

Tips for Conference Exhibitors

While these tips are mainly intended for exhibitors in the Large Judged Exhibits category, they can be useful for anyone planning to exhibit at the HLCCA annual conference. These tips are meant to help create a strong presentation but are no guarantee for awards. We wish all success and are excited to see what our members have to share.

Please read the Rules and Regulations found on the HLCCA website thoroughly, both when beginning, and again when you're ready to go to Conference, just to make sure your exhibit will meet all the requirements.

Naming Your Exhibit

1. Be clever and have fun titling your exhibit, but be sure the intent of what you are exhibiting is clear.
2. Keep it brief. Everyone has a lot to look at in the exhibit room and the quicker you can make your point, the more memorable it will be and the more time they'll have to view your display.
3. Avoid words like *everything*, *all*, and *complete*. It would be nearly impossible to exhaust every aspect of a style, piece, line, or story. Focus on what you are bringing to the table.

Planning Your Exhibit

1. Make sure your exhibit is neither too broad nor too narrow in scope. If too broad, you'll be challenged to accurately cover the entire subject. If too narrow, you may encounter a paucity of information or things to display to demonstrate your point.
2. Do your research. Find an interesting angle or tidbit. While there will be some who already know what you're sharing, many others may not and will appreciate a new view or information.
3. Set up your exhibit at home and get some opinions on the presentation. A second pair of eyes is always good.

Curating Your Exhibit

1. Consider space, give your display room to have impact and enough material to support your theme. Too many pieces, too much clutter, or excessive information can be confusing and difficult to view. If the display is too sparse, viewers may pass by and not engage with the exhibit.
2. It's about the pottery. Choose a variety of pieces for size, shape, color, decal, etc. to thoroughly illustrate your point. You don't necessarily need a mountain of dishes but attendees do seem to be wowed by tables full of wares.
3. Show your research. Provide a sheet of notes or resources used to create the display.
4. Make certain all signage is simple and easy to read. If the print is small or tight, viewers will just gloss over it.

A final note: Going forward, free pottery handouts will be prohibited, as will unrelated giveaways like candy or trinkets. Paper handouts of information or related giveaways are fine.