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| --- | --- | --- |
| **COMPANY****NAME** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Booth # \_\_\_\_\_\_** |
| ***Score Sheet for Competition*****BOOTH PRESENTATION** |
| **Ratings:** | Unacceptable | Requires Improvement | Acceptable | Very Good | Superior |
| **1 - 4** | **5 - 8** | **9 - 12** | **13 - 16** | **17 - 20** |
| Customer Participation / Interest | SCORE |
| Customer Interest*Is it interesting?* | **Good luck!** |  |
| **~ Final Round** (*open trade floor)* ~Generates and holds most interest from the public |
| Displays*Is the brand evident?* | *Goods and services clearly displayed. The brand is evident and clear* |  |
| Appealing & Creative Use of Space | SCORE |
| Appealing and Creative | *Creativity attracts rather than detracts. The brand is creatively displayed. Brand is original.* |  |
| Use of Space | *Creative use of space reflects. Neat, clean and functional. Effort is shown.* |  |
| Innovative and Original Marketing  | SCORE |
| Original Thought and Planning THE BRAND | *Evidence of innovative marketing strategies.**The brand logo is innovative and ads are creatively displayed.**Mascots, logos, samples, technology, etc. are used to enhance the brand.*  |  |
|  Promotional Materials THE MARKETING | *Posters, banners, signs, pamphlets, catalogs, etc. promote the company’s image and effectively market the company’s products/services.* |  |
| PRESENTATION | SCORE |
| Original Effort, Knowledge and Energy | *Presentation is thorough. The presenter effectively presented the brand. An elevator pitch was delivered and scripted. Energy, enthusiasm and knowledge was displayed.* |  |
| Overall Appearance and Impression | *Eye contact was made. Posture. Attire. Professionalism.*  |  |
| Penalties | SCORE |
| Miscellaneous Penalties (penalties may be applied for interference with another company’s booth, cleanliness, etc)NOTE: Please state nature of penalty, if one is applied.  | LESS: |  |
| **Judge’s Signature:** | **TOTAL POINTS** **(*Out of 160*)** |  |
| ***JUDGES: Please make comments on Strengths and Weaknesses on the back.*** |