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(54) Title: CONFIGURING ITEM DISPLAY STRUCTURES WITH ELECTRICALLY POWERED FUNCTIONALITY

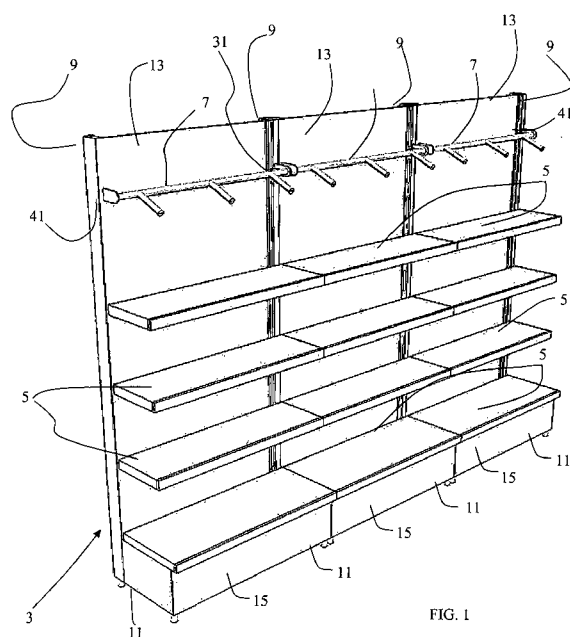


FIG. 1

(57) Abstract: There is disclosed a method of configuring an item display structure with electrically powered functionality, the item display structure comprising a first support and at least one second support which is mountable to the first support at any one of selectable positions so as to be able to hold at least one item such that the item is displayed, the method comprising: applying to the first support electrical contacts ("first support contacts") which are electrically coupled to a power source or able to be so coupled; and configuring the or each second support with a powered utility, including applying to that second support electrical contacts ("second support contacts") such that, when that second support is mounted to the first support, each second support contact engages a respective one of the first support contacts, irrespective of the position at which that second support is so mounted, whereby the powered utility is operable by the power source.