



# OOAKW23

*Winning Booth Designs*



# 00AKW23 BEST BOOTH DESIGN COMPETITION

## HEAVYWEIGHT WINNER

## P-04 Wildwood Creek



### BRAND REPRESENTATION:

The logo sign is produced so professionally, it highlights the brand name and stands out above all. In addition, the entire fixture package matches as a cohesive style, honouring the brand image. All the while, nothing is distracting from the point of the booth - which is presenting the products.

### LAYOUT:

Each station is clear, and intentional. From the table spaces, the shelving units, and the floating shelves, you can distinctly see different zones, which makes it easier to navigate and grasp each section as its own purpose. There is also adequate negative space, giving each station and product breathing room, which represents the premium quality of the brand and products.

### SHOPPABILITY:

The clear zones definitely make this space very shoppable, and there is even more to appreciate when taking a closer look at the actual product merchandising: The products are glorified with plenty of room for sample / display items, with educational supporting pieces, and there is also a good balance of abundant products to shop from. Balancing the perfect amount of display glorifiers with shoppable abundance makes it easier for customers to shop independently, hence makes it more enticing to shop, and possible to serve more customers.

### LIGHTING:

Although the entire booth is not incredibly bright, it adds to the mood of the brand, which is peaceful. The most important lighting is certainly not sacrificed: With under-shelf lighting, lit-up table centerpieces, and backlit components, the customer's focus is directed exactly onto the key elements.

### OTHER:

This booth is simply lovely, perfectly edited so that there is nothing distracting away from its impeccable presentation, shoppable, and intentional with every single piece that is placed.



# 00AKW23 BEST BOOTH DESIGN COMPETITION

## HEAVYWEIGHT HONOURABLE MENTION

### F-04 SOMEDAYS



This booth does a great job with a "seamless" experience, where it is perfectly edited to a minimal display, bringing attention to key messaging. It's a set package, with no operational areas showing. Above all, the signage is a great example of presenting all of the critical information, but just enough so that the customer actually absorbs it, rather than glazes over it. The graphic design, in partnership with the design and layout, is incredibly effective. Carving out a space for customer experience is inviting for further conversations. This is also a rare example of when visible boxes of merchandise are not a deterrent: Because the rest of the booth is so well edited and polished, this serves as a tempting area to grab and purchase a set, rather than only have the booth portrayed as an informational station.

## HEAVYWEIGHT HONOURABLE MENTION

### F-44 HERITAGE BEE CO.



This booth does such a great job at honouring the integrity of its brand. The logo is beautiful, and you can see it reflected everywhere from its statement brand colour, and the incorporation of floral props, to both connect with the brand, as well as suggest one of the key selling points of the product: the special ingredients. It has also created a balance of a serving station (which many booths need to do in the Flavours department). But, by adding groupings of products onto the counter-top, they are also inviting the customers to engage with the products, making it more approachable and tempting to shop.

# 00AKW23 BEST BOOTH DESIGN COMPETITION

## MIDDLEWEIGHT WINNER

## A-45 Soap So Co.



### BRAND REPRESENTATION:

There are many striking elements here, but in full focus, we can easily see what the brand is, as everything is framed around it. In addition, the packaging of the products is the most striking, which is a strategic contrast against the pale backdrop. The faux boxwood is a great element to add softness and interest, however adding the wood backdrop allows for the products to stand out above all.

### LAYOUT:

What is the most striking part of this booth is the various ways of displaying the products. With staple items like these, it is easy to revert back to the most common ways of merchandising. However, self-serving sample stations are prioritized, while we can still see abundant products for shopping. Each soap type is glorified on its own, on a wooden riser. We can also see small glass jars to experience the products in the pouches. By giving such ample space just for displaying and sampling, the value of the products are raised, and the quality is honoured. Again, this is not at the expense of offering shoppable areas, since the abundant cubby sections and hanging products are still in clear view.

### FIXTURES:

This is another great example of fixtures that are there to support the products, rather than overpower. The addition of boxwood within the cubbies is also a great idea to integrate the backdrop and tie it all together more cohesively.

### LIGHTING:

Although the booth is well-lit overall, we can see undershelf lighting at every opportunity, to further highlight the products, which are the focal. Otherwise, the pouches in the cubbies may not be as visible as needed.

### OTHER:

It's always great to see when a smaller amount of product is given ample space to truly present it and glorify it, rather than just see every inch as a place to stock more products. This is how to raise the perceived value of products, selling it by quality first.

# 00AKW23 BEST BOOTH DESIGN COMPETITION

## MIDDLEWEIGHT HONOURABLE MENTION

### I-7 MARNIE & MICHAEL



While this booth is shallow and long, it has still managed to create clear zones with the use of different panels, and ways of displaying. The wooden panels act as backdrops for the products, while the section with the mirror and coat rack is a playful area enticing customers to come and try the bags on. A key part of this business is its commitment to mental health initiatives, and this message has been given clear space for all to see and understand, while still giving the products the space that they require as well.

## MIDDLEWEIGHT HONOURABLE MENTION

### L-31 FREON COLLECTIVE



This booth is just so admirably "polished" in execution. Everything part of it is cohesive and flattering, while complimenting the product. We can see clear zones, which are very shoppable. There is not a single item out of place, with the absence of wires, nor anything else that would take away from romancing the audience.

## MIDDLEWEIGHT HONOURABLE MENTION

### Q-45 SOMERSET MOSS SKINCARE LTD



The product merchandising of this booth is particularly admirable. The shelving unit itself, with the wood material, logo header, and undershelf lighting are all effective in glorifying the product. But the product placement as well is incredibly effective. It's the perfect balance of sampling opportunities, shopping sections, gift set offerings, while using supportive props to soften the set-up, create negative space, and sticking to the general visual merchandising rule of grouping each section in a pyramid pattern. This makes it easy to absorb the products, and honours their integrity with all of these design elements applied.



[www.vm-id.com](http://www.vm-id.com)

[ani@vm-id.com](mailto:ani@vm-id.com)

[p](#) [i](#) [i](#) [i](#) [@vm\\_id](#)



# OOAKW23 BEST BOOTH DESIGN COMPETITION

## FEATHERWEIGHT WINNER

### V-49 Everist



#### BRAND REPRESENTATION:

Any time a business carves out space beyond what they need for just their stock, their value is elevated. Their logo sign is seen right away, and with the materials used in the flooring, walls and logo production, their brand is professionally represented.

#### LAYOUT:

Above all, the staged faux-shower corner is what really needs to be noted here: It is incredibly effective at communicating what their offering is, no matter how fast any customers are rushing by. It is unique, and its placement, with its minimal layout, is striking.

#### SHOPPABILITY:

We can see an engaging opportunity to sample the products, while the shoppable area below is still within customer reach.

#### LIGHTING:

While the cubbies in the products may be further lit up with the use of undershelf lighting, the booth as a whole is well lit, and a notable win here is that fact that we do not see any visible wires, while the light reflecting on the faux-tiles makes it even more eye-catching.

#### OTHER:

While displays and aesthetics are always subjective, effective displays are ones that visually put the products into context, or show the way that they are used. This is a great example of that, with this quirky faux-shower corner.

# 00AKW23 BEST BOOTH DESIGN COMPETITION

## FEATHERWEIGHT HONOURABLE MENTION

B-23 SIENA VIDA



Here is another example of an incredibly polished booth, which is also giving ample space to the product offering. We can see the owner's pride of her products by staging a whole environment around a small area of products. This not only shows the product as more premium, but it also reflects the mood and personality of the brand, attracting the target audience. What a beautifully staged space, while still keeping the brand name, and products in the most focal spot.

## FEATHERWEIGHT HONOURABLE MENTION

W-07 SWIMMING FOX STUDIO



With all of the custom creations we can see as part of this booth design, we can get an idea of this brand's quirky and charming personality, before even seeing the products. It is a memorable booth, which will also translate to a memorable brand. It is also worth mentioning that the products are placed in focal points, by zoning one section more frontal, another right in the middle, and the other wrapping around the booth, encouraging customers to walk in and explore.

# OOAKW23 BEST BOOTH DESIGN COMPETITION

## RISING STARS:

### D-47 Juliana Scherzer



#### BRAND REPRESENTATION:

The unique brand sign is definitely striking, and portrays the brand as well-established. It is memorable, and with its use of accent colour as the header, it is very attention-grabbing in its area. The size of fixture also helps to stand out in the crowd.

#### LAYOUT & SHOPPABILITY:

The products are grouped by theme and size, making it easy to view and absorb the offering while shopping. It is simple, in an effective, organized way.

#### LIGHTING:

The use of lighting with the negative space of this unique logo sign makes it interesting and effective. The fixture also allows for lighting up the products without excessive use of wires, which is often challenging.

#### OTHER:

An important element to appreciate here is how polished this set-up is. There is no visible operational section. It is all enclosed, with only the products standing out.



# 00AKW23 BEST BOOTH DESIGN COMPETITION

## RISING STARS HONOURABLE MENTION

### B-48 ROGUE KNITS



In striking contrast to the winner, this set-up is shorter in height, yet adds to the charm. As mentioned with other winners and honourable mentions, we can see ample space being given to the products, allowing us to appreciate each item individually. These are not simply knit products. With the sweet custom "rooms" created for each item, we can view and appreciate each character that the owner is presenting.

# 00AKW23 BEST BOOTH DESIGN COMPETITION

6-DAY:

Q-32 ALTHYREA



## BRAND REPRESENTATION:

This set-up is executed so thoroughly and impeccably, at a single glance, we can get an idea for the target market and brand. The logo sign is anchored with interior styling elements (e.g. the lighting sconces, the framed images, and the dresser set-up), and the flawless execution presents this business with pride. The extent of adding wallpaper shows attention to detail, and arguably even more rare, is seeing the use of a baseboards and hard wall panel additions facing the front. These are the details that make a booth feel like an actual brick and mortar store, giving a sense of a very established company. This also builds credibility, therefore, affects the perception of the business as a whole.

## LAYOUT & SHOPPABILITY:

With the use of plenty of interior staging and styling, we can see that the abundance of products are towards the side walls, which creates a boutique feel, leaving plenty of room around the actual merchandise. The back wall and the front table, being so visibly prominent, are more of a staged display area. These also help to sell the booth, since they provide key information, set the tone, put the brand image into context, and create visual pulls into the booth. All the while, the products are still displayed in a perfect amount for premium merchandising. The amount of units and SKUs displayed help affect the perceived value of the products, and the amount shown presents the products in a valuable way.. It is also worth mentioning the flow of traffic that this set-up allows, by using the round table in the middle to entice circulating around the booth, while the products are prioritized to the fronts of the booth, and divided by grouping.

## LIGHTING:

The booth is well-lit, both for practical purposes as well as decorative, with the focal lights anchoring the logo sign.

## OTHER:

There is so much staging and styling in this booth, while allowing for all of it to flatter the product offering, rather than overpower it. What stands out the most is the mere attention to detail and execution. It is impressive for any length of set-up time, and even moreso in the smaller window for the 6-day section.

# 00AKW23 BEST BOOTH DESIGN COMPETITION

6-DAY  
HONOURABLE MENTION

Q-36  
MARKET CANDLE  
COMPANY



Here is another example which simply leaves the audience amazed that it is possible to set up a shop like this in a few short hours. Everything is factored in to create its own brand hub, and even with a fairly large amount of products, we can see that they are quite well-organized into groupings, making shopping easier. We can see various stations, as well as another middle round table to entice a health traffic flow all around the booth. The set-up as a whole is so committed to this business' brand image, which reflects the brand's professionalism and authenticity.





CURIOUS TO GET YOUR SPACE ASSESSED?  
SEE THE VARIOUS WAYS HERE:

[WWW.VM-ID.COM/MARKETSPACE](http://WWW.VM-ID.COM/MARKETSPACE)

*Thank you – See you at the next show!*