Maine Building Exhibitors | Ideas for booth displays

Created: 4/2022 Updated: 5/2022 Please note: this document is provided as a helpful reference. It includes suggestions and tips from Exhibitors of this and other events to create simple, portable and temporary, yet attractive displays. You should do your own research and brainstorming too.

Contents

DIY – Pipe and drape:

How to use: inventory or admin 'closet' for staff only area, dressing room (for clothing shoppers). Pipe and drape doesn't have to be boring - there are great shower curtain selections out there for interesting backgrounds: barnboards, birch trees, mountain scenery, etc. Also, whatever you might choose for draping, be sure you have a method to remove the wrinkles.

Pros and cons:

+ Collapsible, easy to assemble and disassemble, can fit in roller totes or roller luggage

– Can take some skills to design and create the best measurement and brand coordination

See how it looks – different examples of DIY portable setups. You can do a web search for terms DIY portable pipe and drape craft show (or search retailers for pre-made resources)

Pipe and drape doesn't have to be boring - there are curtains with interesting backgrounds: wood, trees, mountains, colors, etc. Whatever you choose, be sure you have a way to remove wrinkles!

Cashiering/checkout counter:

How to use: Place your cash register and POS in one portion of your booth. Ideally a moveable stand and/or counter approximately elbow height. May include small storage or drapery for hiding marketing materials and point of sale items (e.g., napkins, shopping bags, clerk items, etc.)

Pros and cons:

+ Can help direct traffic flow of shoppers to close a sale, a place to make a final point of sale (small display), and contact list, segregates food/prep/ordering/browse area(s)

– Might be unnecessary for some sales, marketing, and outreach techniques

See how it looks – different examples of DIY portable setups. You can also do a web search for terms such as portable check out counter (DIY or made by others)
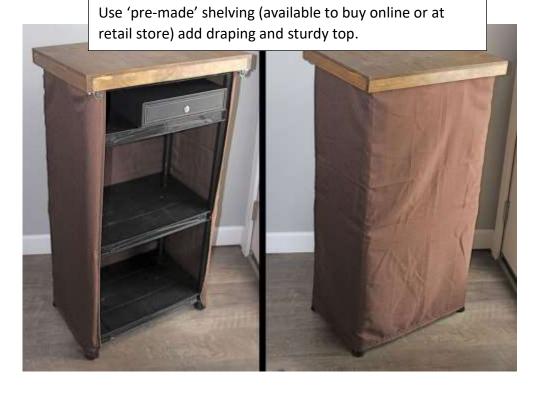

Examples: use a folding bar table; add draping/table covering.

Create a foldable stand with shelves, and top – customize height, depth, and places to hang supplies.

Examples: use flat boards for a top and shelving, create the stand with PVC pipe (which can disassemble).

Use 'pre-made' shelving (available to buy online or at retail store) add draping and sturdy top.

Hold While You Shop:

How to use: Obtain customer's mobile number, text a reminder, affix name/receipt for pick-up of paid items, and set aside for pick-up – away saleable items (i.e., near cashiering or a wrap counter with shelving).

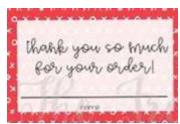This concept works like a coat check or service claim pick-up.

It may be as sophisticated as mobile ordering and pick-up via an app, or as simple as a handwritten label with a name, number and receipt on a piece of paper.
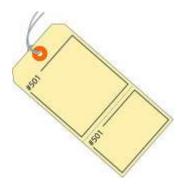
Pros and cons:

+ Convenient for shoppers, especially useful for larger items

– Shoppers might forget, or not get the alert. Exhibitor may forget to send alert. (Could ship instead)

See how it looks:

A starter kit of examples for supplies, signage, numbered or personalized claim checks, and storage a table with a riser to hold purchases.

Levels, Sight Lines, Focal Points:

How to use: Prioritize how you will draw attention to products, establish a flow and pattern for staff and customers, and determine where you will invest your resources.

You should avoid A-frame/sandwich board signage.

Pros and cons:

+ Streamlines your workflow and customer interactions, efficiently uses space

– Can be hard to imagine or assume the shopper's experience

See how it looks – different examples. You can search online, and visit shows for ideas, including different types of retail shelving, tables with risers, etc.

Example: lighting, vertical display, depth (shorter distance = convenient shopper access; vendor can use space behind the scenes for storage, prep, etc.).

Example: lighting, balance, use of corner for depth – adds a focal point, can be a way to invite customer into the space.

Example: combining height and depth, sight lines, lighting, product placement.

Segments visually using triangles and squares to create viewer focal points.

Example: Depth and height at customer access point invites shoppers to choose (doubles as a inventory 'storage'). Curtains frame space, use of table to direct shopper to checkout stand with a POS countertop display (for an upsell/purchase add-on).

Example: Height– using vertical space to display large (clear, crisp, eye catching) visuals of the product - the shopper does not have to guess what this vendor sells, it's obvious!

Depth – help manage customer interactions (attract visitors into the booth for a personal experience, close sales and 'protect' the product from a single pivot point)