

Booth Expectations *from Larry Nelson*

Setting Up

Your booth setup can have a major impact on your sales. The goal should be to design a booth that catches people's eyes and then leads their gaze to your pots. Think about lighting, floor surface, and display furniture. Ample lighting with a color temperature around 3000°K usually shows glaze colors well. You'll be limited to 500 watts but you can flood your space really well using LED lights. Carpet or a rug can encourage folks to step off the bare concrete and can cushion the impact of dropped pieces. Consider the size and color of your pots and use furniture that will let them be the center of attention.

Sales and Other Benefits

You can't guess which pots folks will be buying. Sometimes it's the high price pots while other times it's the smaller, inexpensive items. Sometimes you sell out on the first day. Other times it's pretty much a bust. Don't be discouraged! Even if you don't sell well it's an opportunity for education: both yours and your customers'. Part of your job is to help folks understand the worth of the pots by explaining the process. At the same time you can learn what folks like and why. And, you can learn what works when you approach a potential customer. At least, you're getting some exposure and possibly planting a seed of desire that will grow into a sale at the next show.