

## Booth Suggestions

To: Ketchum Arts Festival 2010 participants

We have had a lot of questions about how to put together a booth for the Festival. The following information is taken from Bruce Baker on Booths: Selected Articles from the Crafts Report as well as advice from experienced exhibitors.

Note: Not all questions apply to every medium.

### **Questions to ask yourself when designing your booth from Bruce Baker:**

- Is there a place for a customer to put down a purse and write you a check or do a credit card transaction?
- Can people touch your work easily?
- Can they pick up your work easily without feeling like they are going to knock something over?
- Do people respond to your display by buying your work?
- Do customers come back to your booth at other festivals because they remember your booth and your work?
- Is your work displayed at eye level, or do customers have to stoop and bend over to see it?
- Is your booth quiet, clean attractive?

### **Additional questions from Festival participants:**

- Are signs in your booth neat and legible?
- Is your booth easy to enter and exit so that browsers don't feel trapped?
- Are your products displayed on different levels? Using different levels (See "Sources for Booth Display Items.") Using can call attention to various works. Displaying them on one level on a table looks like a garage sale and psychologically devalues your work.
- Are you using visually stimulating materials in your booth? An undraped card table also looks like you are at a garage sale. A variety of textures can showcase works. For example, putting a bamboo sushi mat under a pot visually separates it from other pots around it.
- If your work is to be hung on a wall, is it displayed on a "wall" of some sort or wrapped in plastic and stacked in a bin? Two dimensional works strewn on the ground (unless they are carpets) make the booth look unprofessional.

### **Sources for booths and display items:**

#### **Booths:**

Booths are available online at [www.ezup4u.com](http://www.ezup4u.com) (best price when I checked), [www.acecanopy.com](http://www.acecanopy.com), [www.flourish.com](http://www.flourish.com), and I have seen them at Costco. Rental companies who supply weddings and parties may also have booths.

**Weighting your booth:**

It's essential that you weight your booth or stake it. It's windy in July. Last year a booth blew away and was damaged beyond repair because it was not weighted or staked. An easy way to weight the booth is to use gallon jugs of water for weights. You'll need more than one for each corner. Bring rope to suspend them from the corners of the booth.

**Drapery:**

You can use a variety of fabrics to cover card tables. Some bedspreads work well. You can also find materials by considering things made for other purposes. For example, matchstick blinds and temporary paper window shades can be used as backdrops or to cover tables.

**Shelves and risers:**

A good source for inexpensive slatted wood shelving is [www.storesupply.com](http://www.storesupply.com). Go to the site, hit "View Products," then hit "wood slat panel displays." You'll find unfinished slat panel shelving units and nesting baskets that can be turned upside down and used as risers. For inexpensive risers in other materials, go to "View Products," then hit easels/risers.

An inexpensive way to vary the heights in your display is to purchase boxes from UPS or EasyPack and drape cloth over them. You can also use interesting boxes such as wine crates, depending on the mood you want to create.

**Signage:**

All signs in your booth should be neat and legible. An inexpensive way to make signs is to do them on the computer and print them, then laminate them. Both Business as Usual and Jane's offer lamination in Ketchum.

For more information, e-mail [ketchum\\_arts\\_festival@yahoo.com](mailto:ketchum_arts_festival@yahoo.com) or phone 208 725.4090 and leave a number and time for us to return your call.