



Assessment of Trade Display

Company Name: _____

JUDGING CRITERIA	Poor	Below Average	Average	Above Average	Superior	Score
1. Creative & Memorable <ul style="list-style-type: none"> Is the presentation eye-catching and memorable? Does it make an impact? Is it creative? Does it have a “wow” factor? 	1	1.5	2	2.5	3	
2. Design <ul style="list-style-type: none"> Is it well thought out, not overcrowded or too sparse? It is plain or artistic? Are visuals appropriate and used well? 	1	1.5	2	2.5	3	
3. Message <ul style="list-style-type: none"> Is the message clear and visible? Is product name, company name, key selling features, slogan, logo all highlighted? 	1	1.5	2	2.5	3	
4. Target Audience <ul style="list-style-type: none"> Does the display identify with the target audience? Would the display appeal to this audience? 	1	1.5	2	2.5	3	
5. Sales Technique <ul style="list-style-type: none"> Are selling techniques in evidence, spruikers, demonstrations, technical experts on hand? Is there evidence of follow up or closing techniques, capturing names, taking orders and asking for sales? 	1	1.5	2	2.5	3	
6. Promotions <ul style="list-style-type: none"> Are promotional materials available? eg brochures, handouts, business cards etc 	1	1.5	2	2.5	3	
Raw Score						/33