



Booth Design

DESCRIPTION OF EVENT

Each Virtual Enterprise Firm is asked to set up their firm's booth at the 2018 California State Virtual Enterprises Conference and Exhibition event. Below are guidelines.

GUIDELINES

- Student-employees of each firm will design and display a company booth at the Trade Show event.
- Each firm will set up their booth from 9:00 am - 11:30 am on January 17, 2018.
- Each firm will operate their booth from 9:30 am - 1:00 pm on January 18, 2018.
- All students can participate in booth construction and display at the Exhibition event. **However, adults are NOT allowed to assist in set up or operation of the booth.**
- All Conference and Exhibition booth rules on height, width, depth, and materials used must be followed to the letter. Refer to Event Regulations and Guidelines information. Failure to adhere to rules could cause booth disqualification from competition.
- Refer to rubric on the portal
- The top fifteen Booths will receive awards as determined by the event host.
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BOOTH DESIGN OVERVIEW

Each company is asked to design and build out a booth at a Virtual Enterprises International Trade Show. The trade show booth allows companies to highlight their product(s) and/or service(s) and to increase sales. All company employees can participate in booth construction and display at the Trade Show.

Guidelines

- **Content:** Booths should uniquely reflect the company and its product(s)/service(s); Booths should aim to grab attention to promote sales while always maintaining professionalism.
- **Presentation:** Employees of each company will design and display a booth to increase sales of their product(s) and/or service(s) at the Trade Show during specified trading hours; The booth must be adequately staffed during the trading session.

Please refer to the competition host for specific guidelines related to your event. All Trade Show guidelines on height, width, and materials used must be followed. During setup, adjustments can be made to meet local guidelines. Failure to adhere to guidelines may cause booth disqualification from the event.

Judging Criteria

Each element will be rated from 1 to 5 points. A score of five is outstanding and a score of one needs significant improvement.

First Impressions	At first glance, how well does the booth grab your attention and draw you in?
Content	How well does the booth uniquely reflect the company, its product(s) and/or service(s)? Are product or promotional materials (catalogs, flyers, brochures, sample merchandise) used effectively?
Presentation	To what degree is the booth displayed in a professional manner? Is the booth neat, clean, and make efficient use of space and resources?
Staffing (if applicable)	To what degree is the booth adequately staffed by company employees?
Disqualifications	Booths will be disqualified for the following infractions: (1) booth materials extend outside of booth area (including height), (2) use of inappropriate images or inappropriate clothing, (3) use of food that is not individually wrapped or pre-packaged, (4) use of music not related to business, inappropriate music, or music that exceeds a professional and courteous volume.

Rubric

5 points Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
4 points Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
3 points Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
2 points Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
1 point Well below standards	Major flaws or section missing.

Career Readiness Framework Alignment

Leadership:

- Motivates others to act
- Adapts in an ambiguous environment
- Demonstrates well-rounded perspective and unique style

Professional:

- Communicates effectively
- Demonstrates professionalism
- Collaborates with others
- Develops relationships and networks effectively

Functional:

- Understands general business dynamics



BOOTH DESIGN SCORECARD

Booth Number: _____

School Name: _____

Firm Name: _____

Rubric

5 points Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
4 points Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
3 points Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
2 points Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
1 point Well below standards	Major flaws or section missing.

Scoring Elements

	1	2	3	4	5
First Impressions At first glance, how well does the booth grab your attention and draw you in?	1	2	3	4	5
Content How well does the booth uniquely reflect the company, its product(s) and/or service(s)? Are product or promotional materials (catalogs, flyers, brochures, sample merchandise) used effectively?	1	2	3	4	5
Presentation To what degree is the booth displayed in a professional manner? Is the booth neat, clean, and make efficient use of space and resources?	1	2	3	4	5
Staffing (if applicable) To what degree is the booth adequately staffed by company employees?	1	2	3	4	5
TOTAL					
Disqualifications Please check off if this booth has committed any of the following infractions: <input type="checkbox"/> booth materials extend outside of booth area (including height) <input type="checkbox"/> use of inappropriate images or inappropriate clothing <input type="checkbox"/> use of food that is not individually wrapped or pre-packaged <input type="checkbox"/> use of music not related to business, inappropriate music, or music that exceeds a professional and courteous volume.					
Comments: 					