**BEST OF SHOW EXHIBIT CONTEST**

**WHAT IS THE JUDGING CRITERIA?**

1. Booth Attraction and Appeal
2. Can easily tell who the company is, what they do, and what they’re offering at each

vantage point for the visitor to see.

1. Exhibit Design
2. How easily does the exhibit attract attention, how well the space is laid out, uniqueness

of design, effectiveness at communicating who they are and what they do.

1. Overall Exhibit Appeal
2. How welcoming and inviting the space is to attendees.
3. Creative Use
4. Does exhibit use creative tools and imagination to set their booth apart from others?
5. Proactive staff engagement
6. How well does the staff engage attendees from the aisle rather than waiting for an attendee to approach them?
7. Adequate Staffing
8. Can visitors find a staff person with ease when they come up to an exhibit?

**HOW WILL EXHIBIT BOOTHS BE SCORED?**

Each of the six criteria will be evaluated and scored on a scale of 1-5 for a maximum score of 30.

1 – minimal display of criteria

2 – some elements of criteria fulfilled

3 - average effort made to satisfy criteria

4 - booth exemplifies an above average effort to satisfy criteria

5 – hit it out of the park

**ARE THE JUDGES NAMES MADE PUBLIC?**

No, the judges will remain anonymous and will be secretly observing exhibit booths during the exhibit hall hours, ending on Wednesday, April 10th at 1:30pm. All judges will be independent of companies having booths.

**WHEN WILL THE WINNER BE ANNOUNCED?**

The “Best in Show” Exhibitor winner will be announced from the USSD Pavilion stage on Wednesday at 3:45pm.

**WHAT IS THE BEST IN SHOW PRIZE?**

The Best in Show winner will receive:

1. 50% off full conference registration in 2020 for one attendee
2. Free exhibit booth enhancement package
3. Award presentation
4. Bragging rights
5. Announcement on show floor and recognition online