



10 TIPS: How to Merchandise a Redemption Counter



- Make sure your counter and wall is clean and full at all times.
- Always use printed ticket signs (no hand written).
- Place bin items in order by ticket value to allow for better traffic flow.



- Place high-end items in high visibility areas to attract attention and promote game play.
- Take lights out of the package, plug them in, and turn them on.



Before



After



- **Theme an area with like items such as girl/boy, sports, or licensed.**
- **Display large plush at the top of the counter as a focal point.**



- **Feature a wide selection of items at varying price points.**
- **Incorporate baskets and shelves as well as hooks to accommodate different types of merchandise.**
- **Restock the redemption area at the end of every shift.**