

## How to Create an Amazing Booth at the QuietStar Transformational Arts Fair



In my years of doing fairs as a vendor, I have had lots of great experiences. You are coming to the fair to get the word out about what you do and to connect with current and new clients and/or customers. Here are some ideas to make it fun, smooth and effective. In a nutshell:

- Advertise where you will be!
- Plan ahead
- Focus your booth
- Practice at home
- Take care of your self

The most important thing is to plan ahead so you can be completely free and present for the event!

### Inform your current clients/customers/students

By **sending out postcards and email announcements** about your participation in this event, you help to create the buzz that will make this day exciting for everyone. It's a great opportunity for people you already know to bring their friends and introduce them to you! This has been a highlight of our previous Open House events. (digital announcements you can cut and paste are at [www.quietstar.com/fairvendors.htm](http://www.quietstar.com/fairvendors.htm))

### Get your email addresses to us: We are creating an e-newsletter about the fair.

If you email us your email list in an excel document, we can create a special category where they will only get announcements about the fair unless they opt in for other QuietStar news. Please get these to us by Oct 5<sup>th</sup>, and we will include them. If you need help, please contact Robin Klickstein:

[Robink@QuietStar.com](mailto:Robink@QuietStar.com)

You can also **forward the e-newsletter** when you get it, but that will require you to enter each email separately, as ours is a web-based system.

Make personal contact: **phone calls** to personally invite friends and to remind them a few days before are so effective! They really appreciate it!

### What is the Focus of Your Booth?

You have only 3 seconds or so to catch people's eye as they are walking by. What do you want them to know? What is it that you do or what are you selling? What is unique about what you have to offer? If you offer a variety of services or products, it's best to pick one or to create a way of tying it all together. Here are some examples

- When QuietStar started doing booths, people kept saying "what do you do?" because we have products, lots of practitioners, many different classes. We finally realized that if we focus on "Transformational Work," although not everyone knows what that means, it gives them a focus. We created a big poster with pictures of everyone and our specialties, classes, focusing on "Center for Transformation"
- If you are a painter who also does healing work, your focus could be Your Name: Healer-Artist. You might do a collage/sign with YOU as the focus.
- If you are a practitioner who does LOTS of different modalities, teaches classes and creates CD's...you might pick a theme and focus on that. I have done that with "2012", featuring the 2012 Essential Oil, CD and energy tune-ups that I do.

### Booth Design: Simplify, focus and catch the eye!

- We have created 12 x 12 spaces. Be sure to create your booth to respect the people next to you!
- Plan for wind and sun, cold and hot. Maybe even fog or cloud cover.
- YOU are part of your booth. Dress festively and congruently with what you are featuring. Shy people sometimes find it easier to be "on" if they are "in costume"
- Create a visual focus: a plant, bouquet of flowers, bright tablecloths, bubbles, a big sign
- Signage: again, keep it simple and focused. You are better off featuring ONE of the things you offer...make yourself memorable!

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- Invite people into your booth, or have a table across the front? We've tried it both ways. It requires more of a commitment for people to come into the booth; but you can make it very inviting, including places to sit, tea, etc.
- Engage people: demos, hands-on, call to action.
- If you are displaying products or art, consider using the different levels of your booth: simply putting boxes under your tablecloth can create levels on a table. Using easels, shelves and such also adds more dimension to your display.
- You will need somewhere to write up sales and package art for people to take home with them.
- It's so valuable to practice setting up your booth at home. This way you can work out all the kinks ahead of time!
- I love those big plastic bins. I can transport everything to shows, then stash them under the table. I also have a couple of those short plastic units with drawers. You can either stash them under your table, or use them as another surface in your booth.

**Canopies/EZ Ups/Umbrellas:** You will probably want shade! These also can provide the skeleton or the foundation for your booth. Be sure you have a way to weight them down in case of wind. I like gallon plastic bottles filled with water. You can transport them empty, and there is water to fill them at most shows. Many other kinds of weights are available, just remember they are HEAVY and you will have to carry them around!

If you are purchasing an EZ up-type canopy....

Plan ahead for storing and transporting these! The better the quality, the heavier and bigger these are! Deb at Big 5 in SLO is a treasure-trove of information! She did shows for years, and was very generous with her help. Drop on by and see her! Here is some of her wisdom:

- Canopies come most often in 10' x 10' or 12' x 12' size. Legs can be straight or sloping...generally the more expensive ones have straight legs.
- Be aware of space size. Most shows have 10' x 10' space. If the legs of your canopy slope outward, the footprint (how much space it takes at the bottom) is often bigger than the canopy! Some shows are very strict about this, especially street fairs...they might not allow your "feet" to go over the lines.
- Some fairs require a certain color canopy. (Example: Harbor Fest in Morro Bay requires they are white!) You can get new canopy tops, but they are sometimes the same cost as the whole EZ up.

#### **Self-care and safety:**

You are your most important booth feature!

Bring/wear COMFORTABLE shoes

Bring/wear extra clothes for setup/cleanup

Bring water, food (there will be live/raw food available for purchase), cosmetics for freshening up.

If you are exchanging money, I recommend you have a bag that you can attach to your body, an apron or big pockets in your pants. I leave the change on the table, but that's it.

Leave purses and valuables at home or locked in your car. There won't be any place at QuietStar Center for your personal belongings.

Be sure your booth design is sturdy and well-anchored, so it won't fall, even in gusts of wind.

Bar-height stools or director's chairs are nice: they give you a place to rest while keeping you at a good height to interact with those who are standing.

Love and Light,  
Elaina and all of us at QuietStar

