

HOW TO DECORATE YOUR COMMERCIAL PROPERTY

BEFORE:

Why should I decorate my business?

Roughly 80% of holiday spending happens in store. Décor brings traffic, traffic brings people, people bring money (and Christmas spirit).



How do I budget?

It's more than just decorations. We recommend allocating:

60% for Products



11% for Freight



18% for Installation & Removal



11% for Storage



Whether your budget is \$100 or \$100,000,000, we can help you plan.

DURING:

When should I start planning?

We plan all year:

December – Review your décor while it's up.

March – Consider what you'd like to add.

July – Decide and buy new products.



AFTER:

When should I take the decorations down?

Late December - Early January



How do I decorate my space?

Start by selecting your colors and general vibe. Then pick your:



Focal Point:

- Trees
- Selfie Stations
- Giant Props



Coordinating Décor:

- Garland
- Wreaths
- Lit Décor
- Fiberglass Props



Scene Setters:

- Lighting
- Gift Boxes
- Snow

Safety tips:



Weather:

- Buy weather-safe decorations
- Secure décor with weights & cabling



Lighting:

- Add safety covers to outlets
- Use electrical tape on light strand connections
- Secure & hide cords

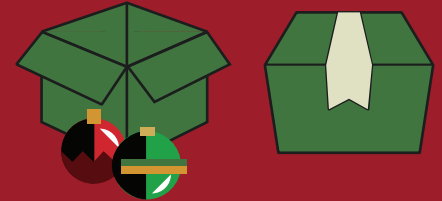


Audience:

- Consider areas where children can reach décor
- Use low-voltage décor near water
- Mark off restricted areas

How do I store décor?

Clearly labeled in the boxes they came in (or similar).



How do I make sure my decorations look good next year?

Refurbish them – replace light strands, fix paint, clean ornaments & foliage.

