

## Trade Show Flyer Rubric

### DESCRIPTION OF EVENT

Each Virtual Enterprises Company is asked to create a flyer in order to promote the firm's products during the trade show. The flyer must be created in color on a single page and submitted as a PDF file.

### GUIDELINES

- Student-employees of each company will design and display company flyers.
- All student-employees can participate in the design and production of the flyer. The design must be original student work.
- All entries must be appropriate for a school event.
- Evaluation will follow the rubric on the next page.
- The top teams in each category will receive awards as determined by the competition host.

## Trade Show Flyer Rubric

Trade Show Flyer		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Key Information</b>					
Required elements: <ul style="list-style-type: none"> <li>• Company name</li> <li>• Company logo</li> <li>• Contact information</li> <li>• Booth location information</li> </ul> Optional elements <ul style="list-style-type: none"> <li>• Tagline or slogan</li> </ul>	0	1 - 7	8 - 14	15 - 20	
Message Effectiveness <ul style="list-style-type: none"> <li>• Accurate and helpful.</li> <li>• Clearly and creatively conveys the intended message.</li> <li>• Persuasive elements that grab the reader's attention.</li> <li>• Reaches the intended VEI target market.</li> <li>• Entices the reader to take further action.</li> <li>• Efficient and effective word choice is used.</li> </ul>	0	1 - 7	8 - 14	15 - 20	
<b>Design and Layout</b>					
Presentation: <ul style="list-style-type: none"> <li>• Original production</li> <li>• Exhibits excellent use of color and space.</li> <li>• Aesthetically pleasing to the sight.</li> <li>• Exhibits clear organization of images and text allowing for an effective message.</li> <li>• Various techniques are used enabling the consumer to get the most from the flyer.</li> </ul>	0	1 - 7	8 - 14	15 - 20	
Graphics and Images <ul style="list-style-type: none"> <li>• Presented in a professional manner.</li> <li>• High-quality, carefully chosen graphics enhance the product.</li> <li>• Proper trademarks are provided for product images.</li> <li>• Color palates and picture choice help to communicate the flyer's message.</li> </ul>	0	1 - 7	8 - 14	15 - 20	
<b>Content</b>					
<ul style="list-style-type: none"> <li>• Offers information about company products and other topics such as special offers and company events. Brochure is printed on 8 ½ x 11 size paper.</li> <li>• No grammatical or punctuation errors.</li> <li>• Utilizes proper business language.</li> </ul>	0	1 - 7	8 - 14	15 - 20	

<b>Deductions</b>					
Obvious copyright infringement or plagiarism; example, use of the Nike brand or logo without permission (2 points for each occurrence).					
Typographical, spelling, or grammatical errors (up to 1 point for each).					
<b>Final Score</b>					
					/ 100 max

<b>Judge's Name/Code</b>		<b>Date</b>
<b>Judge's Comments</b>		