

10 Reasons Why Stanchions Are Important at Food Fairs

Submitted by Carmel Dyer-Pittroff, CCE

1. **Crowd Control & Flow**

Stanchions help organize foot traffic, preventing crowding or confusion around your stand. They guide guests naturally, keeping lines moving smoothly and safely.

2. **Improved Customer Experience**

When customers see a clear, well-marked line, they feel more comfortable and confident about where to go — reducing stress and creating a more positive experience.

3. **Fairness & Order**

Stanchions eliminate line-jumping or disputes over “who was next,” ensuring every guest feels respected and treated fairly.

4. **Safety in High-Traffic Areas**

With hot food, fryers, and equipment nearby, keeping guests at a safe distance helps prevent accidents or injuries.

5. **Professional Appearance**

A well-organized queuing system instantly makes your booth look more professional, trustworthy, and well-managed — even when things get hectic.

6. **Efficiency During Rush Hours**

During peak times, stanchions streamline the flow, allowing your team to serve more people faster without chaos at the counter.

7. **Space Management**

They help you define your footprint, ensuring that your space isn't encroached on by other vendors or wandering guests — crucial when space is tight.

8. **Branding Opportunities**

Custom stanchion belts or signage can carry your logo, menu highlights, or promotional messages — turning crowd control into marketing.

9. **Better Communication with Guests**

By controlling the flow, you can strategically place menu boards, QR codes, or specials along the queue so customers are ready to order by the time they reach the counter.

10. **Compliance & Safety Regulations**

Many event organizers and insurance providers require clear crowd control for safety and liability reasons. Using stanchions shows professionalism and compliance.