



Booth Awards Criteria

Criteria – Best Booth Awards are presented to exhibitors who demonstrate best practices in the presentation of their products and the conduct of their employees while exhibiting at the show.

Company Name _____

A. Assign one point for each item that the exhibitor has successfully implemented.

	+Points
Booth	
Booth set-up abides by display rules and regulations	
Clear Signage	
Booth is attractive and eye catching	
Booth is kept neat and tidy	
Give Away Promotion	
Booth Staff are engaged in conversation with attendees	
Attendees can easily navigate through the booth	
Bonus Points	
Booth Staff are wearing company shirts / uniforms	
Running Interactive Promotion / Contest	
Total Points	

Things to watch for that would prohibit a booth from winning an award.

- Booth is messy and cluttered
- Signage is unclear
- Booth Staff are eating in the booth
- Booth Staff are talking on cell phones / using blackberries
- Booth Staff are conversing with each other and ignoring attendees
- Booth Staff are reading and ignoring attendees
- Booth Staff are handing out literature without qualifying attendees

Comments:
