



# BOOTH DISPLAY AND DESIGN

## TIPS FOR ATTRACTING CUSTOMERS TO YOUR BOOTH

### SIGNAGE

- Your business name and logo should be legible and easy to read from far away.
- Use the same fonts and colours for all signage and keep your signs in good shape (use weather resistant materials).
- Keep the information on your signs minimal. Avoid over crowding your signs with text!
- Make sure your prices for each product are clearly displayed.
- Have business cards available for customers who are interested in learning more about your business.

### CLEANLINESS

- Use clean table clothes, aprons, and wear clean clothes.
- Follow Manitoba Health Guidelines when serving samples or fresh food.
- Have hand sanitizer available for customers to use before handling your products and for you to use after handling cash.

### TIDINESS

- Keep your personal items separate from your display and out of customer eyesight.
- Avoid overwhelming your customers by having all your products on display. Keep restocks under the table or at the back of the booth.
- Keep your display looking full, without overcrowding your table.

### DISPLAY

- Make use of vertical space by elevating your products with shelves or crates. Keep your neighbours in mind and avoid blocking their booth.
- Create a sense of abundance by restocking often.
- Get creative with colours, props and patterns! Have simple decorations on hand for the holidays and use unique baskets and boxes to display your different products.

### CUSTOMER FLOW

- Experiment with different table arrangements (L or U shapes) for optimal customer flow.
- Have an empty spot on your table near the till for customers to place personal items while they shop or pay.
- Avoid blocking pathways with your display or signage.