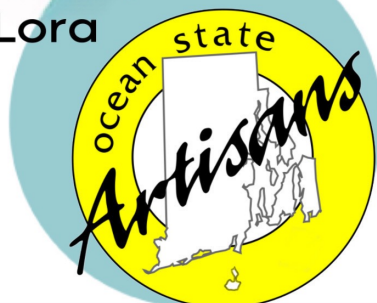




Hello Everyone  
Welcome to the new Ocean State Artisans monthly newsletter: The Creative Palette. In this newsletter I will be bringing you tips & tricks to use at your shows. For you seasoned veterans this may be old news but you never know. Sometimes, a different perspective can teach you something. The 1st topic is one that is near & dear to our president Beth's heart. Your table coverings, seems silly but they can make a big difference. I will also be listing upcoming shows that other members have done & any other OSA news or business. I wish all a Happy, Healthy & Profitable 2023

Thanks,  
Lora



Are you interested in finding more shows? Be sure to join Ocean State Artisans private Facebook page where upcoming shows will be posted. Thanks Melonie!

Don't forget the  
3rd Annual  
OSA Summer  
Show  
June 3rd ( Rain  
date Jun 4th)  
Linden Park,  
Middletown RI  
Members 10x10 \$80  
10x20 \$100  
Application will be  
available soon



Example of my table covering

# Craft Fair Booth displays can be ruined by a Bad Tablecloth



Your table cloth is probably the last thing on your mind but it is the 1st thing your customer sees. It is the background for your whole display. Let's look at several factors:

- Color
- White
- Patterns
- Material
- Length
- Cleanliness

Color sets the tone. The color of your covering & it's contrast with your display can change your customer's emotions towards your product. What are you trying to evoke in your customer?

I sell Doggie & Kitty products so I use red tablecloths to evoke love, energy & excitement. I want to look professional but still cutsie & not too slick so I have added colorful paw print table runners. Here are common psychological effects of color:

- Black-Strength/Power
- Grey-Timeless/Practical
- Red-Love/Energy/Life
- Orange-Happy/Energetic
- Yellow-Laughter/Optimism
- Green-Health/Tranquility
- Blue-Calmness/Serenity/Wisdom
- Purple-Royalty/Spirituality

**•White**  
Do not use a white covering. They get dirty too easily & they look blank, making it easy for the eye to scan past it. Spaces & gaps will look more empty causing you to overcrowd your table

**•Pattern**  
If you make a variety of color products they need to stand out against the tablecloth. A heavily patterned cloth can make your product invisible. If you do use a pattern make sure that it is subtle with few colors & consider using squares of fabric over the top so that the product is easily seen.

**•Material**  
Use finished fabric. Do not use plastic table cloths. They look disposable & will cheapen your product. It may also cause the customer not to trust in the quality of your work. A nice fabric shows you put thought into your business & shows confidence in your product

**-Material cont.**  
You don't have to spend \$\$\$ on table coverings. You can make custom fitted coverings from yards of material, bed sheets ( there are many YouTube tutorials) or buy them online. ( I got my stretch-fit ones on Amazon for under \$20 each)

**•Length ( This is for you Beth)**  
Use tablecloths that are long enough to touch the ground in the front & sides of the table. From the front you want your booth to look seamless & professional by hiding any boxes & other stuff you brought for the show.

**•Cleanliness**  
Before a show be sure your tablecloth is washed & ironed. You're reading this saying "No Duh,"but I think we have all been guilty of this. An unwrinkled clean table covering will make your tables pop & look more professional.

Before the show opens, walk away from your booth. Just leave. Approach it from all angles as if you were the customer. What are they seeing? Sometimes the hectic pace of setting up causes tunnel vision. Doing these few things won't have customers running into your booth throwing money at you (that would be awesome !). It will however improve the look & tone of your business.