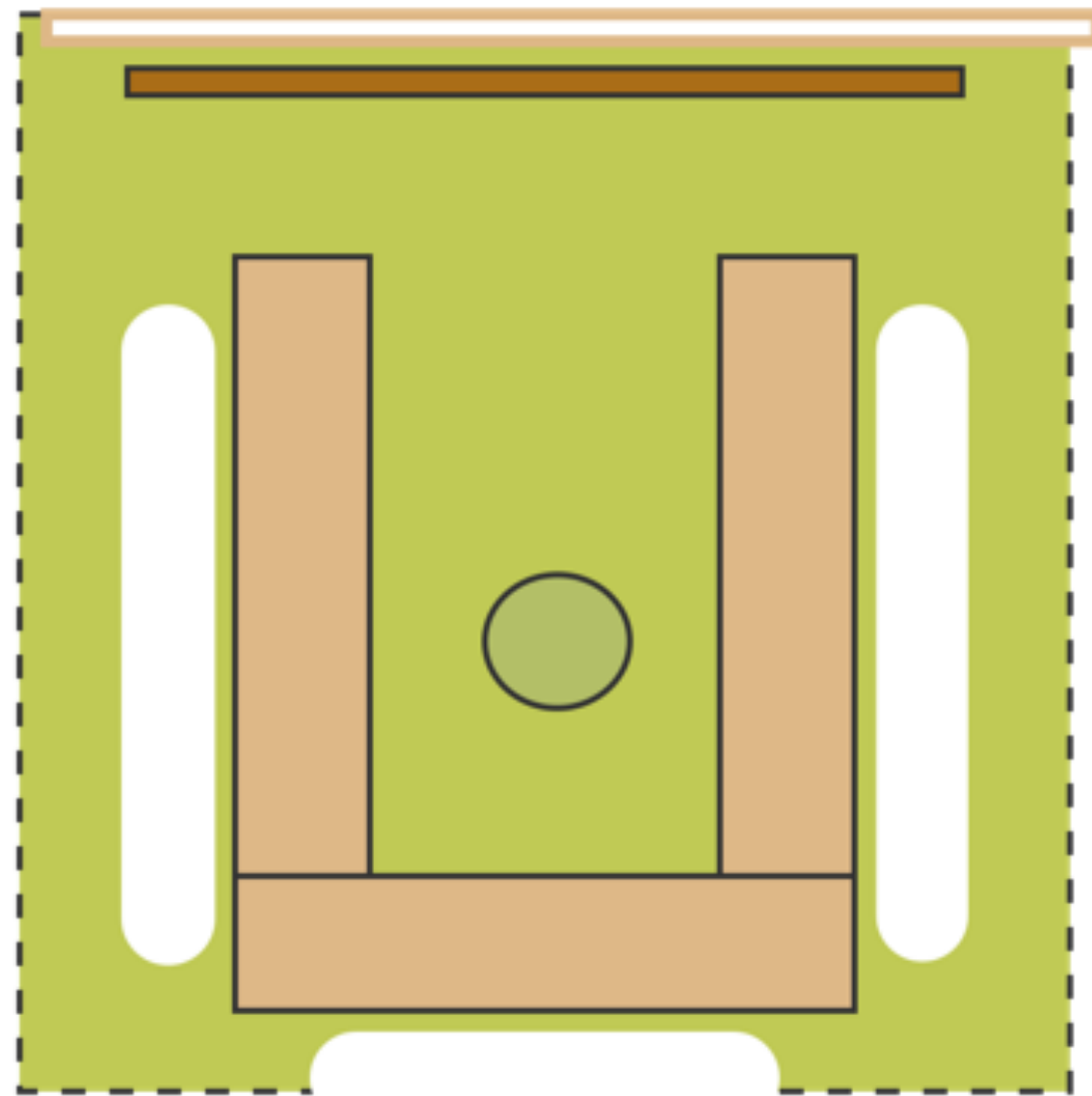
Or does your product look better in a clean, graphic setting?

- ❑ LAYOUT
- ❑ FIXTURES
- ❑ SIGNAGE

These 3 strategic choices are the ones that will catch a shoppers eye, draw them in or maybe just keep moving. So much of our consumer behavior is subconscious so let's identify some strategies—



A. Front



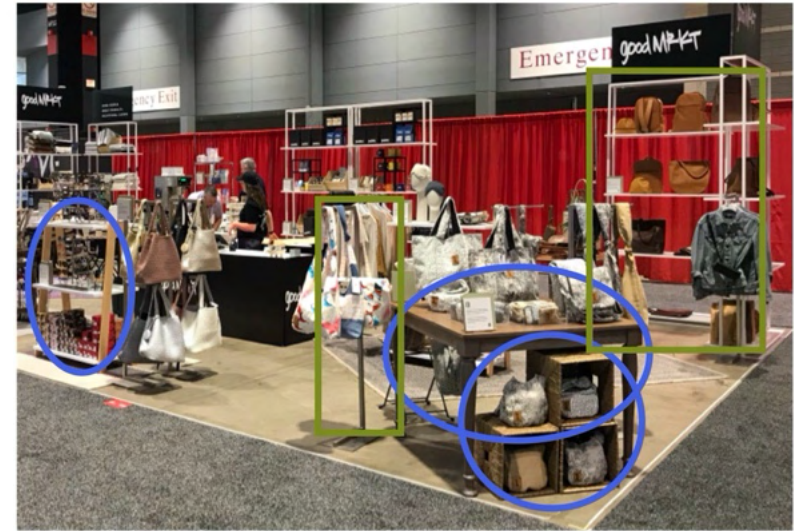
B. Front



Full disclosure: I HATE bending over tables. On my opinion, they're for sitting, not shopping. Elevated tables get your product into the customer sight line and can facilitate transaction business.



IKEA! How great for garlands, bunting, etc!



If you need tables to support heavy product, don't go cheap! But for smaller, lighter goods and decorative touches. World Market is a good resource.









Don't forget
your sightlines!

Sure, you might have your business name on the front of your tablecloths but with any “luck”, your logo, etc will be blocked by shoppers. Alternatives: back wall, front overhead on canopy



POINTS FOR “BACKWALLS”! Stop the line of vision, create color, contrast and visual interest before they’re even in the booth. Let’s talk about sightlines. . . When you’re hanging artwork in your home, you’re aiming for slightly above eye-level, usually centered. Why? Blame our brains. That’s our default focus zone.

Finally. Keep it tidy! The simple act of rolling vs. folding the burlap toppers would’ve provided a neater, more organized appearance.





Establish your logo and use it consistently across signage, pricing and promotional info.









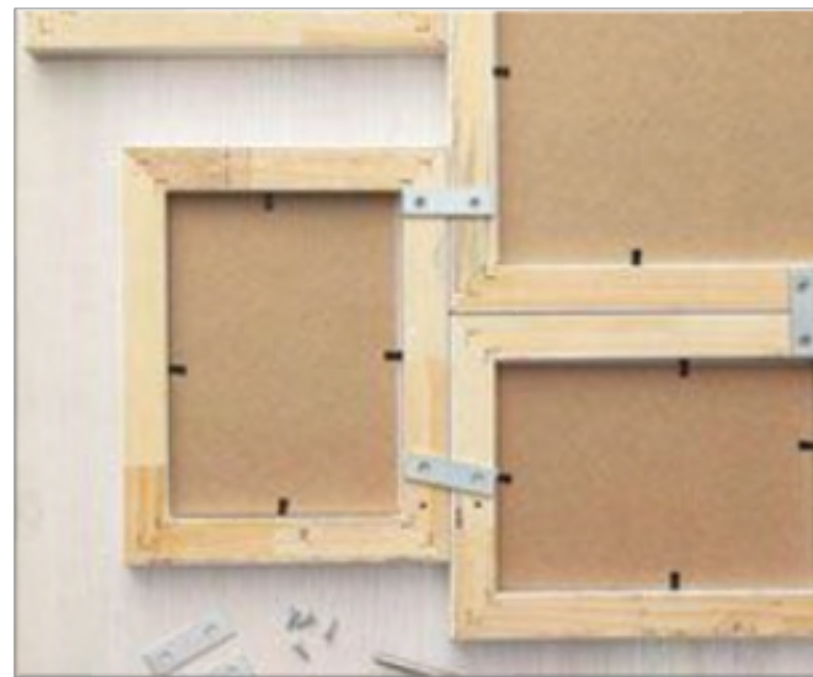
How will your customers spread the word about you and your product? Give them a take-away!





Cheap and cheerful (emphasis on cheap!)







Clean or complicated, be strategic with logistics, layout and your look. Delight your customers and drive your sales.



READY TO TAKE THE NEXT
STEP?

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