**2014 EXHIBITION JUDGING SHEET**

****

**EXSA Organiser: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Exhibition Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Exhibition Director: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Venue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Category** (Please mark category and size with an X)

|  |  |
| --- | --- |
| Trade |  |
| Trade & Consumer |  |
| Consumer |  |

**Important: All the m2 quoted below are gross space areas i.e. the entire area that the exhibition covers.**

|  |  |
| --- | --- |
| **Size** |  |
| 0 – 6 000m² |  |
| 6 001 & Over |  |

**Verify size: Nett m2 sold \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Gross m2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(Judge to view floorplan).**

**This judging form to be completed by the three on-site judges:**

|  |  |  |
| --- | --- | --- |
| **DESCRIPTION** | **POINTS** | **SCORE** |
| **Marketing and Promotional Campaign** | | |
| Supply of a visual display of campaign materials | **20** |  |
| Impact and quality of marketing campaign | **20** |  |
| Innovative and/or new exhibitor campaign | **20** |  |
| Innovative and/or new visitor campaign | **20** |  |
| Who was the target market?  Have they reached it? | **20** |  |
| **SUB TOTAL** | **100** |  |

|  |  |  |
| --- | --- | --- |
| **Quality of Exhibition/ visual impact of exhibition** | | |
| Immediate impact | **10** |  |
| Registration / main entrance / staff knowledge | **10** |  |
| Signage – indoor and outdoor (boldness, simplicity, strategic positioning) | **10** |  |
| Innovation / extra effort in exhibition appeal (WOW Factor) | **10** |  |
| Visitor Satisfaction – pick 5 (max) random visitors whilst walking around the exhibition and ask if they have enjoyed the show | **10** |  |
| **SUB TOTAL** | **50** |  |

|  |  |  |
| --- | --- | --- |
| **Special Features / Content / Added Value** | | |
| Special features, projects, creative areas, workshops, demonstration areas, Stage events, etc. media centres/and/or visitor information | **10** |  |
| **SUB TOTAL** | **10** |  |

|  |  |  |
| --- | --- | --- |
| **Functionality** | | |
| Layout of floor plan and general traffic flow  (organiser to show flow of traffic) | **5** |  |
| Location and accessibility of Catering points / Rest areas | **5** |  |
| **SUB TOTAL** | **10** |  |

|  |  |  |
| --- | --- | --- |
| **Social Responsibility / Greening** |  |  |
| Social responsibility programme | **5** |  |
| Greening | **5** |  |
| **SUB TOTAL** | **10** |  |

|  |  |  |
| --- | --- | --- |
| **Quality of description and presentation by Exhibition Director** | **20** |  |
| **SUB TOTAL** | **20** |  |

|  |  |  |
| --- | --- | --- |
| **GRAND TOTAL** | **200** |  |
| **PERCENTAGE** | **100%** | **%** |

**Results guideline:**

|  |  |  |  |
| --- | --- | --- | --- |
| **>40% - Poor** | **41 – 60% - Average** | **61 – 74% - Good** | **75 – 100% - Exhibition of the Year material** |

**Judge’s comments: (constructive criticism will be forwarded to the organiser anonymously):**

**Name of Judge:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Company:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PLEASE NOTE:** Forms are due back to the EXSA Office **the day after the judging date** at the very latest. Judges that do not submit their judging forms timeously could jeopardise the future judging of their company’s exhibitions.

**For OFFICE USE ONLY:**

**Judges’ comments sent to Organiser on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2014**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Sent to: (Name of Exhibition Director)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (DATE) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**