

Best Booth Competition Rubric

Company Name:	Booth Size:		Booth Location:	
Category	Below Average	Average	Above Average	Points Earned
Booth Design				
Display/Graphics: How visually appealing the exhibitor graphics are, how well do they stand out	0 - 4	5 - 7	8 - 10	
Exhibit Flow: How easy is it for attendees to navigate the booth and find the necessary resources	0 - 4	5 - 7	8 - 10	
Exhibit Design: The overall appeal of the booth as well as use and design of the floor space	0 - 4	5 - 7	8 - 10	
Innovation: How creatively the booth space is designed and used to drive traffic to the booth	0 - 4	5 - 7	8 - 10	
Total Points				/40
Branding				
Messaging: How clearly does the booth messaging convey the necessary information and benefits of the product or brand	0 - 4	5 - 7	8 - 10	
Integrated Brand Messaging: How creatively the messaging is integrated into the booth graphics, design, literature, etc.	0 - 4	5 - 7	8 - 10	
Total Points				/20
Staff Performance/Professionalism				
Attendee Engagement: How well do staff engage attendees both within the booth and as they walk by from the aisle	0 - 4	5 - 7	8 - 10	
Staffing: How easy is it for attendees to find staff help, are there too little or too many staff members	0 - 2	3	4 - 5	
Professionalism: Are the staff dressed and behaved in a professional manner	0 - 4	5 - 7	8 - 10	
Creativity: How are the staff members utilized creatively within the booth	0 - 2	3	4 - 5	
Total Points				/30
Sustainability				
Did the exhibitor sign the Exhibitor Sustainability Pledge?	0 - 10			
				/10
Final Score				/ 100

Judge's Name		Date
Additional Comments		