

BOOTH JUDGING CRITERIA

Lighting

Is there a creative combination of work/task with ambient lighting, and appropriate use of light beams pointed on the product to best highlight the goods?

Prop Use

Do the props enhance the display to further tell a marketing story and message? How successful would the booth display be if the props were removed? (Litmus test demonstrating the strength of the prop within the stand)

Background Colors/Textures

Are the textures and colors a strong departure from the baseline of the booth package's white and smooth texture? Or is the basic booth package leveraged in such a way that the company stands out from its neighbors within the same aisle?

Graphics

Do the text and images coordinate well with the overall marketing voice of the booth? Is there a sense of newness in the forefront of the presentation which educates the buyer within the first few seconds?

Display Fixtures

How is the furniture selection placed to best show off the goods to enhance an increase in sales, transactions and orders? Are there unique fixtures that best compliment the merchandise mix?

Product Placement

Is the merchandise placed strategically within the booth to highlight newness and according to how orders are taken? Is the product placement understood by the buyer? Will they understand how it will merchandise in their store? Will they understand, through the way it is placed in your booth, if the product will move in their retail setting?

Cohesive Presentation

Do the company's marketing message and the booth design speak with one voice? Does the display within the booth inspire the buyer to see what the items would look like in the store?

General Presentation

Are cords tucked in, no empty boxes showing, office spaces tidy? Is there a sense of following all show rules and demonstrating polite neighbor etiquette? Are company representatives greeting buyers with a smile?