



GORDON COLLEGE

East Tapinac, Olongapo City

College of Computer Studies



ITE325 IT ELECTIVE 4 – TECHNOPRENEURSHIP (LAB) MIDTERM EXAMINATION 2ND SEMESTER, ACADEMIC YEAR 2024 – 2025

Name:
Program/Year/Block:

Date:
Score:

IT Elective 4 – Technopreneurship Start Up Business Booth Opening and Ribbon Cutting

Objectives:

- I. **Booth Design:** Visual appeal and functionality are critical. Ensure that the design aligns with your brand identity and draws attention.
- II. **Target Audience:** Understand the demographic attending the event to tailor the booth layout, design, and promotional materials.
- III. **Product/Service:** Identify key products or services to showcase that will attract attention and spark curiosity.

I. Booth Materials and Equipment

List all the materials and equipment needed for setting up the booth.

II. Marketing Materials

Prepare all the marketing materials that will be displaying in booth. Attach the design of the following marketing materials (*at least five (5) from the listed samples*):

1. Brochure Design
2. Poster
3. Business Card
4. QR Code for Facebook Page
5. Flyers
6. Promotional Items
7. Others: _____

III. Product or Service

1. What are the products to sell?
2. What services will be offered to public?

IV. Startup Business Founder Coordination

- Organize shifts for staff members working at the booth
- Prepare a list of assigned responsibilities for booth staff (e.g., greeting visitors, handing out materials, making sales).

V. Others

- Bring orange ribbon for ribbon cutting.
- Print attendance form or sheet using your letterhead for listing audience/visitors' information.
- All booth activity should be properly documented.

VI. Accomplishment Report

Submit an accomplishment report day after booth opening schedule.



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Poster

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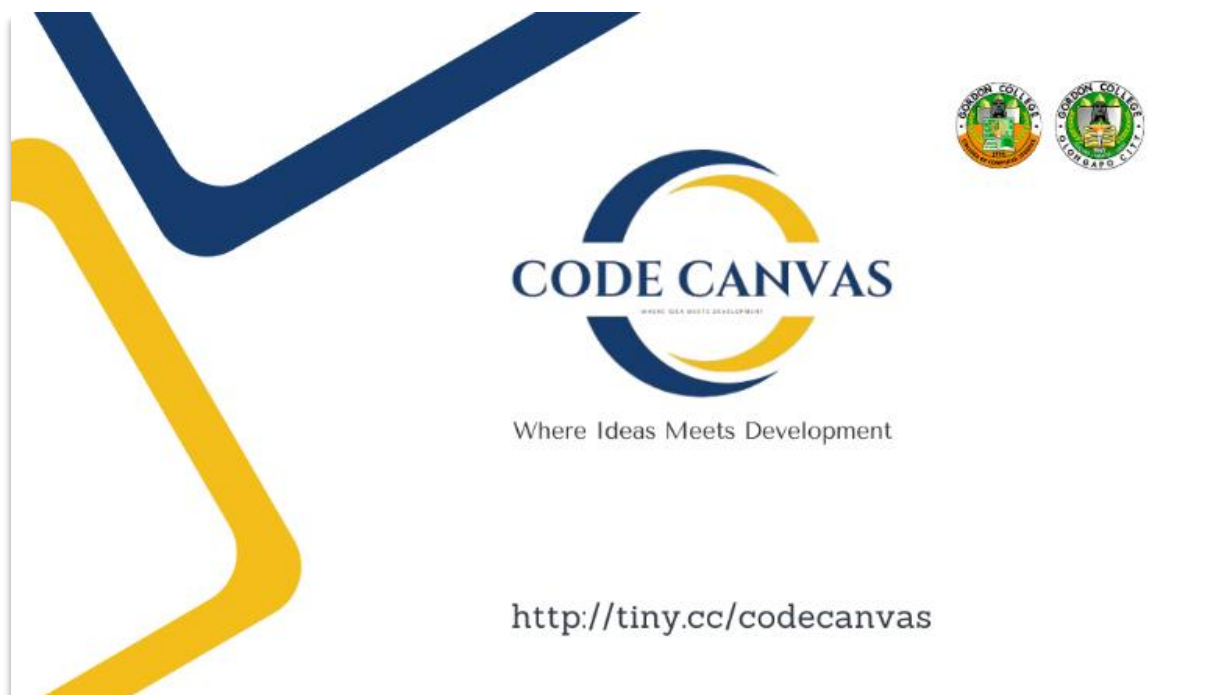


Business Card

Front



Back



Business Actual Size:





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QR Code for Facebook Page



QR Code for Attendance:





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Flyers

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Promotional Items

Brochure Design

Others: