

Showcase Booth Display Guidelines Check Off List

Company: _____ **Contact:** _____ **Booth Number:** _____

These are the minimum requirements for booth set-up for Showcase Shows. Mall shows have different height restrictions and additional guidelines. Please check with Showcase for the basic requirement for each Mall. A list of Mall requirements will accompany reservations for Mall Shows.

TABLES

- | | |
|------------|---|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ Vendors may use their own tables or order rental tables in advance. Check each location for availability, size, and cost. |
| _____ | _____ Mall shows require that all vendors drape booths in same color. Showcase may provide drape in that instance. |
| _____ | _____ All tables must be draped. Showcase requests that all drapes reach to the floor and extend all the way around the table. |
| _____ | _____ Color of drapes used should all match. Each table in booth should have the same color. No use of bedsheets as drapes. |

FIXTURES

(Showcase encourages and welcomes backdrops at Showcase Shows. Ask if Mall allows the use of backdrops)

- | | |
|------------|--|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ Adhere to Shows' height requirements. For most Showcase Shows it is 8'. All Mall Shows restrict limit to 6'. |
| _____ | _____ Are in good repair. |
| _____ | _____ If painted, paint looks fresh. |
| _____ | _____ Are finished on all sides, if visible. |
| _____ | _____ Color compliments merchandise. |
| _____ | _____ Color matches table cover colors. |
| _____ | _____ If pegboard is used, it is painted. |

SIGNAGE

- | | |
|------------|--|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ Use professional signage. Computer generated signage is acceptable. Please do not use hand-written signage. |
| _____ | _____ Signs are in good condition, no stains, creases, or tears. (If signs have been used at outside shows, they should be cleaned.) |
| _____ | _____ No "Sale" or "Discount" signs are allowed. Showcase Shows are retail shows. "Show Special" signs are allowed. |
| _____ | _____ All signage is displayed within booth. Do not use neighbors booth to hang sign. Signs cannot be attached to building. |

LIGHTING

(This always accents your booth but is additional fee payable to Showcase. Wattage is usually limited to 500 watts per booth)

- | | |
|------------|---|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ Cords routed so they are not visible to the public. |
| _____ | _____ Vendor should bring extension cord long enough to plug into provided outlet. Only one outlet provided per vendor. |
| _____ | _____ Color of cord needs to match fixture so it is not visible. |
| _____ | _____ Cords on floor are taped securely. Vendor is responsible to make sure that there are no trip hazards with cords in booth. |

WORKAREA ~ We encourage demonstrations.

- | | |
|------------|---|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ Table is covered to meet show standards. |
| _____ | _____ Supplies are neat. Make sure any hazardous tools or materials are kept at safe distance from public at all times. |

CHAIRS

- | | |
|------------|--|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ Style and color of chair coordinates with booth. (Lawn chairs are not acceptable.) |
| _____ | _____ Are clean and in good repair. |
| _____ | _____ Chairs must be set-up within the booth space allocated and not be in aisle space. |

CARPET

- | | |
|------------|---|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ Clean and in good shape if it is used. Carpet is not necessary. Malls do not allow carpet in vendor booths. |
| _____ | _____ Color coordinated with booth décor. |

MERCHANDISE (Showcase does not offer additional storage facilities at Shows)

- | | |
|------------|--|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ Displayed at interesting levels. Please do not "Pour" merchandise on tables. Always make effort to display attractively. |
| _____ | _____ Extra Merchandise and storage containers are not visible in booth and are discreetly stored under tables. |

STAFF IN BOOTH (This is to help your company with sales)

- | | |
|------------|---|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ Dressed appropriately. |
| _____ | _____ Wearing show nametag/badge. |
| _____ | _____ Well-informed on product knowledge. |
| _____ | _____ Seem approachable, ready to assist customers. Ask staff not to be sitting in booth reading or look non-attentive. |

OVER VIEW OF EXHIBIT SPACE (Stand back after completion of booth and analyze booth as a customer would see it)

- | | |
|------------|---|
| <u>Yes</u> | <u>No</u> |
| _____ | _____ The space is attractive and will draw attention. |
| _____ | _____ The display effectively conveys product or information. All merchandise has been approved by Showcase. |
| _____ | _____ Set-up within square footage contracted. All shows have different size booths, make sure booth is set up accordingly. |
| _____ | _____ If booth has demonstrations or public participation, booth should be set-up allowing 20% of frontage for potential crowd. |
| _____ | _____ This helps keep the aisle clear for public. |

Showcase Staff/ Supervisor

Date

Contact (Person in charge of Booth)

Date