BEST BOOTH DESIGN
COMPETITION OVERVIEW

Each Virtual Enterprise Company is asked to design and display a Trade Show Booth. Below are the details of the Best Booth Design (there are no categories in the Bay Area Trade Show).

RULES:

• Each company will design, display and operate a booth at the Trade Show.
• 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.
• Power tools are not allowed (Convention Center union rules)
• 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.
• Please review following information from the Trade Show Invitation Exhibit Consideration section.
• PLEASE NOTE: When more than one company is represented in a booth, the booth will not be entered in the Best Booth Design competition.

Exhibit Considerations:

1. The exhibitor agrees to abide by booth wall height restrictions (8' high in back; 3' high sides). All displays, devices, and decorations that serve to distinguish a company’s booth must fit within the 8' deep x 10' wide x 8' high area designated as the booth dimension. No part of the design features may extend above the booth (except balloons) or into the aisle.

2. Oakland Convention Center restricts food and beverages in the trade show. Any samples MUST relate to your business. Beverages can be no more than 4 oz. Food samples must be 2 oz or less and must be individually wrapped BEFORE being brought on the trade floor. Popcorn must be made prior to show and passed out in small bags no larger than 2 ounces. No food or beverage making appliances such as blenders and chocolate fountains. Blended beverage, such as smoothie, may be frozen in 4 ounce cups, wrapped and brought to the trade show.

3. Music or other amplified sounds are NOT allowed. Headphones must be used for any music demonstrations.

4. NO strobe lights (can cause seizures). Moving displays, motion pictures, slide projectors, TV monitors, etc. must be operated so as not to attract a crowd that would obstruct adjacent exhibitors.

5. No exhibitor may engage in any activity or employ any individual or device that tends to create unreasonable congestion in aisles. Sufficient space must be provided within the exhibit area and be arranged so that persons watching demos and other activities are contained within the booth.

6. No booth shall be constructed in such a manner as to obstruct view of adjacent booths (no solid sides or tents with sides).

Failure to abide by these regulations will disqualify participants from booth and salesmanship competitions and prohibited items must be removed.
### Score Sheet for Competition

#### BEST BOOTH DESIGN

<table>
<thead>
<tr>
<th>Ratings: Unacceptable</th>
<th>Requires Improvement</th>
<th>Acceptable</th>
<th>Very Good</th>
<th>Superior</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 4</td>
<td>5 - 8</td>
<td>9 - 12</td>
<td>13 - 16</td>
<td>17 - 20</td>
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#### Customer Participation / Interest

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<tr>
<th>Score</th>
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**Customer Interest**

Potential to attract and hold customers

#### Innovative and Original Marketing

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**Displays**

Goods and services clearly displayed

Professional appearance of displays

**Promotional Materials**

Posters, banners, signs, pamphlets, catalogs promote the company's image and effectively market the company's products/services

**Marketing Strategy**

Evidence of innovative marketing strategies

Highlights niche market or competitive advantage

#### Effort Shown in Booth Design

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**Effort and Energy**

Use of space reflects thought and planning

Easily accessible and inviting

**Overall Appearance**

Creative and functional

Creativity attracts rather than detracts

Neat and clean

No misspelled words in display

**Reflects Business**

Overall booth design is consistent with nature of the business

**Booth Regulations**

Booth respects boundaries, and does not impede access or view of neighboring booths

#### Judge's Signature:

**TOTAL POINTS**

(Out of 160)