Bucks County Guild of Craftsmen

Booth Design Presentation

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Your ultimate success in selling art depends on your artistic skills and innovation. All other aspects, display, presentation, etc., are secondary.

Current trends in fine craft shows to consider:

1. People who buy art are getting older; they purchase art with meaning. It has a "story," and they also buy functional art. One of the comments we hear at craft shows is, "sorry, I'm downsizing."
2. Boomers are concerned about the environment and being "green “. It's imperative and a strong selling point to have bags and packing materials that are paper and recycled, even if it costs more. If you have ethically sourced stones or metals, then let people. Join organizations that promote "green" production practices.
3. Internet shopping is here to stay. It will be the primary way to do business in the future. Therefore, your website is essential to your success.
4. Keep design simple and less fussy on your website and in your work. Clutter is a major turn-off for customers. When was the last time you saw a cluttered room pictured in a magazine?
5. Entertainment and recreation are becoming more important than ever. Food preparation, presentation, and consumption are popular now but should grow in the future. Gardening and pets are also becoming more important. So, if you can include items for this market, your sales should do well.
6. Innovation has never been more important! What's new in your work?
7. Artist-run and organized shows are the future.
8. Think out of the box on where to sell your work.
9. Avoid "cute"; name your business after yourself.

Essential business practices that will increase your sales and chance at success:

1. Only exhibit at shows that are worth your time. It costs the same to do a good show or a bad one. So ,think twice before you return to a low-performance show!
2. Refine your photos to get into better shows. Don't take your own photos.
3. Pay attention to what sells. Then, exert your creative energy to refine and expand this type of inventory.
4. Accept credit cards. If it takes a cell phone to take credit cards, get one.
5. Embrace social media. Expand your website to include a marketplace.
6. Follow all laws, collect sales tax, and pay it!

Visual Booth Design

1. Capture your customer's attention as they walk past your booth. Craft shows, both indoor and outdoor, are visually complex environments. Other craft show vendors are trying to attract customers' attention. How does your booth stand out?
2. Capturing customer attention to draw customers into your booth to sell products begins with a well-lit inviting place to be. But, the most crucial part is visual markers that indicate what you are selling. Posters and banners with large pictures of your work are critical to your success. They must be in color, large, and of your best and most popular work. Keep writing to a minimum or absent from the posters.

(Show Poster Examples)

Hard Choice, Custom Display, or a Commercial Display System?

1. ProPanel vs. Custom Built. Many commercial systems look alike, and making a unique craft show booth with them is hard. You need a compelling display unique to your work that identifies you to customers. But, again, there is a lot of competition. When customers see your display, they need to know it's your work.
2. Custom-built displays can be hard to transport, heavy, and need repair. In addition, it takes a long time to learn how to make, design, and maintain a custom design booth.
3. Your best option for this dilemma would be to start with a commercial booth display and modify it to meet your needs. Then, as you progress in your show career, you can make a judgment about developing a more complex and costly display.
4. Display basics: Check your vehicle's cargo capacity for your display transport. This capacity is the limiting factor for most people. Next, keep smooth, clean lines in your display. Remember, no "clutter" Don't use materials that distract from your product. And finally, the opening to your booth should not be less than 6-7 feet for 3d work.

Display Arrangement PowerPoint

Booth Display PowerPoint

Booth display discussion

Jewelry case discussion

Tabletop display discussion

Questions

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