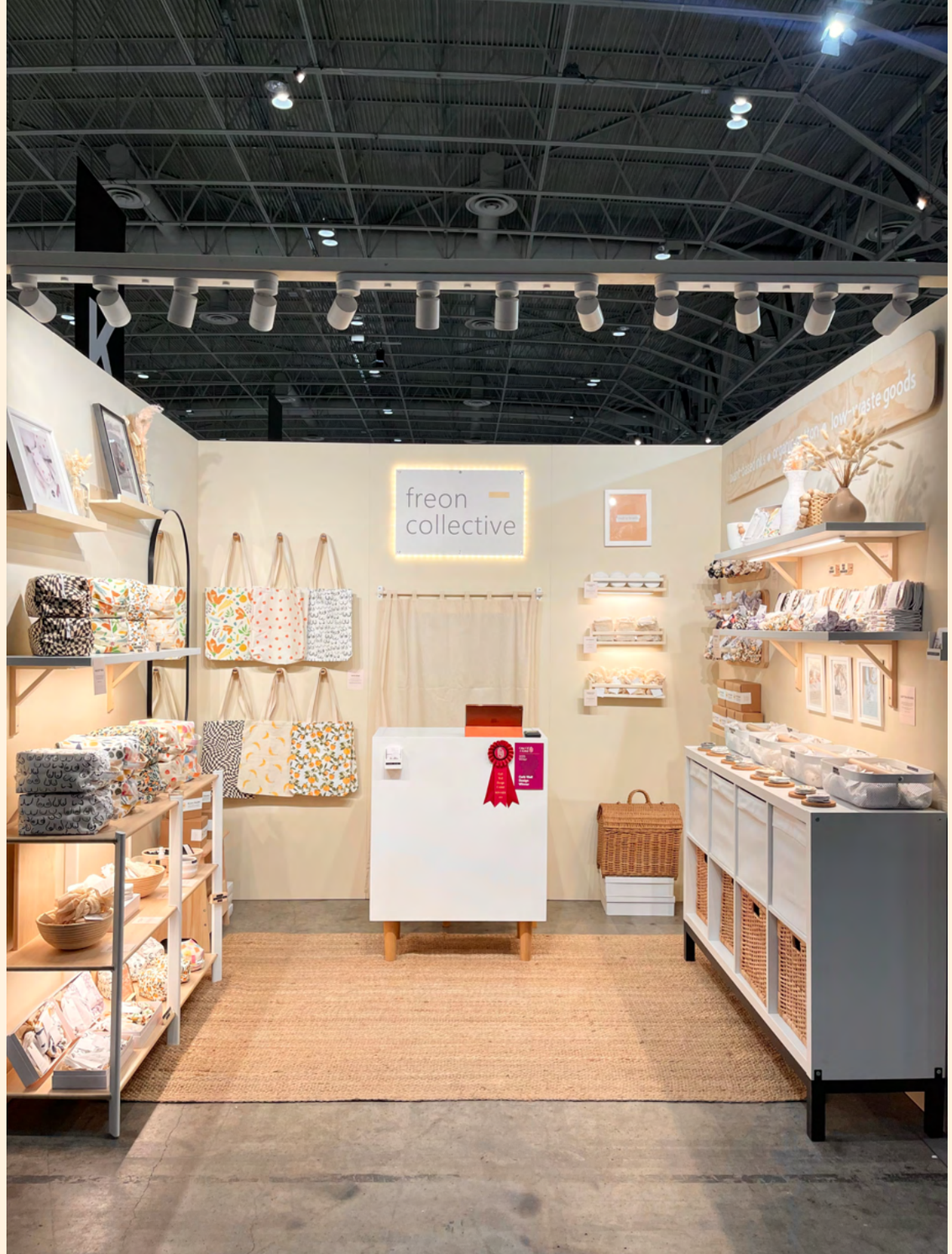
Booth Display
&
Visual Merchandising

freon
collective



Our topics today:

Initial Booth Plans:

Planning Your Booth, Booth Design, Lighting Considerations

Booth Display & Visual Merchandising:

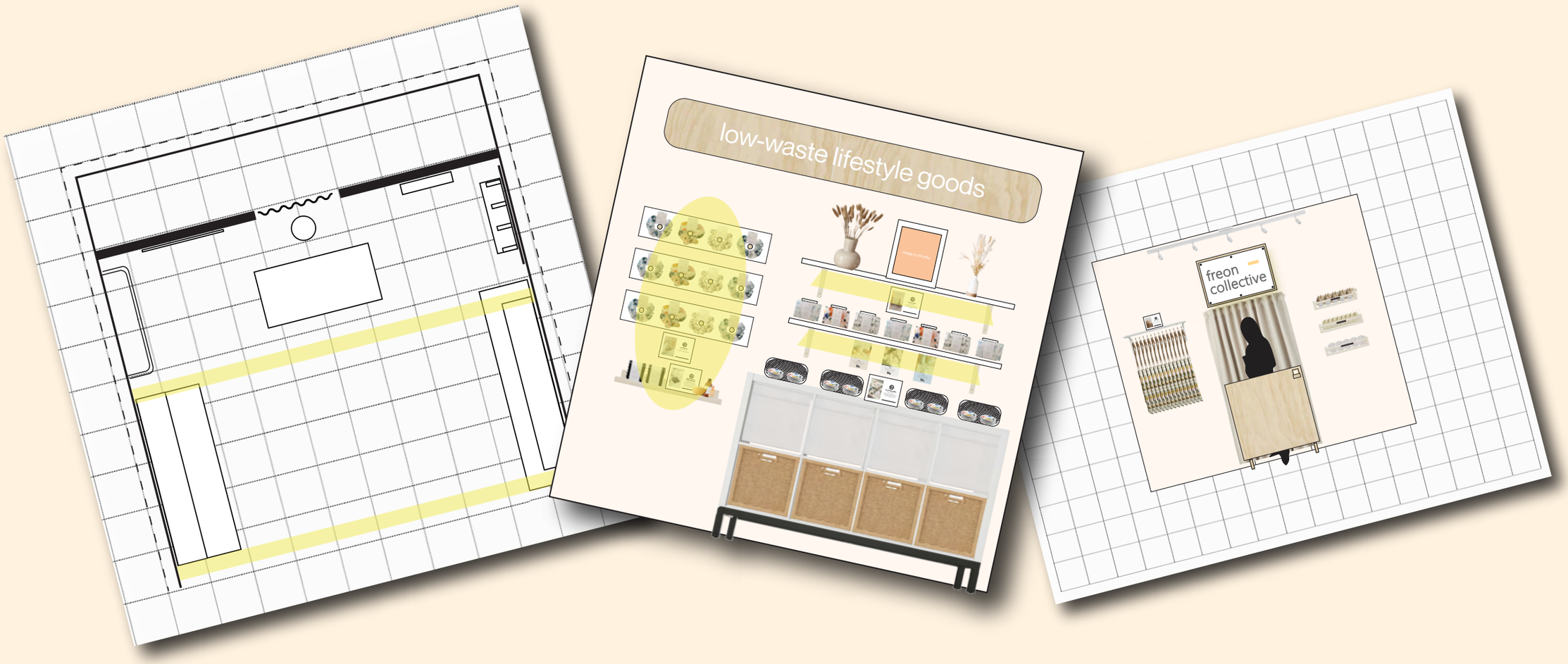
Displaying Products, Signage, Booth Decor

Booth Logistics:

Booth Building, Assembly, Lighting, Running Wires, Flooring, Storage, To-Do/Bring List

Initial Booth Plans

In this section, we will discuss planning your booth, booth design, and lighting considerations.



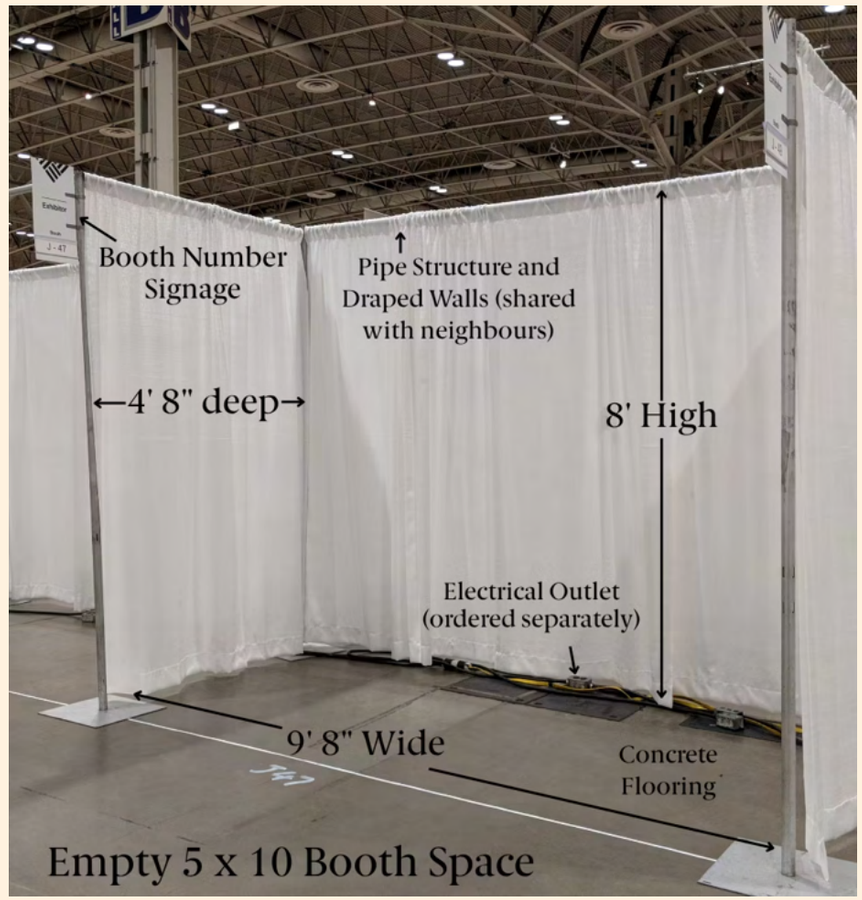
Planning Your Booth

Understand your booth size: Your booth is a raw space separated from your neighbours with a shared pipe/drape system and concrete floors. Because of these shared structures, your usable space will be slightly reduced (5’ depth becomes 4'-8" depth and 10' becomes 9'-8").

Things to consider while planning:

- What kind of backdrop will you use? Hard walls, drapes, fabric pop ups?
- Hard walls give more merchandising opportunity, but drapes may be more convenient.
- Will shoppers enter your booth to shop, or will they view products from the walking aisle? (Reminder, ensure your entire display - including yourself remains inside your contracted space).
- Consider how you will store your booth, and if you have any existing fixtures you can already use to cut down on costs.

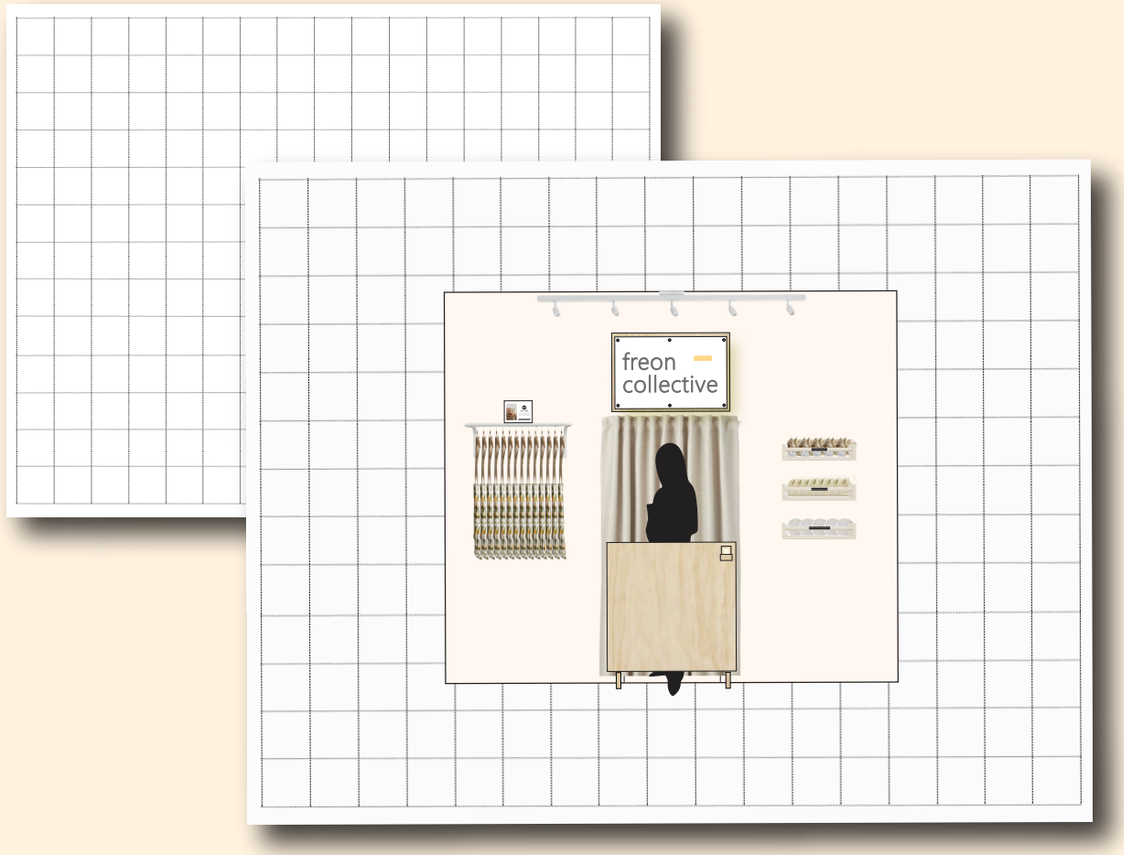
With these considerations in mind, let’s start designing our booth…



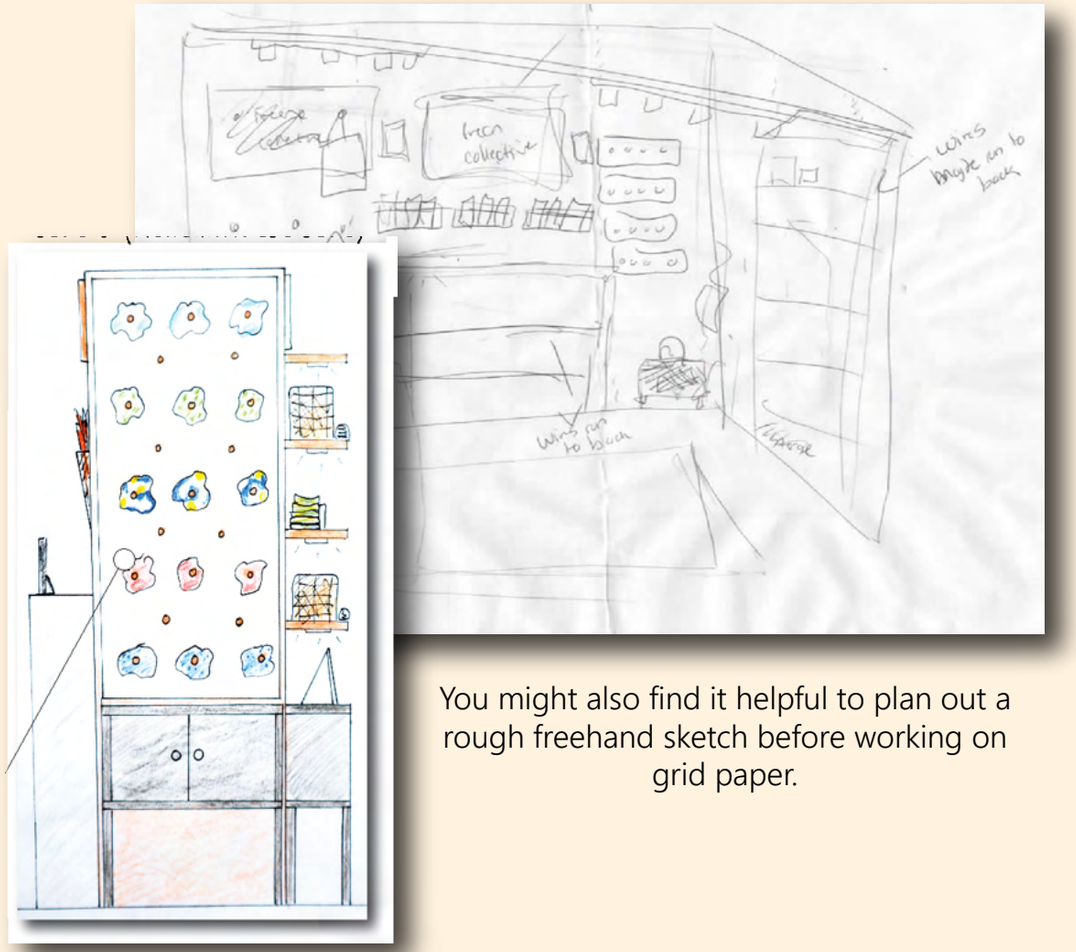
When you arrive at the show, this is what your booth space will look like (depending on your size of booth).

Booth Design

Sketch or use grid paper to design your booth: Plan out your booth space in 2D or 3D views (our plans will show 2D). Each square represents 1 ft. Visually plan out what your booth will look like looking at it straight on from all angles.



We've pulled items from online websites like IKEA and scaled them up or down to see what it will look like visually in the booth.



You might also find it helpful to plan out a rough freehand sketch before working on grid paper.

Booth Design

Layout:

• Keep your booth open and easy to navigate through
• Consider where shoppers will enter, checkout, and exit
• Include hidden storage where you can ie. decor baskets, drawer units, a recessed back wall.

Branding:

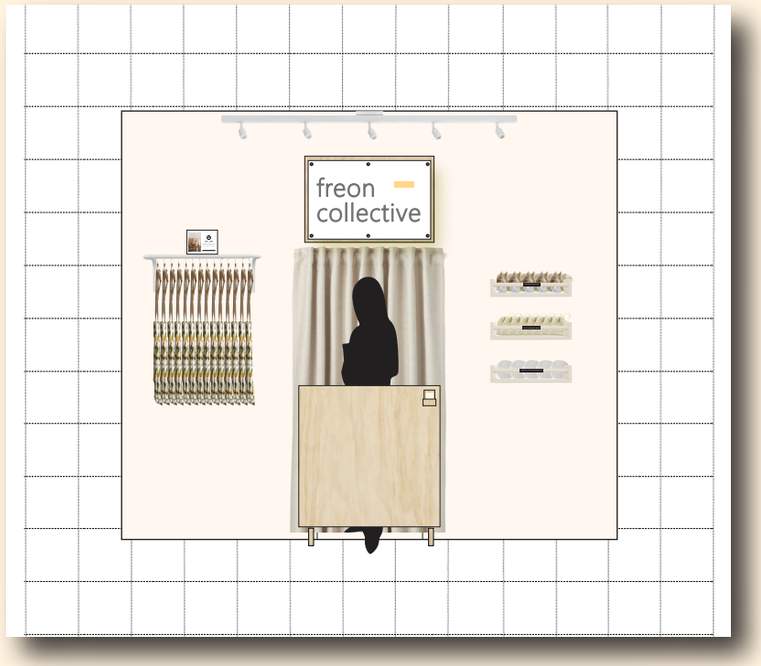
• Ensure your logo is large and can be seen clearly
• Align your booth design with your brand (bold, playful, minimal, etc)

Vertical space:

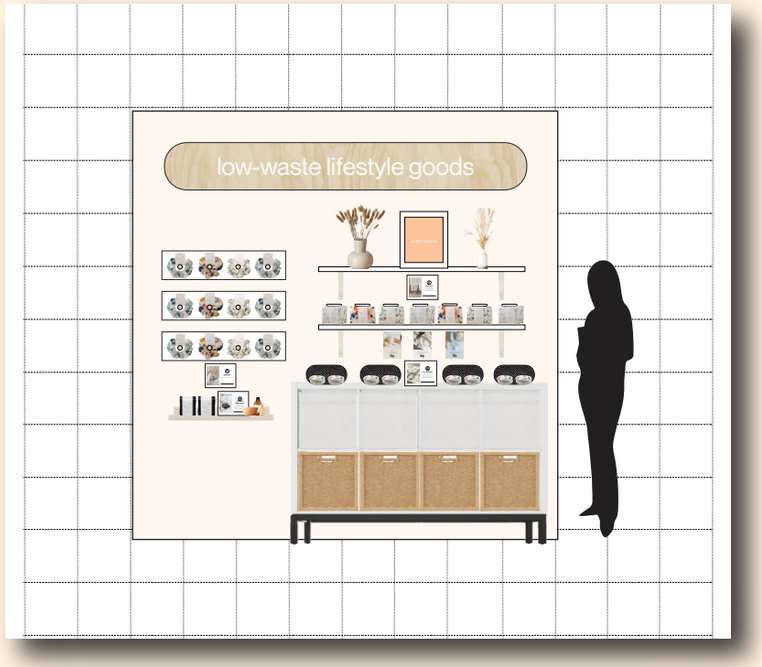
• Use height to maximize your booth space
• Vertical space allows shoppers to see your brand/products from all angles
• Using height gives your booth depth and interest



Left Wall
You can see that we've kept our display minimal to give our products the main focus. We've added in decor elements and used vertical space give depth to each wall in the booth.

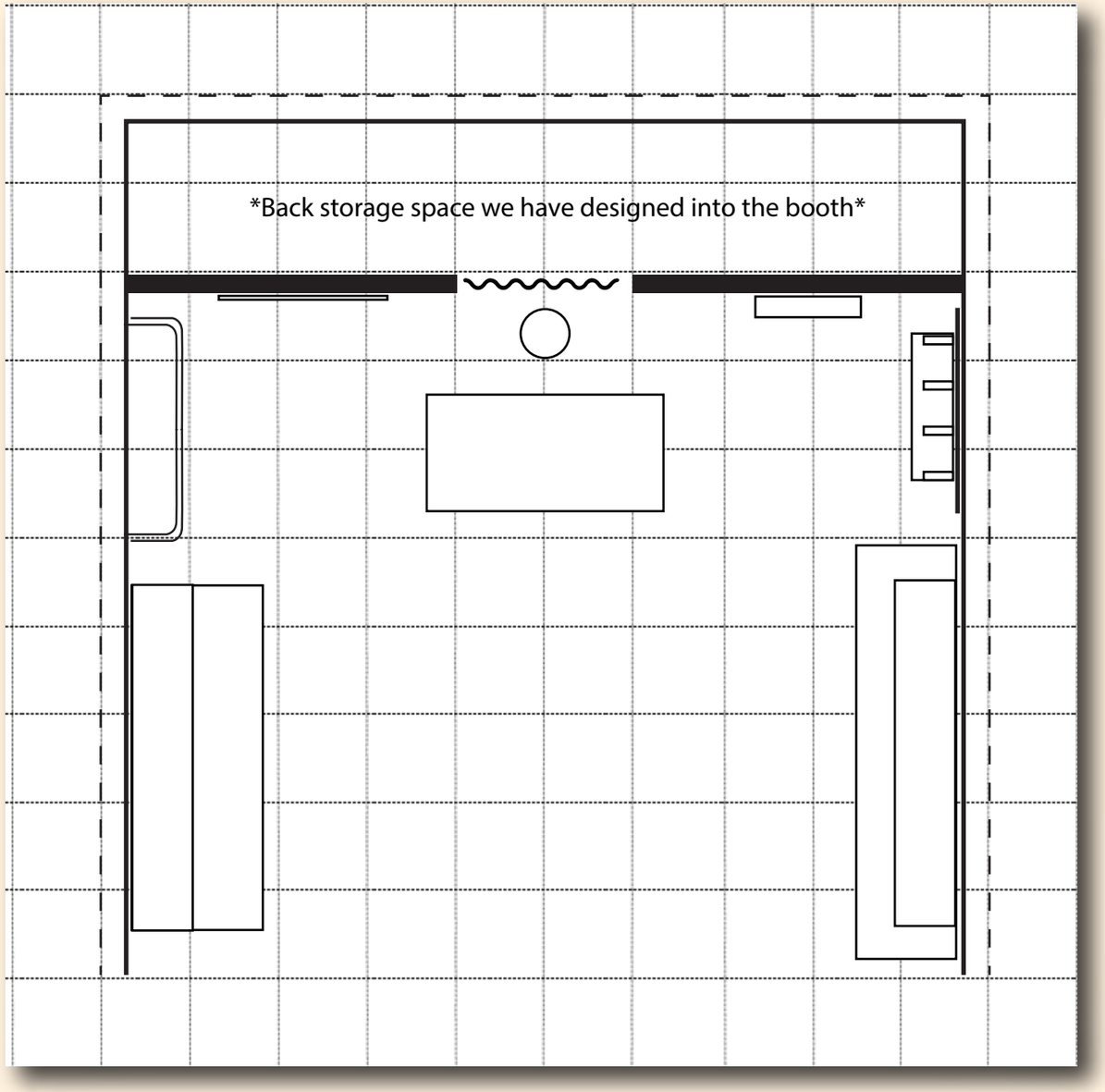


Back Wall
This wall is the main initial focus for shoppers. We've kept our brand signage above eye level and have made sure it's large and visible.



Right Wall
We've kept our layout organized and clear, grouping products by category, and have added into hidden storage in the form of a shelf unit that fits well into our booth design.

Booth Design



Sketch out a bird's eye view:

- A bird's eye view allows us to see how each element and fixture will play out with the space allowed in the booth
- This view allows us to ensure we're creating a natural flow throughout the booth
- It also allows us to visualize where each fixture will be (cash stand, storage units, etc).
- We've designed our booth to act as a small shop for visitors to enter into, but you may choose to design your booth in a different way such as having shoppers view your products from the aisle.

Lighting Considerations

Lighting is essential: At the show, lighting is dimmed, so you want to use lighting to highlight your booth, brand, and products.

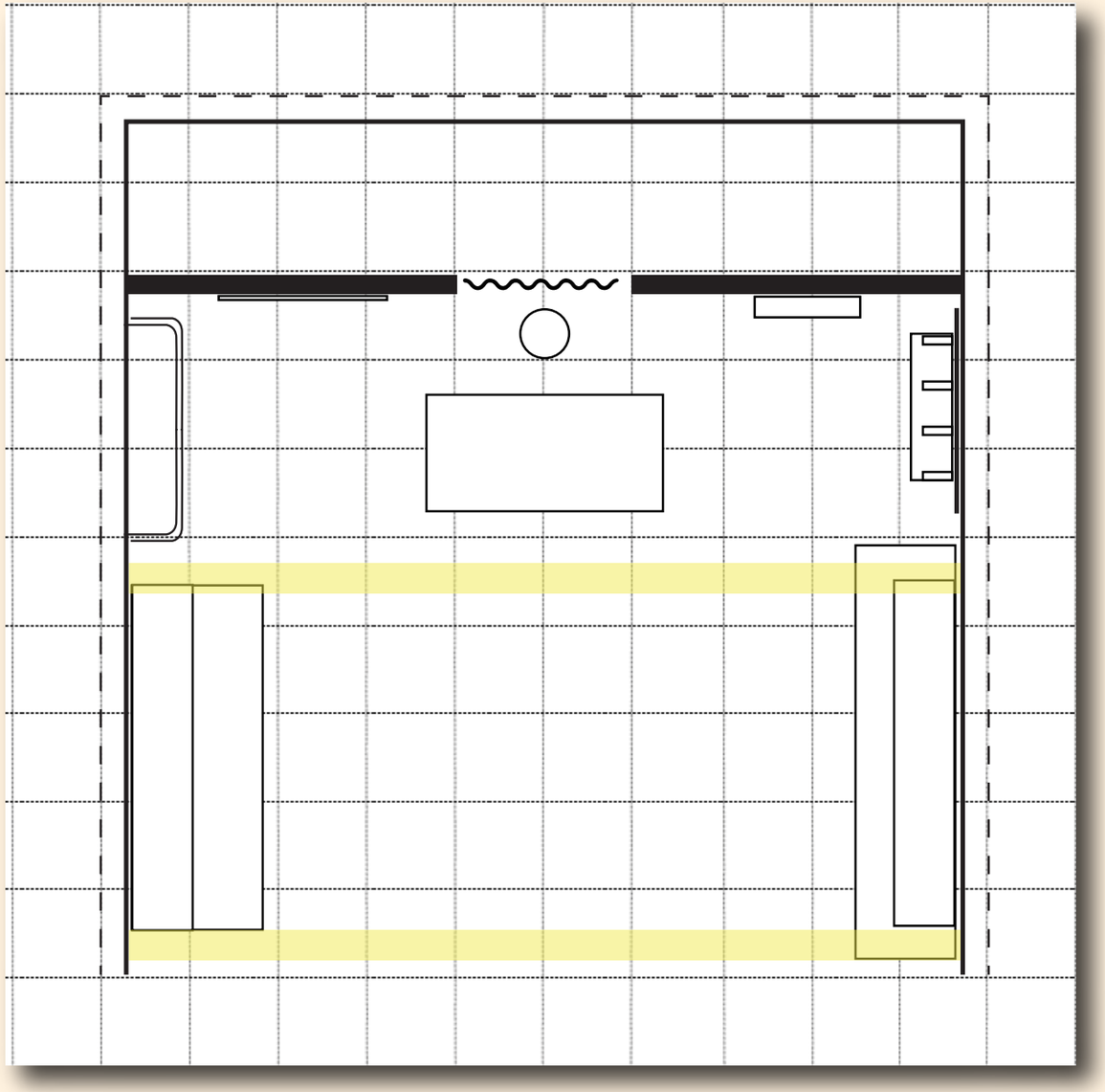
- Using our booth design renderings, we've highlighted where we want lighting to be focused on
- We've highlighted lighting around our **brand signage** and **key products**
- Our lighting uses a mix of LED undershelf light strips and overhead track lights (more on this later)







Lighting Considerations



We've opted to use overhead track lights to light up the entire booth. Adjustable track lights give us the option to highlight certain areas in the booth while giving the overall booth a bright atmosophere.

Using the bird's eye view again, we planned to have two sets of track lights.

You may plan to use clip on lights, arm lights, string lights - the possibilities are endless. Note: Your booth cannot extend past 8' high, but if you are using clip on lights, arm lights, etc. they can and will extend past the 8'.

Booth Display & Visual Merchandising

In this section will discuss displaying products, signage, and booth decor.







Displaying Products

Things to consider: How will shoppers interact with your products? Do they need to pick them up, look up close, can they be seen from afar? Will your products benefit from having testers available? Will you displaying one or multiple units of your products?

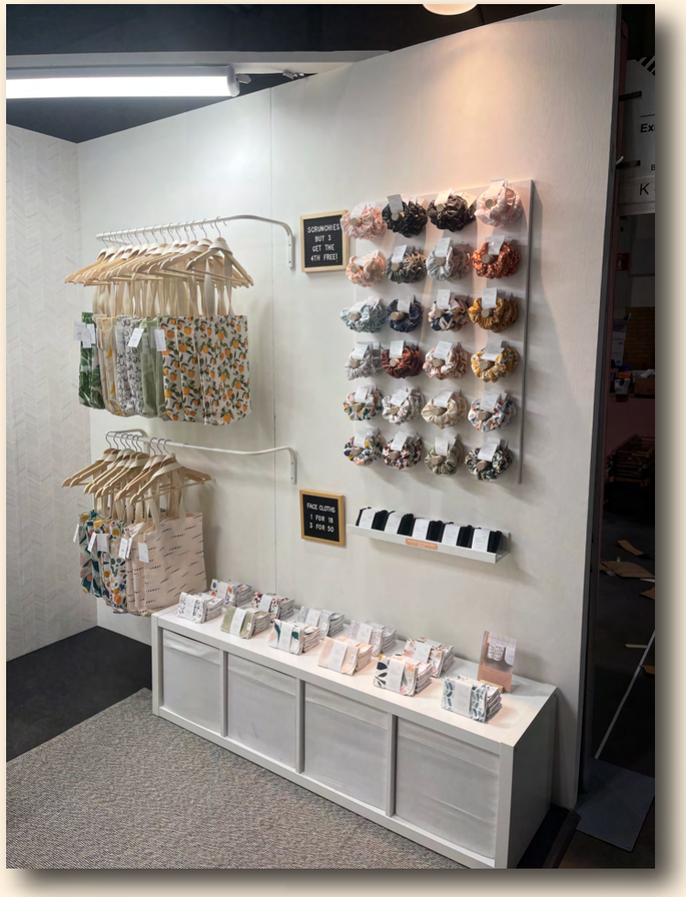
- We display our products by product category
- On every wall of the booth, we have products placed at varying heights to create depth
- Our most eye-catching products are placed closer to the walking aisle
- All products are organized and displayed in a way that makes it easy for shoppers to find what they're looking for
- We display multiple units of every product so many shoppers can pick them up and explore our products at the same time



Displaying Products







- These images are from an older version of our OOAK booth
- You can see all products are neatly laid out and organized by category, making them easy to shop
- Over the years we've shifted our display to align with better selling products, moving products around to fill all three walls, and creating a warmer overall booth

Signage

Signage is not only your brand logo, it also includes: Pricing, brand/company information, product details, social media details, lifestyle photos to give shoppers an idea of where your products could fit into their lives.

- We ensure each product has accompanying price signs, product info, and additional photos.
- For products that require more explanation, we have dedicated framed text/instructions
- Our signage also includes social media info, website info, contact details, etc.
- Having additional signage placed around your booth means you can cater to customers who prefer to shop on their own, but also gives an opportunity for shoppers to linger if you are busy with another customer.



Signage

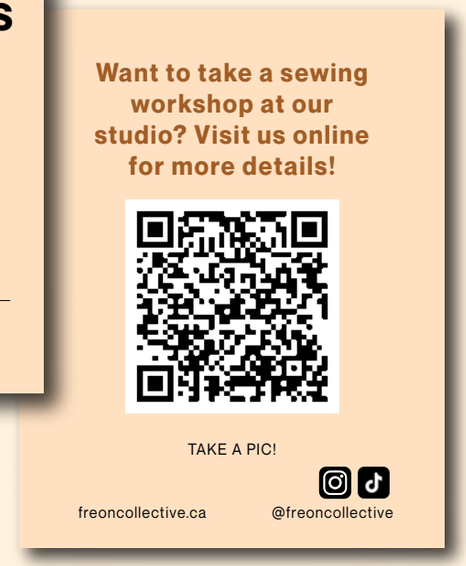
For brand signage, consider using something that stands out and can be re-used such as custom vinyl signs, high quality banners, laser-cut signage. For all other signage, there are various options.



Our large logo sign is custom printed from Vistaprint. While a bit of an investment at first, it has served us well for multiple shows.







We print out signage on heavy cardstock and use placecards to hold them up.



Counter signs like this give a simple, minimal, and professional touch.

Booth Decor

Decor shouldn't overpower your booth or products: Decor can help elevate your booth, provide cohesiveness, and compliment your products.



Our booth is shown here with our regular minimal decor elements such as simple photo frames, vases with dried flowers, a basic curtain that blends into our walls. Some of our booth decor (basket in right corner) also doubles are additional storage that blends in well with our display.



In this version, we've themed our booth to highlight some new products we wanted to feature, along with following a spring-forward theme. Our decor elements are still the same, but we've added in more colourful florals, and created a garland that not only hides our track lighting but gives strong visual interest to shoppers passing by.

Booth Logistics

In the following slides we will be going through the logistics when it comes to your OOAK booth. We will discuss building walls, assembling them, discuss lighting, how to run wiring, and installing flooring.

The goal is to make this topic less intimidating and provide you with the resources and tools to build and upgrade your booth.

Building Walls

Hard walls: While you can rent hard walls, it is more economical in the long run to have your own set of walls, either purchased used or build them yourself. Each of our panels are made from plywood. We use 3/8" thickness for the walls, and 3/4" thickness for the frame structure. We've cut the 3/4" plywood into 3" wide strips that we've nailed together and nailed to the 3/8" plywood sheet. Your dimensions may vary for your size of booth and whether you are building in some in-booth storage.



Side view of our walls. Our wall panel is 3/8" plywood and frame structure is 3/4" plywood.



View of our plywood frames. We use plywood for framing as it is much lighter than lumber studs.

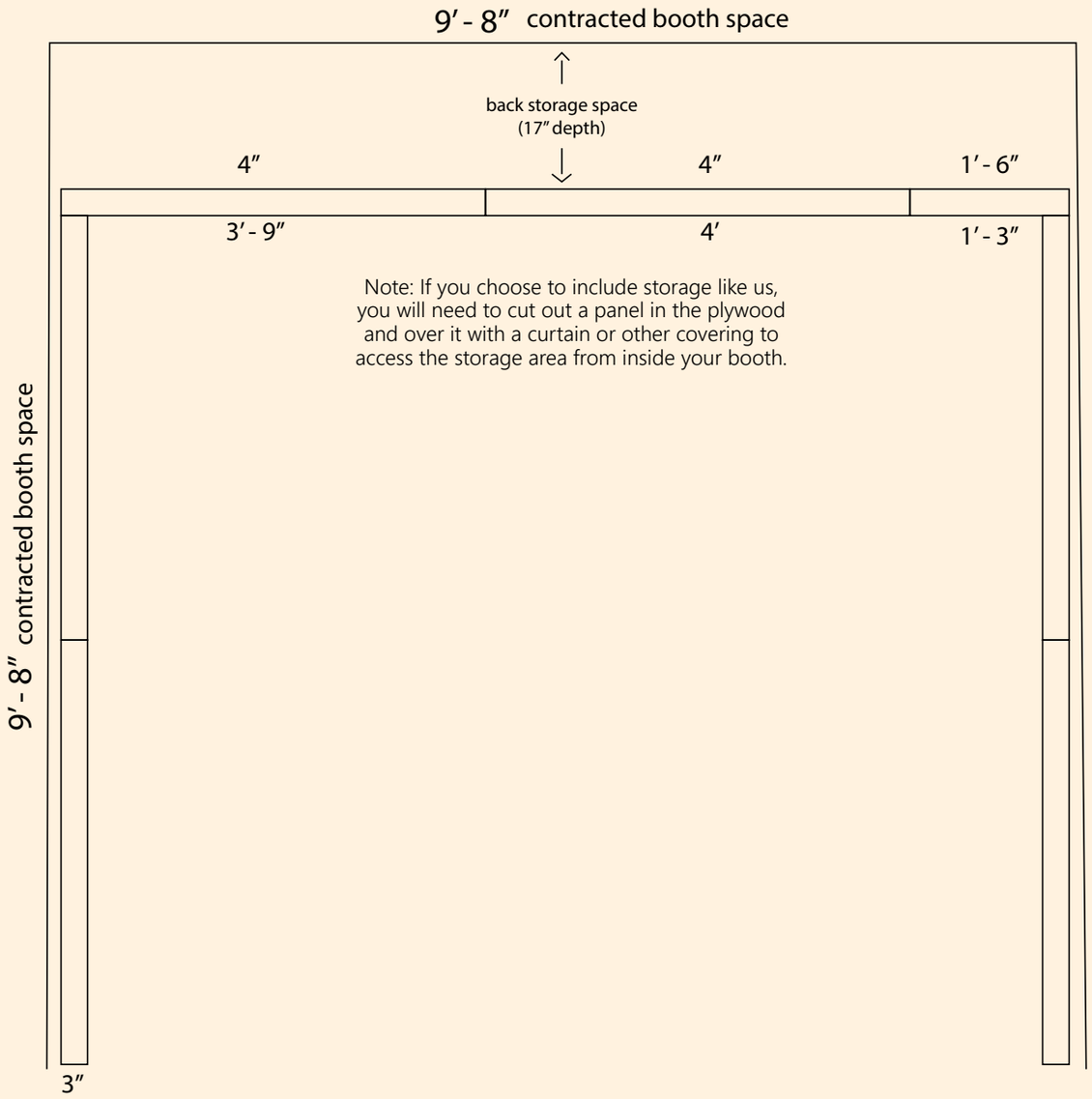


View of our 3/8" plywood sheets being cut, glued, and nailed to the plywood frames.



Back view of our our walls. We use screws to attach the panels but you may also see a nut/bolt system.

Building Walls

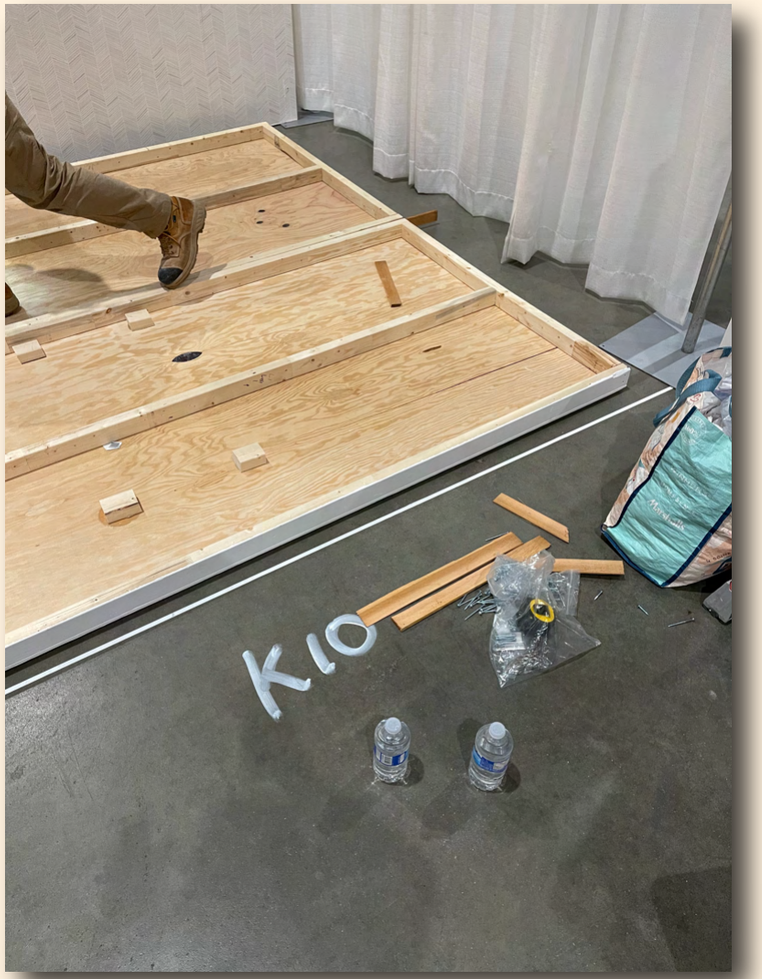


These are our construction plans for our first OOAK booth.

We've taken into account the usable booth space and the space behind the recessed wall since we prefer to keep all storage and products within our booth.

*These plans may be a good reference for measurements if you plan to build your own walls. These plans are based on using full 4'x8' plywood sheets and 2"x3" lumber studs.

Building Walls



View of our first booth walls: Our first booth was made from plywood sheets nailed to 2"x3" lumber studs that acted as our frames. While this eliminated the need cut our frames to size, this made our walls incredibly heavy and difficult to transport.



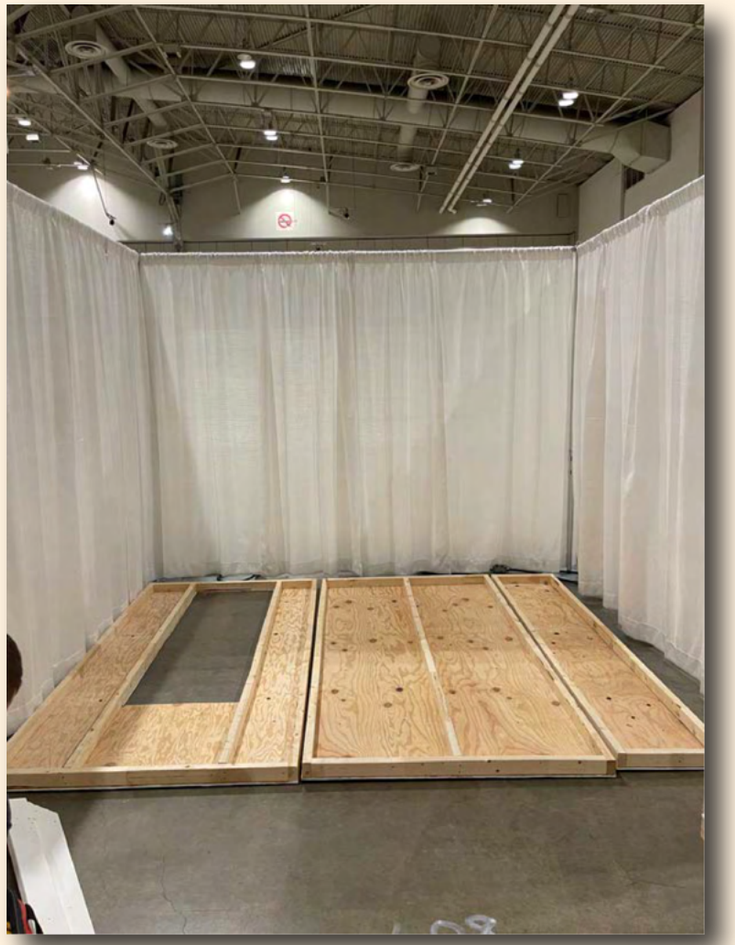
Example of smaller wall panels: If full 8' panels are difficult to transport, consider breaking down the panels even more. These walls are an example of panels that are 4' high. They'll require more work to assemble but will be easier to move.



Ali from Light + Paper has a wonderful blog post on how she built her walls in 2016. I highly recommend visiting it to get another perspective on building walls: https://lightandpapershop.com/blogs/news/91457158-ooak-booth-building

Assembly

A common question we receive is how we actually install the walls at the show. Below is how we assemble our walls together.



You can choose to attach one corner together, or build one or both walls and stand them up to attach them. In this example we are building the back wall first on the ground.



We will then stand up the back wall and attach the left panel to the corner. At this point, the walls will stand up on their own.



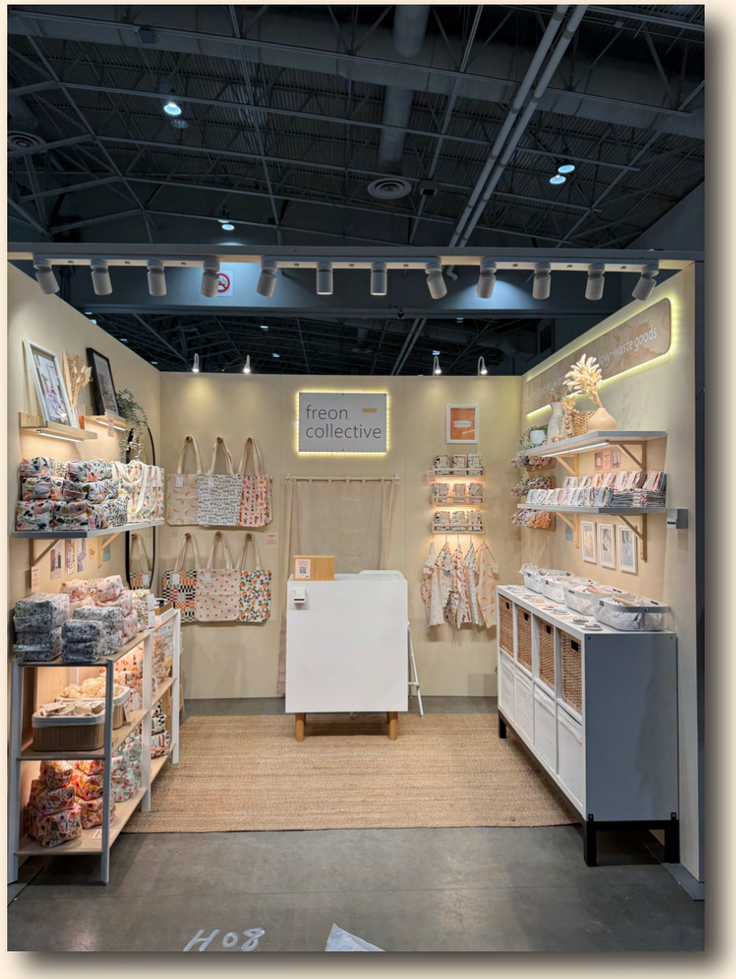
After attaching all the panels, we will straighten out any warping walls by using cross beams. These also give a bit more stability to the walls and act as a great base to attach overhead lighting.

Lighting

Below are some different lighting configurations we have done with our crossbeam.



This is an example of our booth in a 5’x10’ corner configuration. We have used the cross beam diagonally.



This is an example of our booth in a 10’x10’ aisle configuration. We have used the cross beam straight across.



This is an example of our first booth in a 10’x10’ aisle configuration. We have used two cross beams diagonally in the corners.

Lighting

Let's talk lighting: We use a mix of overhead track-style lights, undershelf LED strips, adhesive LED strips, and clip on lights.



Our overhead lights are 3 of the IKEA NYMÅNE series ceiling lights wired together and attached to a 2"x4" stud.



Undershelf lighting is achieved by using the IKEA MITTLED LED series. To connect them, you will need the ANSLUTA driver and VÅGDAL connection cord.

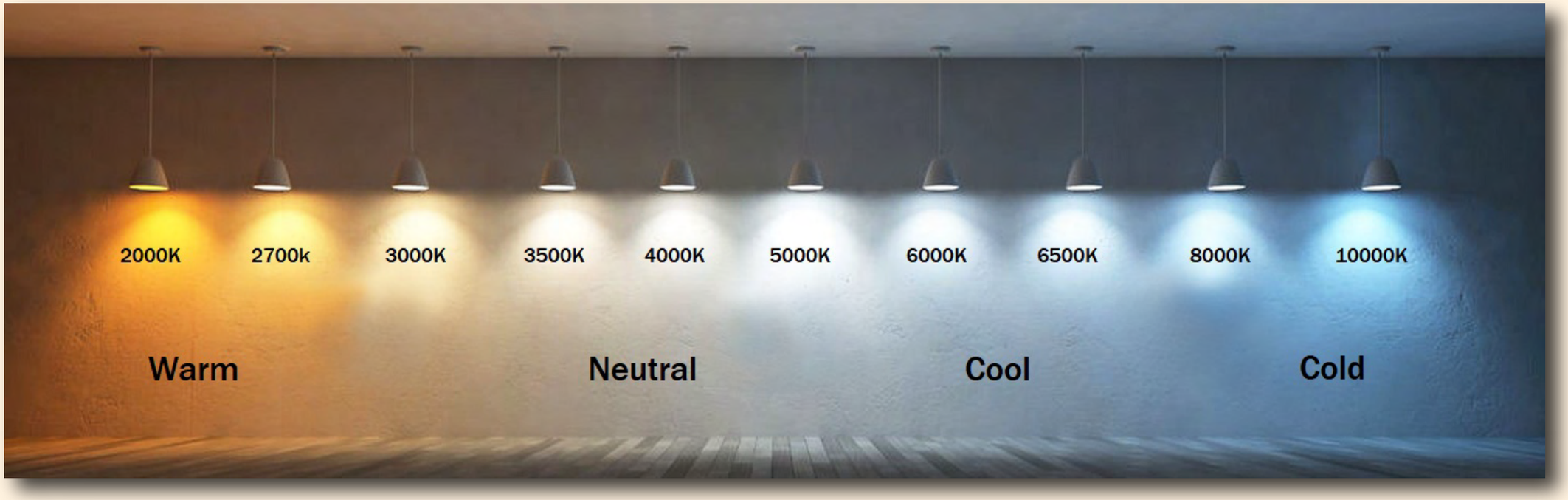


To add some additional spotlights, we use the IKEA NÄVLINGE clamp lights. Our backlit signage uses the KABBLEKA LED strip.

Lighting

Lighting temperature: We have opted for a warmer overall tone when it comes to lighting. When purchasing LED bulbs, double check the Kelvin light scale to ensure you are within the range that fits well into your booth design.

You will find that most LED strip lighting runs between 2700k - 3000k. For this reason, we have opted to use 3000k bulbs for our overhead lights.



Running wires

Your own walls: In order to run our wires, we drill a small 5/8" hole into our fixtures or walls and run the wire towards the back of the walls. This keep everything seamless and professional.

Rented walls and/or no walls: Consider taping your wires down, or using cord covers to blend the wires into the walls.



A 5/8" drill bit works well for drilling a small hole to run our LED undershelf lighting wires.





When drilling a hole into the wall isn't possible, we've taped down our wires or have used cord covers.

Flooring

Foam Tiles



Foam flooring feels comfortable and is easy to install. They come in multiple colours, wood grain finishes, etc. In this version we used black foam tiles and placed a rug on top.

Rugs



Rugs also make a great option. Low-pile rugs will stay cleaner better. Ensure you are using carpet tape to stick the edges down.

Vinyl Flooring



While we have not used vinyl flooring before, these also look great. Consider pre-installing them on some plywood sheets so you don't need to lay them down individually each show.

Storage

Below are some of our storage methods in various booth configurations.

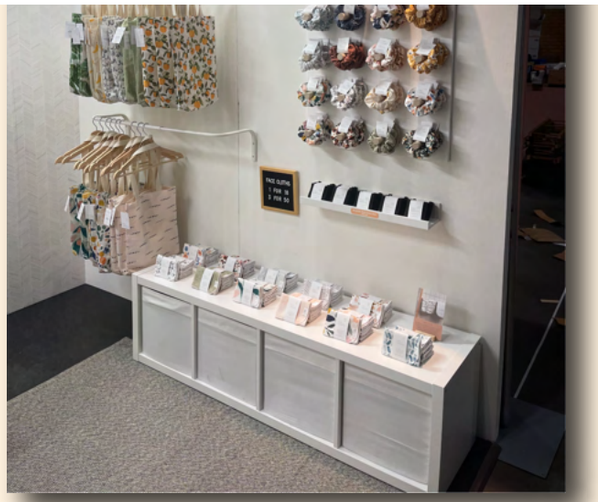


Before you allocate booth space to dedicated storage, consider if renting storage makes more sense for you. Our 10'x10' booth becomes more like a 8'x10' booth since we have built in back storage space.



In all of our booth configurations, we ensure our fixtures can double as storage space. Hidden drawers, cash stands, shelving can all act as additional storage.







This booth configuration has minimal storage. To upgrade this, we would add in baskets on top of the bookshelf, additional boxes/baskets that act as storage, we would enclose our cash stand so any items placed there remain hidden.

To-Do/Bring List

Below is our personal list of items to prepare/bring for the show.

Booth Supplies

- □ Hard walls/drapes
- □ Lighting, clip on lights, undershelf lights
- □ Wall shelves
- □ Booth fixtures (cash stand, storage units)
- □ Carpet/rug/floor covering
- □ Booth décor, picture frames
- □ Brand sign
- □ Pricing/info signage
- □ Drill(s)
- □ Drill bits
- □ Hammer
- □ Ladder/step ladder
- □ Shims
- □ Screws/nails
- □ Paint, paintbrush (for touchups)
- □ Carpet tape, clear tape, masking tape, duct tape
- □ Sticky tac
- □ Extension cords
- □ Lighting wires
- □ Zip ties
- □ Command hooks/stickers
- □ Booth curtain (to cover booth)

Office Supplies

- □ Business cards/postcards
- □ Pens/pencils
- □ Scissors
- □ Post-it notes
- □ Notebook
- □ Paper towels/cleaning spray
- □ Swiffer duster
- □ Hand vacuum/broom

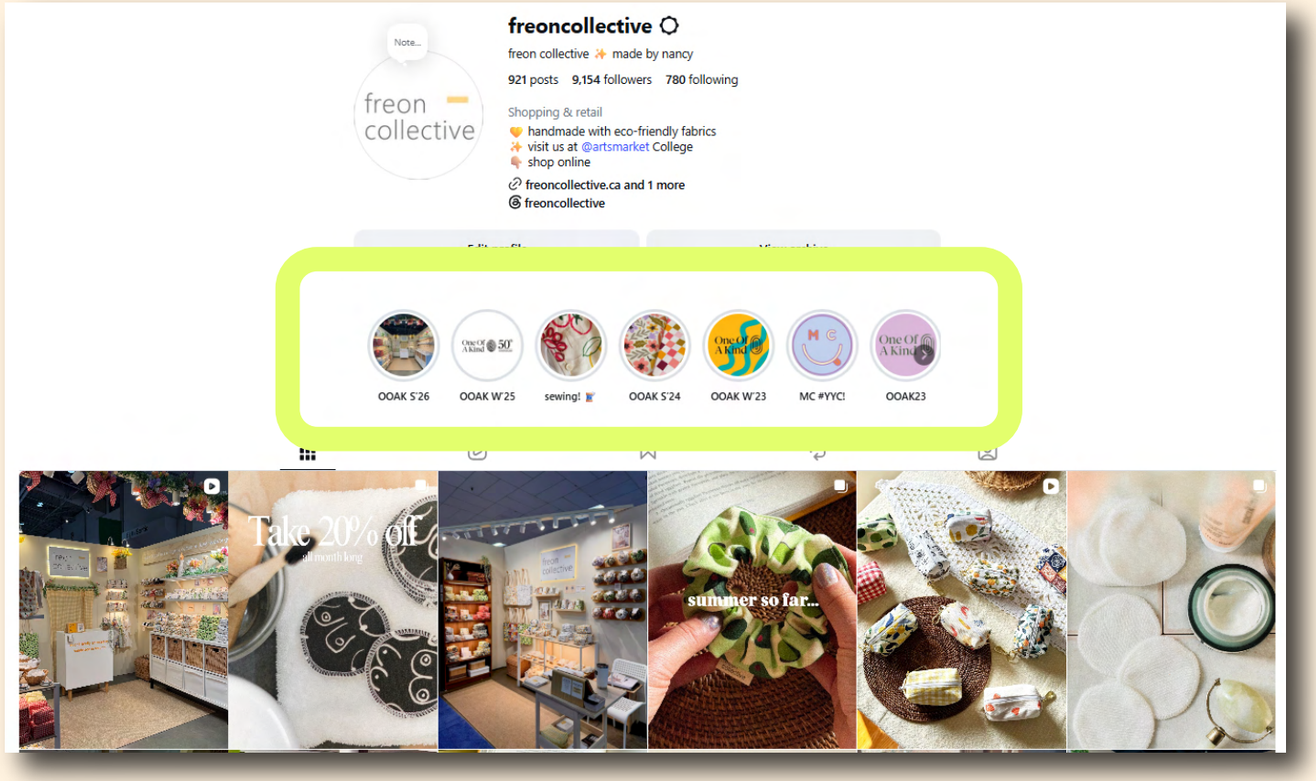
Self-Care Items

- □ Water bottle
- □ Coffee mug
- □ Electrolyte packets
- □ Snacks
- □ Mints/gum
- □ Lip balm
- □ Hand cream
- □ Cozy cardigan
- □ Dish soap/sponge

Other Resources

OOAK Exhibitor Manual:
https://oneofakindshow.com/ooak-exhibitor-manual/
Move-In Walk-Through From Light + Paper (Ali):
https://www.youtube.com/watch?v=e2V4kXDJ_OQ
Prep for OOAK Sewing Vlog:
https://youtu.be/c5hN9-O73f8?si=Rj-5RHAJUiAptowM
(32 minute mark contains more booth-related info)

VM-ID:
https://www.vm-id.com/
**VM-ID has tools and resources for booth design. I would also read through their blog posts re. previous best booth winners to see more booth examples.*
Presentation Slides, Grid Paper:
https://drive.google.com/drive/folders/1wYn8Rotzh_9_UnxkEinIW2M-NvBRv1Sp?usp=sharing



Visit our highlighted stories on Instagram to see our booth set up from every show. @freoncollective

Questions, tips, etc. please reach out!
freoncollective@gmail.com

Questions?




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plant-based inks • organic cotton • low-waste goods