

# Booth Display Guidelines, Requests and Rules Rev 12/23/2022

All Craftsmen's Classic exhibitors should have an attractive and finished booth display. We are very proud of our shows and our exhibitors. Your professionalism, personality and talent are the heart of our Classics, and set us apart from other events. Our Classics are not flea markets, and your booth display should reflect a much higher standard than a 'see through, flea market' display. More is expected of our Classics by the customers, which in turn means more is expected from you!

Be sure to read the Rules and Regulations provided to you on another page - they apply to all Classics. If you still are uncertain of what you need to do, please email or call us.

## **Create your own gallery**

Customers should not be able to "see through" your work or display into your neighbor's display.

Use fabric panels, covered screens, finished hard wall panels, even shelving units for display with fabric draped behind them. Make sure your panels or screens are attractive and finished on all sides. Give your booth definition.

Your side dividers should be at least as tall as your display and the products you are displaying, whichever is highest. Minimum 3'.

If you are an "in line" booth (not a corner) your display should be a three-sided display, giving you complete separation from the displays around you.

If your booth is on a corner, you should have the back and one side adjoining your neighbor's booths closed off and attractive.

Extend your separation - we recommend 7' to 8' in height to help create your "boutique", keep your customer focused on you and your work, and to hide the back of your neighbors' display.

Make sure that the back side of your display is finished and pleasing to look at. It may be that your neighbor's display isn't as tall or as long as yours, and some of your display may be exposed.

## **Do not count on the 8' tall curtains in the back to be your backdrop. They may not always be there!**

Provide your own booth backdrop - use your creativity to display your work, attract the attention of customers and draw people to your booth. Our suggestion - place items at least 7' high to be able to catch the customers' eyes as they pass in the crowded aisle.

**Cover Your Legs!** Make sure your display tables are tastefully covered and draped to the floor, hiding all under table storage and table legs.

## **Be flexible**

Booth depths are listed and contracted as **somewhere between 8' and 10'**. In a few cases, you may have to work around a support column, an electrical distribution box or wiring, or even additional booth depth.

If using a tent, your tent and support structure must fit within your assigned space.

Your display should be flexible to utilize the space available to you and work around building supports or utilities that may not be adjusted.

Bottom line – *be flexible!*

## **Let Yourself Be Known**

Booth posters are to be visible from the aisle at all times. We also highly recommend utilizing your own signs/banners (bringing your own "S-Hooks") so customers can easily see what you offer as they are walking down the aisle!

## **Seeing Spots? Contain Yourself!**

Your entire display, including supports and carpet, must stay within your booth space, as marked by the round orange stickers we place on the floor.

Carpets and mats are not allowed in the aisle.

## **Fall/Winter/Holiday/Christmas!**

It is imperative that you decorate your booth according to the season, especially for our Christmas Classics and Holiday Markets. The extra effort you put forth to add a few special touches to your display will add to the overall holiday spirit of the show and keep gift-giving in the minds of your customers.

## **Seasonal decorations do not have to be red and green - work with your overall booth theme to create a holiday feel.**

If you request a booth for a Christmas Classic, you *must* decorate for the season.

If Christmas isn't your thing - decorate with a winter theme. Snow, gingerbread, winter animals, etc. can all add a very appealing and attractive look to your booth.

**Your booth should be an inviting, professional, creative area for you to work and your customers to interact and shop with you.**