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Western Lifestyle

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NEWSLETTER

SHOWSTOPPING STYLE

TAKING CARE OF BUSINESS: Five trade show booth tips

For many Western lifestyle companies, trade shows are their bread and butter. Whether you are at a local craft show or the Wrangler National Finals Rodeo, perfecting your booth is a learning process. Courtney Ringlestein, founder of **Trailer Park Trinkets**, shares booth business tips here.



1. Choose venues with a connection. Ringelstein attends just a handful of events throughout the year. She chooses venues close to her heart, such as the San Antonio Stock Show & Rodeo and Junior League of San Antonio, but also heads to the Wrangler National Finals Rodeo. Each event brings in attendees that specifically fit her customer base.

2. Pick a booth size that suits your comfort level. Not all companies require a big booth for maximum impact. Ringelstein's booth has grown from a 10-by-10-foot single booth to 10-by-30-foot spaces and up, but it didn't happen overnight. She suggests beginning with a booth size that is manageable for you and expand it when your business can support the increased space.

3. Consider traffic flow in your design. Ringelstein designed Trailer Park Trinkets' space around desired traffic flow, and brought in vintage furniture and rustic décor that emphasize the store's look and products.

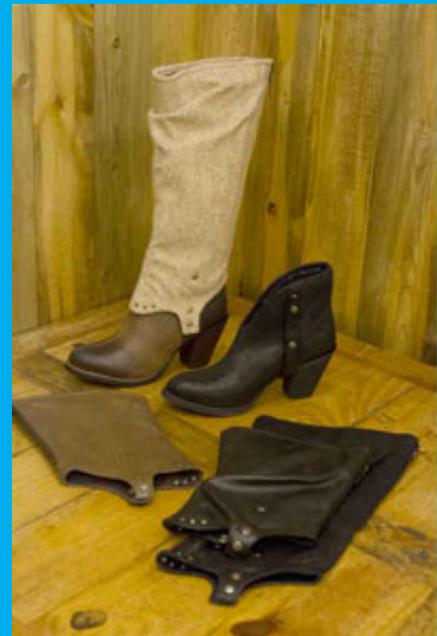
4. Make lighting multipurpose. With electric capabilities at venues limited, keep lighting multipurpose, making it both decorative and useful. Each piece in Ringelstein's booth has been chosen to illuminate the space with style.

5. Take time to perfect your booth. Trailer Park Trinkets did not begin with the showstopping booth design for which it is now famous. The booth has continued to evolve since the company's start in 2010.

NEW & NOVEL: Durango Austin Boot

Offering ultimate versatility, the Durango Austin Boot can be worn three ways: as a bootie, mid-calf height or as a tall boot. The bootie is full-grain leather and the two shafts are manmade. Single-row welt stitch and antiqued metal hardware lend a vintage look to the distressed leather. The boot is stabilized with a steel shank and features a rubber outsole with a smooth filigree finish. Available for wholesale pre-purchase; boots will hit retail stores mid-September at \$199.99.

CONTACT: **Your Durango sales representative** or call
1 (800) 848-9452.



Trade show business is time consuming, but Ringelstein says the effort is worth the returning customers and friendships forged with fellow exhibitors.

For more tips behind some truly spectacular trade show displays, don't miss the 2016 issue of *Western Lifestyle Retailer* magazine.

SAVVY RETAILER: THE COWBOY GANG



Combine cowboy pride with the "Aloha" spirit of Hawaii with the Cowboy Gang's Hawaiian Cowboy Paniolo shirts. Founded by Chris and Cody Castillo in 2012, the Cowboy Gang manufactures 100 percent cotton long-sleeved snap-buttoned shirts, made in the U.S.A. and featuring uniquely Hawaiian colorful prints. You'll have a hard time finding these print designs on other long-sleeved Western snapped shirts.

"We have had a tremendous response, from the cowboy community to casual dressers and the surf culture," Chris says. "Our goal is to spread 'Aloha' and have our shirts in every country in the world."

The Cowboy Gang shirts are available in bright spring and summer colors and can ship immediately. Retail price is \$85. The company operates out of Ramona, California. Check out TheCowboyGang.com or call Chris at 619-889-3731 for more information.



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