
















Helpful Holiday Market Hints

From Your Holiday Market Committee



Hint Sheet #1: Set Up & Booth Presentation

-  Find a place where you can set your booth up ahead of time. Set up the lighting and display. Stand back and look at it from a customer's perspective, walk by and see what catches your eye. Think about how foot traffic will flow past your booth – where will customers see your booth from?
-  Do all major booth construction in advance. **Use of power tools such as saws and sanders are prohibited inside the Exhibit Hall.**
-  Booth height is limited to 10 feet in the Main Hall and Holiday Hall. Signs in the Main Hall may extend to 12 feet high. All aisle overhangs must be at least 7 feet off the ground. No roofs are allowed on booths.
-  Booth lighting is essential. The lighting on site is designed for lighting the large space, but not highlighting your creation. There are a ton of lighting options out there. Decide what will work best for your specific product. Maybe goose-neck spotlights, or LED string lights? Consider also the color of the bulbs and how that might affect your product's appearance. Be careful how you place and direct your lights. Don't blind your neighbors or the customers as they approach your booth.
-  Have your electrical cords and connections properly figured out in advance (ask for a detailed electrical set up sheet if you are unsure of the rules). You are limited to 500 watts and a single outlet.
-  Raise your table height and get a tall chair so that customers don't have to bend over to see your product. Be sure you are sitting at their eye-level. Sit in the corner, rather than the center of your booth, so you don't appear to be guarding your space and your stuff.
-  Holiday booth décor is great, but make sure it doesn't overwhelm your products. Highlight your products, not your booth structure. Remember that you have to take your display down eventually.
-  Everything associated with your booth must fit inside the allotted space, including displays and chairs, so make space for yourself to sit. **Also, plan a way to get in and out of your booth. Electrical lines run behind most booths, and it is prohibited to enter or exit through the back, or through your neighbor's booth. You must provide access through your own space.**
-  Have some display at the edge of your space, so folks can shop from the aisle, but also consider creating a space for customers to step off the aisle to shop. Be aware of the flow in the aisle and be considerate of the placement of samples or items that may cause people to slow down and cluster...you don't want to have your guests block your neighbor's booth.
-  Many areas of the room can get stuffy. Bring a small fan if you get easily overheated.
-  If you have to move your booth mid-show, remember you must dismantle your booth structure to move it.
-  Bring your own booth sides and backdrop. You never know if your neighbors will be compatible with your display or products. Bring a backdrop if your booth backs up to an empty space where the electrical boxes are. Plan for your display and booth to be self-contained. Don't depend on using your neighbor's booth structure to support your display.
-  Create yourself a "checkout station" ahead of time. This can vary per you and your product's needs, but having your supplies ready to go in one area can make such a difference when the day gets busy. Think tape, scissors, a pen, any paper sleeves/bags/boxes you may use for packaging, business cards, freebie stickers, promotional information, etc.