

<b>Presenter's Name</b>		<b>Evaluator's Name</b>	
<b>Business Name</b>			
<b>VISUAL REPRESENTATION</b>			
<b>BOOTH DESIGN</b>	<b>SCORE (1 - 5)</b>	<b>TRADE BOOTH COMPONENTS (check all that apply)</b>	
		<input type="checkbox"/> Logo <input type="checkbox"/> Sample Advertising	<input type="checkbox"/> Sample Product(s) <input type="checkbox"/> Booth Decorations <input type="checkbox"/> Slideshow or video <input type="checkbox"/> Promotional items
<b>PRESENTATION OF CONTENT</b>		<b>NOTES</b>	
<b>1. Product Service Mix</b> <ul style="list-style-type: none"> <li>• <i>What is it? Features and value?</i></li> </ul> <b>2. Location</b> <ul style="list-style-type: none"> <li>• <i>Where is it? Customer experience?</i></li> </ul> <b>3. Target Market</b> <ul style="list-style-type: none"> <li>• <i>Demographics &amp; Psychographics</i></li> </ul> <b>4. Pricing Policies</b> <ul style="list-style-type: none"> <li>• <i>What are they?</i></li> </ul> <b>5. Promotional Mix</b> <ul style="list-style-type: none"> <li>• <i>What types?</i></li> </ul>			
<b>SPEAKING EVALUATION</b>			
1. Was the presenter clear and loud enough to be heard?		<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat <input type="checkbox"/> No
2. Did the presenter have good eye contact?		<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat <input type="checkbox"/> No
3. Did the presenter use hand gestures?		<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat <input type="checkbox"/> No
4. Was the presentation organized with an intro, body, conclusion?		<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat <input type="checkbox"/> No
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