

# 2024 International Crop Expo Exhibitor’s Bulk Space and Booth Score Card

## International Crop Expo Exhibitor Booth and Bulk Space Judging Guidelines

The purpose of this guide is to assist exhibitor booth and bulk space judges in selecting the three top exhibitor booths (booths with pipe and drape) and bulk space exhibitors (booths without pipe and drape) at the show. Each of the criteria carries the same amount of value. They are as follows:

1. **Eye appeal**- Does the display catch the viewer’s eye as they pass by? Does it “draw the viewer to get a closer look?
2. **Theme/message**- Is the overall theme apparent? Does it convey a central theme or several different topics?
3. **Organization**- Is the space well used? Are different parts of the display well balanced and give the appearance that everything belongs there?
4. **Appropriate letter/picture/posters sizes** – Are all printed posters, charts, messages easy to read and understand?
5. **Engaging to the viewers**- Does the display encourage viewers to actually become involved in the display in any manner? (Literature available, interactive activities, encourage discussion with booth personnel, samples, etc.)
6. **Innovation/relevancy** – Does the display products, innovations, practices that are pertinent to agriculture in 2024 & beyond?

1. Orientation: An ICE representative will walk you through the entire show so you are aware of the location of all the exhibitors.

2. Preliminary Exhibitor Booth/Bulk Space List: In pairs, visit all the exhibitors again making notes along the way pertaining to the guide above. The goal is to select the top 3-5 that met this criteria.

3. Exhibitor Both and Bulk Space Scoring: Score your top selections according to the scorecard.

4. Committee Discussion and Award Selection: Meet with the other groups and discuss selection and come to a consensus on the top 3 exhibitor booths and top 3 bulk space exhibitors.

	Excellent			Poor	
1. <b>Eye appeal</b> - Does the display catch the viewer’s eye as they pass by? Does it “draw the viewer to get a closer look?	5	4	3	2	1
2. <b>Theme/message</b> - Is the overall theme apparent? Does it convey a central theme or several different topics?	5	4	3	2	1
3. <b>Organization</b> - Is the space well used? Are different parts of the display well balanced and give the appearance that everything belongs there?	5	4	3	2	1
4. <b>Appropriate letter/picture/posters sizes</b> – Are all printed posters, charts, messages easy to read and understand?	5	4	3	2	1
5. <b>Engaging to the viewers</b> - Does the display encourage viewers to actually become involved in the display in any manner? (literature available, interactive activities, encourage discussion with booth personnel, samples, etc.)	5	4	3	2	1
6. <b>Innovation/relevancy</b> – Does the display products, innovations, practices that are pertinent to agriculture in 2024 & beyond?	5	4	3	2	1
<b>Sub-total</b>					
<b>Total Score</b>					