Booth Layout & Merchandising Checklist

Maximize foot traffic and highlight premium items with a stop-and-shop layout.

Arranging your vintage space requires a deliberate strategy to draw customers in. Use this layout checklist to create a welcoming flow that mimics a residential interior.



Key Display Angles & Heights

45 degrees
Entry piece angle to funnel traffic

60-64 in
Eye-level hero item placement

2700K
Battery sconce glow temperature

3-5
Stacked book risers for smalls

30 degrees
Printer tray display tilt

Avoid the Box Effect

Pushing all furniture flat against walls creates a cavernous, uninviting center. Angling pieces introduces a welcoming, room-like flow that invites immediate exploration.

Minimum Walkway Clearances

Find your row: **Target Audience**

Target Audience	Your pick	Why
Shoppers & strollers	36 inches	Main entrance comfort
Single browsers	32 inches	Secondary aisle access
Turnaround space required	40 inches	Dead end path

Stop-and-Shop Layout Checklist

- [ ] Angle the heaviest wooden cabinet at the front corner.
- [ ] Reserve hero placements strictly for your highest-margin items.
- [ ] Step display heights to create a cascading visual triangle.
- [ ] Mount wireless brass picture lights directly over vintage art.
- [ ] Stack distressed vintage books to lift smaller focal points.
- [ ] Group tiny items in printer trays by color or era.
- [ ] Recharge or replace sconce batteries before the weekend rush.
- [ ] Swap hero placements every fortnight for regular shoppers.

On-Site Layout Checks

- ○ Measure the entry gap to ensure comfortable passage.
- ○ Test the balance point of plate stands holding trays.
- ○ Check that battery sconces mount securely with picture hooks.
- ○ Verify negative space remains balanced after a major sale.

Layout Notes

Enjoy creating a beautifully curated vintage space that naturally draws every shopper inside!