

TIPS FOR PUTTING TOGETHER A FAIR BOOTH

In planning your Fair Booth Exhibit, there are three (3) basic rules to keep in mind:

- 1.) **Choose a Theme** and stick with it. Everything used in display should enhance your theme, not detract.
- 2.) **Keep it Simple**. Sixty (60) seconds should arouse interest, stimulate thought and cause action.
- 3.) **Draw a Plan**. Decide what to do before you start.

Choosing a Title: Use an Organization Theme

- 1.) **IDENTIFY THE EXHIBIT**-- tell content;
- 2.) **BE SHORT** -- limit title to 4-5 words;
- 3.) **BE SIMPLE** -- use short, simple, descriptive words;
- 4.) **ATTRACT ATTENTION** -- be catchy, ask questions, use action verbs.

PURPOSE: Tell a Story

Determine exactly what message you want to get across to the viewers. Are you promoting membership? Recognizing achievements? Celebrating an event? Teaching something?

You should have only one purpose or central idea. Your purpose should be visible in your theme, not a separate or second idea. If the purpose does not relate to the theme, scrap one or the other and start again.

STORY CAN BE SEEN QUICKLY

Before you start, draw the basic booth on paper. Include the back wall, two side walls and floor.

- 1.) **WHERE WILL YOU PUT THE TITLE OR THEME?** This is your key for attracting attention. **People read an exhibit just like a newspaper, from left to right, from top to bottom. **Put the title at the back wall, like a headline.
- 2.) **WHERE AND WHAT WILL BE THE CENTER OF INTEREST?** Use only one point of interest and carry out your design from point. ***Put detailed material on the side walls, so it is not confused with the center of interest, yet it is available for people who want more information. This also helps avoid clutter.
- 3.) **BALANCE YOUR MATERIALS.** Balance can be formal. Informal balance helps to create interest.

FORMAL or INFORMAL

** Balance not only relates to size, but also to shape, color and spacing.

** Here is where individual projects will be exhibited in your booth. **WON'T ALL FIT?** Try using 1 project per member. If project is large, take a picture and use it.

- 4.) **SIMPLICITY IS IMPORTANT!** When in doubt about an item or idea; ask: "Does it

help to tell the story or does it clutter or distract from the exhibit? Make sure every element in your Exhibit supports your theme, both visual and written. **AVOID CLUTTER--AVOID CONFUSION!**

GETTING ATTENTION AND HOLDING INTEREST:

Creativity - Attractiveness - Balance - Neatness - Educational Value

- 1.) Have you considered battery-operated devices to provide action or motion?
- 2.) Try contrast: Show Good -vs- Bad; Proper -vs- Improper; Old -vs- New
- 3.) Concealed Exhibits - the main feature is hidden - (peephole at a building site)
- 4.) Use miniatures of 8 x 10 photographs.
- 5.) Use exaggerated or enlarged objects.
- 6.) Try audience participation - (guessing number of objects in a jar or testing a skill)
- 7.) Use murals or collages as a background.

LETTERING: NEATNESS - ATTRACTIVENESS

- 1.) Horizontal lettering is better than vertical and easier to read.
- 2.) Don't use different styles of print in the same exhibit. It's OK to use different sizes.
- 3.) Thickness of the lines should be about 1/7th the height of letter (a letter 7" high should be 1")
- 4.) Keep the letters all one color, unless you want one word to stick out.

COLORING: ATTRACTIVENESS - BALANCE - CREATIVITY

- 1.) Use neutral or soft colors for background.
- 2.) Use bright, intense colors for smaller areas and maybe the center of interest.
- 3.) Only two (2) or three (3) colors should be used.
- 4.) Have one (1) dominant color and use other for accent.
- 5.) Check colors to be used under lighting to be used.
- 6.) Use color combinations for visibility.
- 7.) Suggested color combinations:

Black on Yellow
Green on White
Red on White
Blue on White
White on Blue
Black on White
Yellow on Black

White on Red
White on Green
White on Black
Red on Yellow
Green on Red
Red on Green
Blue on Red