



**SCORE SHEET FOR COMPETITION**  
**The "WOW" Factor**

<b>COMPANY NAME:</b>	<b>BOOTH #</b>
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RATINGS:	AVERAGE	STANDOUT	SOMETHING EXTRA	EXCEPTIONAL!	SCORE
	1-4	5-9	10-14	15-20	

*Please write in what area and in what way they demonstrated the "WOW" factor!*

<b>BUSINESS NAME AND LOGO</b> Easily identifiable and recognizable, stands out from the rest.	
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<b>PRODUCT PLACEMENT</b> Excellent product or service placement, customer does not have to figure out what is being sold.	
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<b>BUSINESS CONCEPT</b> The product or service is fresh, new, exciting, or a new twist on something old.	
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<b>AUDIENCE APPEAL</b> NICHE has been identified and is clearly desirable by target market. Something is drawing the customer to the product or service.	
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<b>COMMENTS:</b>	<b>TOTAL SCORE</b>	(Out of 80)		
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<b>STANDOUT FEATURES</b> <ul style="list-style-type: none"> <li>○ Product or service</li> <li>○ Uniform or company theme in attire</li> <li>○ Giveaways</li> <li>○ Activity or Interest</li> <li>○ Logo and theme, color and decorations</li> </ul>	NOTES on standout features:
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<b>Judge's Signature</b>
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## THE "WOW" FACTOR Guidelines

### DESCRIPTION OF EVENT

In today's market, being able to stand out against your competition for the consumer's attention is a must. Sometimes you can have the most amazing idea, product or service, but it gets overlooked or passed by. Marketing and branding is key in the marketplace. The "WOW" Factor will be judged on the tradeshow floor. Each booth will be judged and ranked according to the "WOW" factor rubric. Judges will be looking for what is drawing them to the booth to get more information, paying attention to logo, product placement, business concept, audience appeal, etc.

### GUIDELINES

- Booth should display/demonstrate/show/consider the following:
  - Business Name and Logo
  - Product Placement
  - Business Concept
  - Audience Appeal
  - STANDOUT FEATURES:
    - o Product or service
    - o Uniform or company theme in attire
    - o Giveaways
    - o Activity or Interest
    - o Logo and theme, color and decorations
    - o Unique and original