

BEST BOOTH

MOST PROFESSIONAL OR MOST CREATIVE

COMPETITION OVERVIEW

Each Virtual Enterprise Company is asked to design and display a Trade Show Booth at the California Trade Show. Each company will be introduced and sell their products and/or services in a statewide competition on December 3rd at the California Virtual Enterprise Trade Show. Below are the details of the Best Booth: Professional or Creative competition. New coordinators at new or continuing VE schools sites may choose to enter either one (1) of these two (2) categories or a separate Novice Best Booth category. Also, please review the attached Scoring Sheet for the Best Booth: Professional; Best Booth: Creative; or Best Booth: Novice competition.

RULES:

- Each company will design and display a booth at the Trade Show.
- Each company will operate the booth from 9:30 am-1:00 pm. This display opportunity will take place on December 3, 2014.
- All students can participate in booth construction and display at the Trade Show. However, adults are NOT allowed to assist in set up or operation of the booth.
- All Trade Show rules on height, width, and materials used must be followed to the letter. Failure to adhere to rules could cause booth disqualification from competition.
- Emphasis will be placed on the following areas in the **Most Professional Best Booth** competition: Representation, Product Display, Promotional Materials, Overall Appearance, and Enticing Booth.
- Emphasis will be placed on the following areas in the **Most Creative Best Booth** competition: Customer Participation/Interest, Appealing and Creative Use of Space, Innovative and Original Marketing, and Effort Shown in Booth Display.
- Emphasis will be placed on the following areas in the **Novice Best Booth** competition: Representation, Product Display, Appealing and Creative Use of Space, Overall Appearance, and Effort Shown in Booth Display.
- Please review the competition Scoring Sheets for more detailed information on the areas to be scored.

The top ten Company Booths in each of the three (3) categories (Most Professional, Most Creative, and Novice) will receive awards. Honorable Mention certificates will also be awarded in each category.

Reminders (see complete reminders on page 3):

COMPANY NAME _____				Booth # _____
Score Sheet for Competition PROFESSIONAL BOOTH				
Ratings:	Not Well Demonstrated 1 - 5	Does Not Meet Expectations 6 - 10	Meets Expectations 11 - 15	Exceeds Expectations 16 - 20
REPRESENTATION & PRODUCT DISPLAY				SCORE
Booth and Employees represent the business	~ Preliminary Round (closed trade floor) ~ Without Employees			
	~ Final Round (open trade floor) ~ With Employees			
Displays	<i>Goods and services clearly displayed</i> <i>Professional appearance of displays</i>			
Products and/or Services Easily Identifiable	<i>Customers can easily identify products/services available.</i> <i>No question as to what the company sells.</i>			
PROMOTIONAL MATERIALS				SCORE
Booth Displays	<i>Posters, banners, signs, etc. promote the company's image and market the company's products/services</i>			
Pamphlets & Catalogs	<i>Promotional materials effectively market the company's product/services</i>			
APPEARANCE				SCORE
Enticing	<i>Entices customers to visit by its appearance and professionalism.</i>			
Overall Appearance	<i>Professional and functional</i> <i>Easily accessible</i> <i>Neat and clean</i>			
PENALTIES				SCORE
Miscellaneous Penalties (penalties may be applied for interference with another company's booth, etc) NOTE: Please state nature of penalty, if one is applied.			LESS:	
Judge's Signature: _____ <small>JUDGES: Please make comments on Strengths and Weaknesses on the back.</small>			TOTAL POINTS (Out of 140)	
			<div style="width: 100px; height: 100px; margin: 0 auto;"></div>	

COMPANY NAME _____					Booth # _____	
<p align="center">Score Sheet for Competition CREATIVE BOOTH</p>						
Ratings:		Not Well Demonstrated 1 - 5	Does Not Meet Expectations 6 - 10	Meets Expectations 11 - 15	Exceeds Expectations 16 - 20	
CUSTOMER PARTICIPATION / INTEREST						SCORE
Customer Interest	~ Preliminary Round (closed trade floor) ~ Potential to attract and hold customers					
	~ Final Round (open trade floor) ~ Generates and holds most interest from the public					
Displays	Goods and services clearly displayed					
APPEALING & CREATIVE USE OF SPACE						SCORE
Appealing and Creative	Creativity attracts rather than detracts					
Use of Space	Creative use of space reflects original thought and planning					
INNOVATIVE AND ORIGINAL MARKETING						SCORE
Original Thought and Planning	Reflects original thought and planning Evidence of innovative marketing strategies					
Promotional Materials	Posters, banners, signs, pamphlets, catalogs, etc. promote the company's image and effectively market the company's products/services					
EFFORT SHOWN IN BOOTH DISPLAY & MARKETING						SCORE
Original Effort and Energy	Time and scale					
Overall Appearance	Creative and functional Easily accessible Neat and clean					
PENALTIES						SCORE
Miscellaneous Penalties (penalties may be applied for interference with another company's booth, etc) NOTE: Please state nature of penalty, if one is applied.					LESS:	
Judge's Signature: _____ _____ JUDGES: Please make comments on Strengths and Weaknesses on the back.				TOTAL POINTS (Out of 160)		

COMPANY NAME _____				Booth # _____
Score Sheet for Competition NOVICE BOOTH				
Ratings:	Not Well Demonstrated 1 - 5	Does Not Meet Expectations 6 - 10	Meets Expectations 11 - 15	Exceeds Expectations 16 - 20
REPRESENTATION & PRODUCT DISPLAY				SCORE
Booth and Employees represent the business	~ Preliminary Round (closed trade floor) ~ Without Employees			
	~ Final Round (open trade floor) ~ With Employees			
Displays	Goods and services clearly displayed Professional appearance of displays			
Products and/or Services Easily Identifiable	Customers can easily identify products/services available. No question as to what the company sells.			
APPEALING & CREATIVE USE OF SPACE				SCORE
Appealing and Creative	Creativity attracts rather than detracts			
Use of Space	Creative use of space reflects original thought and planning			
APPEARANCE				SCORE
Enticing	Entices customers to visit by its appearance and professionalism.			
Overall Appearance	Professional and functional Easily accessible Neat and clean			
EFFORT SHOWN IN BOOTH DISPLAY				SCORE
Original Effort & Promotional Materials	Time and scale Promotion of company's image effectively			
PENALTIES				SCORE
Miscellaneous Penalties (penalties may be applied for interference with another team's presentation, cell phone activity, 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.				