

PART 1: GET TO KNOW YOUR BOOTH

- Tell me about your current booth experience?
 - How many markets are you doing?
 - What does your booth look like currently?
 - What are you currently loving about your booth?
 - What are your pain points on your current booth?
- What does your dream booth experience feel like to your customer?
 - What do you want your customer to feel when they encounter your booth?
 - What do you NOT want your customer to experience at your booth?
 - How do you want your customer to feel after they leave your booth even if they don't make a purchase?

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- How do you currently incorporate your branding?
 - Colors, logo, core values?
- What do you need to TEACH to your customers about your product?
 - What does the average market going know about your brand?
 - What do they know about your niche?
 - What do they think about your niche?
 - Why might they not be interested in buying your product?
 - Why might they be interested in your product?
- How are you incorporating YOU into this space?
- Arrangement of products:
 - Are people coming INTO your space or walking by?
 - Does your product require sensory items to go with it?
 - How can you show off your SKUs without overcrowding?