

# HOW TO:

## Create an Impactful Market Display

### **CLEAR SIGNAGE**

Ensure signage is not only present but readable and visually aligned with the brand. Use clear fonts and colors that attract attention.

### **CREATE A WELCOMING SPACE**

Utilize your booth's space to feel inviting with open paths, attractive layouts, and a friendly atmosphere that draws people in. Invest in multiple tables to create an L or U shape to draw customers into your tent.

### **TRANSPARENT PRICING**

Make sure pricing is easy to see, clear, and consistent. Consider adding *specials* or *bundles* to create additional value.

### **USE LEVELS & HEIGHTS**

Strategically place products at different levels to create visual interest, from eye-level to lower tiers for browsing, without cluttering the space.

### **CONSISTENT BRANDING**

Incorporate consistent colors, fonts, and imagery to reinforce your brand identity, creating a cohesive look that's instantly recognizable.