Presenter's Name			Evaluator's				
Business Name			Name				
VISUAL REPRESENTATION							
	SCORE (1 – 5)						
BOOTH DESIGN		LogoSample Advertising	□ Sample Product(s) □ Slideshow □ Booth Decorations □ Promotion				
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PRESENTATION OF CONTENT			NOTES				
1. Product Service Mix							
• What is it? Features a	nd value?						
 2. Location • Where is it? Customer 	avnarianca?						
3. Target Market	experience:						
Demographics & Psych	hographics						
4. Pricing Policies	U I						
• What are they?							
5. Promotional Mix							
• What types?							
SPEAKING EVALUATION							
1. Was the presenter clear and loud enough to be heard?				□ Somewhat			
2. Did the presenter have good eye contact?				□ Somewhat			
3. Did the presenter use hand gestures?				□ Somewhat			
4. Was the presentation organized with an intro, body, conclusion? Yes Somewhat No							
OVERALL EVALUATION OF SPEAKER					KER SCO	RE (1 – 5)	
(Do NOT add in booth score)							

Presenter's Name			Evaluator's				
Business Name			Name				
VISUAL REPRESENTATION							
	SCORE (1 – 5)	TRADE BOOTH COMPONENTS (check all that apply)					
BOOTH DESIGN		🗖 Logo	I I I I I I I I I I I I I I I I I I I		□ Slideshow or video		
		□ Sample Advertising	Booth Deco	orations	Promotional items		
PRESENTATION OF	CONTENT	NOTES					
6. Product Service Mix							
 What is it? Features a 	ind value?						
7. Location							
Where is it? Customer	* experience?						
8. Target Market • Demographics & Psyc	hoaraphics						
 Demographics & Fsyc 9. Pricing Policies 	nogrupnics						
• What are they?							
10. Promotional Mix							
• What types?							
SPEAKING EVALUATION							
5. Was the presenter clear and loud enough to be heard?			🗆 Yes 🛛] Somewhat	: 🗆 No		
6. Did the presenter have go] Somewhat			
7. Did the presenter use har				Somewhat			
8. Was the presentation org	anized with an intr	o, body, conclusion?	□ Yes □	Somewhat			
		OVERA	LL EVALUATIO	N OF SPEAK	SCORE (1 - 5)		
(Do NOT add in booth score)							

Presenter's Name			Evaluator's				
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VISUAL REPRESENTATION							
	SCORE (1 – 5)						
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PRESENTATION OF CONTENT			NOTES				
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OVERALL EVALUATION OF SPEAKER					KER SCO	RE (1 – 5)	
(Do NOT add in booth score)							

Presenter's Name			Evaluator's				
Business Name			Name				
VISUAL REPRESENTATION							
	SCORE (1 – 5)	TRADE BOOTH COMPONENTS (check all that apply)					
BOOTH DESIGN		🗖 Logo	I I I I I I I I I I I I I I I I I I I		□ Slideshow or video		
		□ Sample Advertising	Booth Deco	orations	Promotional items		
PRESENTATION OF	CONTENT	NOTES					
6. Product Service Mix							
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7. Did the presenter use har				Somewhat			
8. Was the presentation org	anized with an intr	o, body, conclusion?	□ Yes □	Somewhat			
		OVERA	LL EVALUATIO	N OF SPEAK	SCORE (1 - 5)		
(Do NOT add in booth score)							