

## Best Booth Competition Rubric

### DESCRIPTION OF EVENT

Each Virtual Enterprise Company is asked to design and build out a booth at a Virtual Enterprises International Trade Show. Each booth allows companies to highlight their products and/or services and to increase sales. Below are the guidelines for this event:

### GUIDELINES

- Student-employees of each company will design and display a booth in order to increase sales of their products and/or services at the Trade Show during the trading hours.
- All students-employees can participate in booth construction and display at the Trade Show.
- The booth must be staffed at all times during trading.
- All Trade Show guidelines on height, width, and materials used must be followed. Failure to adhere to guidelines may cause booth disqualification from the event. Please refer to the competition host for specific guidelines related to your event.
- Trade show officials will make decisions concerning acceptable booth design standards and content. During setup, adjustments can be made to meet guidelines. If the booth is disqualified once trading starts, a disqualification slip will be attached to the score sheet.
- Evaluation will follow the rubric on the next page.
- The top teams in each category will receive awards as determined by the competition host.

### Best Booth Competition Rubric

Best Booth		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Booth</b>					
Content – names, logos, and graphic are appropriate for a school-related function Required elements: <ul style="list-style-type: none"> <li>Company name</li> <li>Logo</li> <li>Product Information</li> <li>Design features and booth components do not extend beyond the booth space into the aisle.</li> <li>Design features and booth components do not extend beyond the drape height at the back of the booth.</li> </ul>	0	1 - 7	8 - 14	15 - 20	
Presentation: <ul style="list-style-type: none"> <li>Booth area is neat and clean.</li> <li>Attention-grabbing.</li> <li>Efficient use of resources.</li> </ul>	0	1 - 7	8 - 14	15 - 20	
Effective use of promotional materials, such as: <ul style="list-style-type: none"> <li>Catalogs</li> <li>Flyers</li> <li>Brochures</li> <li>Sample Merchandise</li> </ul>	0	1 - 7	8 - 14	15 - 20	
<b>Professionalism</b>					
Booth is staffed at all times and accessible; employees are friendly.	0	1 - 3	4 - 7	8 - 10	
Poise and professional appearance is exhibited by employees.	0	1 - 5	6 - 10	11 - 15	
Visitors are enticed to visit.	0	1 - 5	6 - 10	11 - 15	
<b>Total Points</b>					/ 100 max
<b>Disqualifications</b>					
<ul style="list-style-type: none"> <li>Booth materials outside of booth area (including height)</li> <li>Inappropriate images</li> <li>Use of food that is not individually wrapped or pre-packaged</li> <li>Use of music not related to business</li> <li>Inappropriate music</li> </ul>					
<b>Final Score</b>					/ 100 max

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