

# VENDOR STALL LAYOUT

## CREATING A MARKET LAYOUT THAT WORKS

### TAKE PRIDE IN YOUR VENDOR STALL

Anne Bohl took as much pride in the farmers market booth for Low Oaks Farm as she did in the acre vegetable garden, bee hives, sheep, and laying hens on the small, certified organic farm itself. Anne wanted to create a stall setup that allowed space for multiple customers to look over her abundant selection of produce, ask questions, and learn about the seasonal varieties on display. Through testing out different arrangements, Anne found that the best option was to use smaller tables with baskets and bins on the wings of her main table—similar to the U shape (see back), but instead of using tables of the same size, she used shorter, smaller tables.



“CREATING A NEAT, CLEAN, AND INVITING BOOTH IS INVALUABLE. I WAS ALWAYS LOOKING FOR WAYS TO FILL, ADJUST AND MAKE MY VENDOR STALL LOOK AND FEEL INVITING.”

-ANNE BOHL, LOW OAKS FARM



### VENDOR STALL BASICS



**Tidy:** The most visually appealing displays attract the most customers. Successful vendor stalls remain clean, organized, and filled with an abundance of product on display from market start to finish. While your booth should look full, avoid overcrowding. When setting up, create an area to keep required boxes or bins out of customers' sight. A vendor stall also shows how your business feels about food safety.

**Shelter:** The shelter is typically one of the first things a customer will notice when walking through the market. Make sure yours is clean and welcoming—no holes, no broken pieces hanging, nothing that could look dangerous. A white or black shelter is suggested as other colors will cast a tinted glow over your products, making some appear discolored. When laying out your vendor stall, remember to include space for shelter weights.

**Easy to Navigate:** If done strategically, the direction and shape in which you organize your tables will direct the movement of customers when they enter your vendor stall. When laying out your space, be careful when placing items on or near the ground as not to make them a tripping hazard. It's just as important to pay attention and move or adjust items if customers are knocking over or having trouble reaching products.

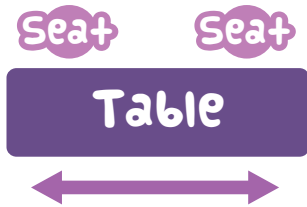
# COMMON SETUPS

## FOR BOOTH LAYOUTS AND SHELTERS

THINK ABOUT YOUR  
PRODUCTS & CUSTOMERS

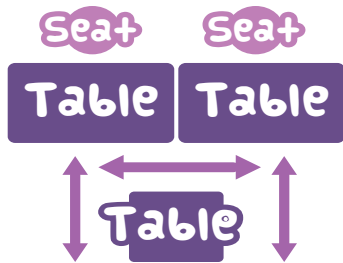
## Booth Layouts

Your booth layout will depend on what you sell, but all stalls need to be inviting to attract customers in from the common market space. When laying out your booth, take a moment to look at your booth from a customer's point of view.



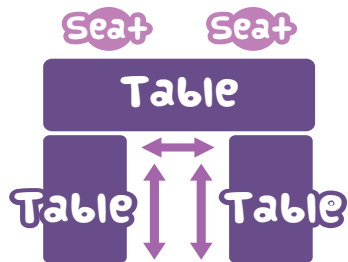
### Straight Line

A simple and common booth design, this is easy to set up with little to no hazards for customers, but you will need to be creative with using vertical space to show off product and attract customers.



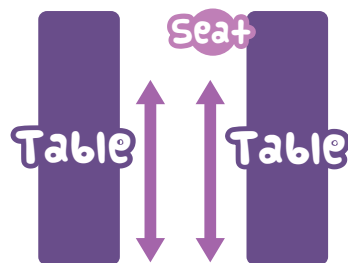
### Open T

This setup adds more space to the straight line design. Be sure to leave enough room for customers to walk between the front and back tables, otherwise products can get knocked off and damaged.



### U Shape

While this design creates the most square footage of tabletop retail space in your vendor stall, it limits room for customers to enter and move around, so it can easily end up feeling crowded.



### Galley Style

The galley setup allows for easier customer traffic flow in comparison to the U shape design, but eliminates valuable retail surface square footage.

## Booth Shelters

Farmers markets typically happen in an open space, which leaves vendors, customers, and products exposed to spring rain, summer sun, and fall breeze. Choosing the right protection for the right shelter is crucial for any market vendor.

### Pop-Up Canopy

The most common shelter at a farmers market, these are convenient to transport and large enough for customers to find shelter under from rain and sun, but not easily set up by one person.



### Patio Umbrellas

Patio, shade, or beach umbrellas are easy to set up and work well for small booths, but they can be troublesome on windy days, and don't provide much sun or rain protection for customers.



### Vehicle Awning

These are uncommon in larger markets due to space constraints, but if market space and your vehicle allow for it, this type of shelter is easy for one person to transport and set up.



### Cart

Typically larger, heavier, and more expensive, a cart can provide ideal retail space for your products, but it doesn't offer customers protection from sun and rain.

