



JANUARY 9-11, 2014 ORLANDO, FL
ORANGE COUNTY CONVENTION CENTER, WEST HALL

Tips to Decorate Your Booth on a Budget

You've invested the time and money to be at Surf Expo, so your booth should reflect that investment.

Booths should highlight the product, but you can't forget the surroundings. Easy throw rugs, pillows, chairs and tables can accent the surroundings to catch the buyers' eye and stop in to preview your products.

Did you know that shower curtains are an inexpensive way to add color to your booth? They can easily be hung over the white drape that is provided with your booth. Use pins, or industrial clamps to attach the curtains.

Concrete does not warm a space and especially does not make it inviting. If you don't want 'wall-to-wall' carpet buy a couple throw rugs to tie the space together and give a little cushion for your feet and the feet of all those buyers walking in your booth.

Your booth should always include an inviting place for a buyer to write an order. Make sure to have a chair or two and a table for writing or just to give a buyer some time off their feet. Inexpensive and stylish tables and chairs can be purchased at a local resource like Ikea, Walmart or Target. Sometimes these accents are so inexpensive you don't even have to worry about shipping or storage after the show, donate to local charities onsite or just throw them away in an appropriate bin!

Local Orlando Resources

Walmart (3.5 miles)

8990 Turkey Lake Rd, Orlando, FL 32819
(407) 351-4142

Home Depot (4.5 miles)

6800 Kingspointe Pkwy Ste 600, Orlando, FL 32819
(407) 352-5414

Lowe's (5 miles)

2800 W Sand Lake Rd, Orlando, FL 32819
(407) 351-4667

Target (7 miles)

880 Sand Lake Rd, Orlando, FL 32809
(407) 856-5459

Ikea (7.2 miles)

4092 Eastgate Drive, Orlando, FL 32839
(407) 355-3155