



LOUIE BLUIE

Music & Arts Festival

A CELEBRATION OF THE LIFE OF HOWARD ARMSTRONG

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Craft Booth Presentation Tips

Tables and Shelves. Arrange tables and display shelving inside, but avoid setting tables or shelving outside your tent. **DO** place items that can stand alone just outside the entrance.

Choose a color and design theme. Make it relevant as much as possible to your product.

Use tablecloths over tables for a finished look. The cloths should reach from side to side and to the floor in the front and back of the table so you can store personal belongings and extra items out of sight. Neat appearance counts. Old quilts or quilt patterned fabric, printed tablecloths made from fabric or vinyl work well as tablecloths. Use (clean) burlap bags and cotton kitchen towels printed with old fashioned designs around the booth to cover partial tables, shelves or smaller display stands.

Cover shelves with adhesive-backed paper or wallpaper.

Set up your tent with sides if necessary to protect interior items from weather.

Use backdrops and quaint items for displays. Paint a scene or mural on a piece of plywood (or have someone more talented to do it for you), cover a corkboard with printed fabric, put a picket fence across the back of the booth, hang old lanterns, baskets or grapevines from the fence. Cover plywood or cardboard with country-patterned wallpaper, add old furniture, milk cans, stools, crates and barrels, old kids wagons, wagon wheels, fence posts. Use cornstalks, pumpkins, old brooms, baskets of leaves, Christmas trees, etc.

Say Who You Are. Hang a sign outside the front of your tent that says who you are, where you can be located (include websites, emails and phone numbers), and what you are selling. The sign should be bright and in simple bold lettering. Signs do not have to be commercially produced. A homemade sign that fits your theme can be memorable - examples: old signs from country businesses. or a repainted sign that reads "Birdhouses Lane". Attach balloons or flags to the sides of the tent. Coordinate with your color choices.

Match the season for greater sales. The Louie Bluie Festival is an autumn date with several seasonal holidays to quickly follow. Accentuate your crafts for Halloween, Football, Thanksgiving, Christmas, New Year, winter. Tell them your products make great gifts for these occasions.

Make your decor relevant to your product. For example, a jewelry booth should have signage/photos of someone wearing the jewelry for sale. Display framed pictures or magazine covers with similar jewelry.

Absolutely place free literature about your business at the front or outside . Use promotional material such as giveaway flyers with information about the products, who made, how made, origins, anything unique, etc.

Host a giveaway during the day and tell everyone that passes by what it is, when and how it will happen.

Engage the public. Don't sit and read, or look into space, or ignore visitors. This is no time to be shy! Don't barricade the entrance to your booth! Get outside and talk to people. Hold one of your items in your hand so it can be seen easily (for example, a basket maker could hold a basket filled with giveaway information). Invite them inside by calling attention to a special item located at the back of your booth.

Do a demonstration of your craft, if possible. Demonstrations can be irresistible, affording you an opportunity to sell another item.

Before You Leave Home

Set up your booth at home well before the festival so there is time to make changes. Arrange all your shelves and tables and products so you can see how everything fits. Take photos and make notes to carry with you so set-up on the grounds will go exactly as you planned. Pack and label everything for quick access. Pack your vehicle beforehand so there are no last minute surprises and nothing gets left behind. Make lists and keep them handy.

Answer these questions:

- **Are you happy with the way your products look** in your display? Are you happy with the overall appearance of your booth? The right look can make or break your entire experience.
- **Do you have prices on everything?** Customers don't like it when something isn't priced! And usually they won't ask!
- **Do you have enough free literature**, business cards, information flyers? Some potential customers may want to contact you after the festival.
- **Do you have enough money for change?** Don't forget a stamp for the back of checks, and a secure **container to keep cash, checks, pens, etc.**
- **Do you have enough product?** People may accept placing an order to be delivered later, but most customers want it NOW.
- **Do you have help?** ALWAYS have a helper. You cannot do it alone. What happens if you have to make a dash to the bathroom? Or have several customers wanting attention at one time? Brief your helper about your products and cost beforehand.

Avoid last minute hassle and stress. Find out ahead of time when you can set up your tent on the grounds and plan accordingly.