





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 except.
- Products are displayed.

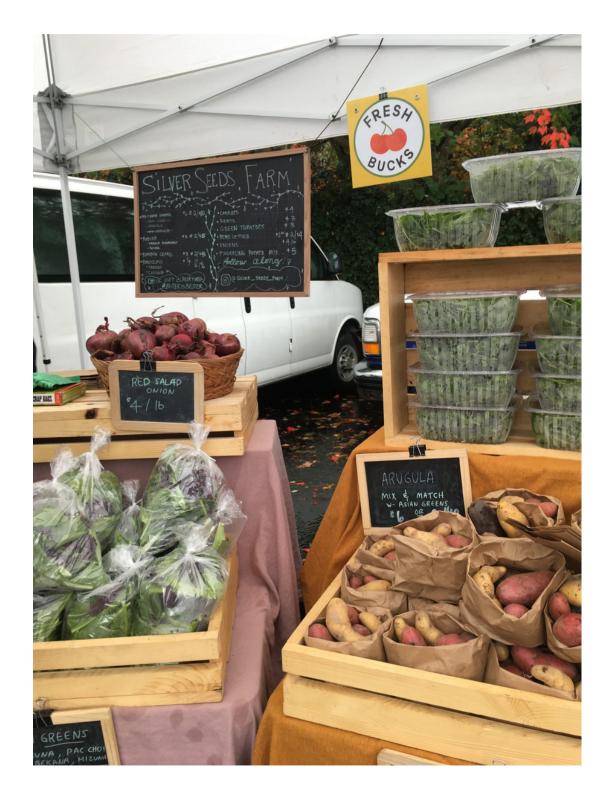
OTHER EXAMPLES:





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

