

2018 TRADE SHOW JUDGING CRITERIA

Theme: Peace, Love, & Property Management



Peace, Love, & Property Management is the theme for the 2018 Midwest Multifamily Conference. Show your creativity at your booth and have a chance to be selected for the best booth display.

- Judging time:** Tuesday, October 9, 2018 (any time between 1:45pm-5:00pm)
- Judges:** Three individuals will be evaluating each booth
- Winners:** Winners will be announced during the Trade Show on Wednesday, October 10, 2018 at 2:00pm.
- Guidelines:** Booths will be judged according to the categories and criteria listed below. Each judge will evaluate each booth on the following rating system: 1=poor, 2-4=fair, 5=good, 6-8=very good, 9=superior, and 10=outstanding. The attendees will decide tiebreakers.
- General points for a good display:**
- The name of the company is easily seen and identified quickly.
 - The booth staff is attentive, friendly, and interactive with the show participants.
 - The information for attendees can be obtained easily and quickly.
- Categories/Criteria:** Best Use of Theme:
- The entire booth supports the show theme.
 - The interpretation of the theme is creative.
 - The booth staff is dressed appropriately to the theme of the booth.
 - The support materials and/or ad specialties support the theme.
- Most Creative Use of Product:
- Exhibitor uses their products in their display in a unique and exciting manner.
 - Items are displayed well.
 - Attendees can quickly understand the creative idea the exhibitor is trying to get across without any verbal explanation.
- Best Overall Single and Best Overall Double Booth:
- The display is creative and unique to the show and/or their industry.
 - The display is well put together, clean and well maintained.
 - The display stands out above and beyond the others.
 - The display supports the show theme.