



CoLab Market is a curated outdoor arts and crafts fair open to artists, craftspeople, designers and makers at all levels of their career from student to advanced professional.

CoLab Market is offered in partnership with Roots Community Services.

CONTACT US

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1810 Dundas Street East, Mississauga, Ontario

Lamenza Corporation

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#CoLabMarket 

How to Create Your Display

COLAB MARKET
1810 DUNDAS STREET EAST
MISSISSAUGA, ONTARIO
SATURDAY, MAY 7, 2022
11 AM TO 5 PM

DISPLAYING

KNOW THE BASICS

Create a welcoming space. Start with one table and position it facing forward. Use tablecloths or burlap in your brand colours.

Create different levels to display your items using high and low visuals like baskets or crates. Displaying your products at varying heights keeps shoppers' eyes moving.

Add images, bright colours, or anything you feel might help your booth stand out.

SHOW ABUNDANCE

Make sure your display is abundant. No one wants to buy leftovers or the last item. Check your display regularly to make sure your inventory is topped up.

Keep your table and area clean and uncluttered. Have mirrors available if shoppers want try on items.

ADVERTISE YOURSELF

Give customers your business information so they can follow you and your products.

Display your social media handles, and create a hashtag. Ask customers to post about your brand and link your account.

Display your prices to make them very clear to customers. Some might not want to ask, or you might be busy talking to another customer. Don't miss out on a sale because of this!

Avoid putting a shopper in the position where they ask you for the price because then they have to decide on the spot if they think your product is worth it which can be awkward.

Without the price visible to shoppers, they may assume your product is more expensive than it is.



HOW TO ADVERTISE PRICES

Clearly advertise what you are selling in your signage.

Every item should have a price tag that the shopper can see.

Use a chalkboard to price your product with beautiful handwriting. Or use tabletop chalkboards or picture frames to list prices and product information.

