



February 5-8, 2023 - Javits Center, NYC

## Displays + Merchandising

What a Brand Focused Booth should have.

- Your Logo
- Your Brand colors.
- Your company ethos and values clearly conveyed.
- Identify what you are selling.
- Number of years you've been in business
- How your product is made  
Note that some buyers come to market looking for specific things like materials used or if your brand is eco-conscious, is recycled or, upcycled ... you get the idea.
- Inviting and Organized: You also want your booth to be both.
- Best Sellers and what's new should be identified.
- Priced: Don't hide prices. Your wholesale prices should be easily visible.
- Images of your product - you want them to be large enough so a buyer can see what you're selling from down the aisle. This is especially important for those who sell small items like jewelry.

Think of your booth as your own personal brand store. And make it easy for a buyer to shop your "store."

There are a few Dos and Don'ts that you should know about

What you CAN DO

- YOU CAN Paint your walls-AND you do not have to paint them back at the end of the show!
- YOU CAN Add small decals to the wall panels - However, you will need to remove them after market so use adhesive that's not going to damage the wall panels
- YOU CAN add curtain and rugs, but make sure the flooring is fire retardant.
- YOU CAN have a small step stool with 2-steps.
- YOU CAN add clamp lights to your booth.

And let me just add that lighting is super important. You want a well-lit booth.

- YOU CAN have small shelving.
- YOU CAN only put 1/4 inch screws into the wall panels -Why 1/4 screws? Because you don't want the screw to go into your neighbor's booth. After market, you will have to remove all screws.

The DON'TS - or rather the things you will need to order labor for

- Building a large display
- Using wallpaper or large decals
- Using a ladder
- Using power tools
- Putting up your own track lighting

Resource Links:

- <https://nynow.com/exhibitors/exhibitor-resources/>
- <https://winter2023.smallworldlabs.com/exhibitors>

[Contact us](#) if you have any questions.