|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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.*** | | | | | |