



OVERALL BOOTH PRESENTATION

WHAT IS EFFECTIVE?

- KNOW. UNDERSTAND. ENGAGE with clear, eye catching banners: one large banner with branding. One banner that clearly states what you are selling.
- Add levels to the table display. THINK Vertical, eye level.
- Use of bright, attractive colors in certain areas.
- A long, table cloth to keep any clutter hidden.
- Clear, unique signs that describe each product.
- Differentiate products.
- Clear price signs.
- A sign that tells customer what payment methods you accept.
- Products are displayed.

OTHER EXAMPLES:



WAYS TO USE CRATES TO ADD HEIGHT:





SIGNS AND TABLE DISPLAYS

- **Clear, colorful, outstanding signs.**
- **Local Sourcing Signage.** All processed and prepared food vendors must also have local sourcing signage accurately describing which ingredients are sourced from WA State farmers.
- **Price Signage.** All goods for sale must be CLEARLY MARKED WITH THEIR PRICES. This can be done individually or by listing all prices so they are clearly readable.
- You have a unique, homemade products, tell people **why** they want it. Better yet, **SHOW or GIVE samples**, depending on your product.
- Share your story upon engagement.



BEFORE



AFTER

