

Booth Construction Tips

Your Booth Should:

1. Attract attention to your work and not to itself.
2. Reflect the taste of your ultimate consumer.
3. Be in proportion to your work.
4. Not be overcrowded.
5. Be light weight and portable. Fit into your automobile or van.
6. Be functional. Should work for both retail and wholesale.
7. Be Modular. It should adjust to fit into variable sized spaces.
8. Be well illuminated. Track lighting with halogen is best.
9. Be electrically safe. Three prong cords and plugs.
10. Be fire proof.
11. Be wind and rain proof (for outdoor settings).
12. Be lean proof.
13. Accommodate a small crowd. Allow ample space for people.
14. Be secure from theft, of goods and cash.
15. Be structurally safe.
16. Proper height.
17. Proper color.
18. Effectively use as much of the space as possible.