

## 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