

# BEST BOOTH CONTEST

Dear Exhibitor:

We invite you to participate in The Best Booth Contest! The judging for the contest on show day will be from 1:30 – 4:00 pm, with the winners to be announced immediately after judging is completed.

Awards and recognition for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners in Single Booth, Multiple Booth and “Best of Show” will be presented. Your team photo will be published in the ABODE magazine.

Booths will be judged on effort put forth in booth presentation:

- **25 points** – Aesthetics & appearance: Overall exhibit appeal; How easily the exhibit attracts attention, How well the space is laid out, How welcoming and inviting the space is to attendees
- **25 points** – Product or service definition: Tells who the company is, what they do and what they're offering at each vantage point for the visitor to see; Uniqueness of design's effectiveness at communicating who they are and what they do
- **25 points** – Booth staff interaction with attendees: How well the staff engages attendees off the aisle rather than waiting for an attendee to approach them; Evaluates if there are too many or too few staff for the exhibit space; Staff professionally and appropriately dressed for the audience and environment
- **25 points** – “WOW” factor: Overall appeal of the booth including quality, originality and uniqueness

*Total 100 Points*

**FREE 10x10 standard booth for the 2022 Expo  
will be awarded to the “Best in Show” booth!**

After judging is completed, winners will be announced and a representative may be asked to come to the HAA Booth to receive their trophy. Exhibitor photos will be taken with the judges for publication in ABODE magazine.

If you have any questions concerning the contest, please contact Amanda Sherbondy at 713-595-0316.

Any booth or combination of booths that do not comply with the prospectus may be asked to make adjustments to their booth on-site or will not be qualified to win. Rules will be enforced in fairness to all exhibiting companies.

Separate companies who exhibit side by side and combine booths will not be eligible to win.