



## COMPETITION OVERVIEW

A trade show booth allows companies to highlight their product(s) and/or service(s) and to increase sales. This competition challenges each company to design and build out a booth at a Virtual Enterprises International Trade Show. All company employees can participate in booth construction and display at the Trade Show.

## COMPETITION GUIDELINES

Each firm must create a trade show booth that highlights their products(s) and/or services and should include the following elements:

- **Content:** Booths should uniquely reflect the company and its product(s)/service(s). Booths should aim to grab attention to promote sales while always maintaining professionalism.
- **Presentation:** Employees of each company will design and display a booth to increase sales of their product(s) and/or service(s) at the Trade Show during specified trading hours. The booth must be adequately staffed during the trading session.

Please refer to the competition host for specific guidelines related to your event. All Trade Show guidelines on height, width, and materials used must be followed. During setup, adjustments can be made to meet local guidelines. Failure to adhere to guidelines may cause booth disqualification from the event.

## JUDGING CRITERIA

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement. The *Task Alignment* identifies the associated curriculum tasks for each section.

ELEMENT	JUDGING CRITERIA	TASK ALIGNMENT
<b>First Impressions</b>	<i>At first glance, how well does the booth grab your attention and draw you in?</i>	Operations Task 5 - Organize Trade Show Activities
<b>Content</b>	<i>How well does the booth uniquely reflect the company, its product(s) and/or service(s)? Are product or promotional materials (catalogs, flyers, brochures, sample merchandise) used effectively?</i>	
<b>Presentation</b>	<i>To what degree is the booth displayed in a professional manner? Is the booth neat, clean, and make efficient use of space and resources?</i>	
<b>Staffing</b> (if applicable)	<i>To what degree is the booth adequately staffed by company employees?</i>	
<b>Disqualifications</b>	<i>Booths will be disqualified for the following infractions: (1) booth materials extend outside of booth area (including height), (2) use of inappropriate images or inappropriate clothing, (3) use of food that is not individually wrapped or pre-packaged, (4) use of music not related to business, inappropriate music, or music that exceeds a professional and courteous volume.</i>	

**CAREER READINESS FRAMEWORK ALIGNMENT**

**Leadership:**

- Motivates others to act
- Adapts in an ambiguous environment

**Professional:**

- Communicates effectively
- Collaborates with others
- Demonstrates self-development and learning orientation
- Develops relationships and networks effectively

**Functional:**

- Understands general business dynamics
- Conducts research and analysis
- Communicates through storytelling

**Technology:**

- Applies appropriate technology to task

For sample submissions, visit: [veinternational.org/competition-samples](http://veinternational.org/competition-samples).

Go to [competitions.veinternational.org](http://competitions.veinternational.org) to participate and judge. Find results at [veinternational.org/competition-results](http://veinternational.org/competition-results).



## SCORING KEY

<b>5 stars</b> Well above standards	Excellent execution and free of errors: includes ALL essential components, content and/or strategies are clear, comprehensive, thoughtful, and very well-researched and/or developed.
<b>4 stars</b> Above standards	Well executed: includes ALL essential components, content and/or strategies are evident and well-researched and/or developed.
<b>3 stars</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 stars</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 star</b> Well below standards	Major flaws and/or essential components missing.

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