

HOW TO MAXIMIZE POP UP EVENT DISPLAYS + MERCHANDISING

- Is your **lighting** highlighting your products & your focal points? Or is it drawing attention to your space that is otherwise dark and unattractive?
- Do you have a **LARGE sign** that is easy to spot, read and memorable so shoppers know who you are?
- Do you have a **landmark** where others will know your brand because of the pink door - or to use when sharing what your location is?
- Are you drawing the eyes up, using **double-deckers of space**? You may have a 10x10, but if used wisely, you can get 20x20 out of that space if you merchandise towards the sky!
- Will your booth draw people in, or does it feel crowded or awkward to walk in? Do shoppers **feel 'fenced' in**, or can they roam in your space? (People like to avoid 'sales' people, so keep this in mind!)
- Do you have clever **add-ons** merchandised at checkout? Sales perks, bundles or up-sells and do you offer them with every sale? (Remember BOGO at Claire's when you were a kid?)
- Did you take a **photo and video** of your space for social, so those finding you online before or after the event recognize or remember you for your booth?
- If you've previously won a **best of show**, or another retail award, will you display it?
- Use **professional signage** with your branded fonts, photos, and colors to be your silent sellers on specials, text opt-ins, brand names or to join your VIP groups or website.
- Create a space for an experience or a **"gram-worthy" moment**. Do you have a photo wall or cool backdrop shoppers can pose in front of? Make sure to add in clever branding, a # they can use to share with, or freebies with each photo or purchase.

