

VCI TRADE FAIR Rubric for Booth Competition

Name of Company : _____

Booth No : _____

No	Evaluation Item	Range of score			Score
		1 - 8	9 - 17	18 - 25	
1	Presentation: originality, creativity, attention-getting, efficient use of resources	Not original, not creative, easy to pass by. No evidence of efficient use of resources.	Somewhat original or creative. Not easy to pass by without wanting to look. Somewhat efficient use of resources.	Original and/or creative. Can't possibly pass by without wanting to look. Very efficient use of resources.	
2	Required elements: firm name, logo, product info	None or few of the required elements evident. If in evidence, they are poorly presented.	Most of the required elements are evident and the presentation is fairly well executed.	Most or all of the required elements are evident and the presentation is very well executed.	
3	Promotional materials: catalogs, flyers, and brochures, sample merchandise, etc.	Little or no promotional materials evident or if in evidence they are uninspired, inappropriate, contain errors and/or are poorly presented.	Adequate use of promotional materials. The promotional materials in use are appropriate and acceptable.	Ingenious use (type and quantity) of promotional materials. The promotional materials are exceptional and/or professional in appearance.	
4	Professionalism and user- friendliness: accessibility, signage, staffing level, and overall appearance.	Not user-friendly. Awkward access. Signage improperly sized. Over or understaffed. Non-professional overall appearance.	Somewhat user-friendly. Reasonable access. Signage mostly properly sized. Neither over nor understaffed. Mostly professional overall appearance.	Very user-friendly. Very easy access. Signage properly sized. Ideal staffing level. Very professional overall appearance.	
				Total	

Judge's Name & Signature : _____