



# Exhibitor Effectiveness Evaluation



Custom Report Prepared for:

**[Exhibitor Name] - Booth [booth no.]**

**[Your Show Name]**

[Show location]

[Show dates]



Visit <http://exhibitoreffectiveness.com/rr> to learn how your exhibit was evaluated.



For: [Exhibitor Name]

E3 – Exhibiting Effectiveness Evaluation Scorecard Report

Booth: [booth no.]

Evaluator: JBN

Date/Time: 3/9/14 3:53 PM

Category: Inline



Your Score	Inline Average	All Show Average
2.95	3.25	3.35
3.00	3.33	3.46
4.00	3.74	3.83
3.50	3.52	3.59
3.00	2.82	3.01
3.00	2.68	2.87
2.50	2.57	2.77
2.00	3.35	3.40
2.00	3.39	3.38
3.50	3.57	3.56
2.50	3.43	3.48
3.50	3.38	3.48

**Exhibit Presentation**

5=Very effective 4=Effective 3=Somewhat effective 2=Somewhat ineffective 1=Ineffective

**1 Overall**

- 1a Does the overall exhibit grab attendee attention?
- 1b Is it quickly/easily discernable what the company does/offers?
- 1c Is it quickly/easily discernable who the company is?
- 1d Are there sufficient graphics/are they well placed/legible?
- 1e Do the graphics communicate clear and concise message(s)?
- 1f Do the message(s) inform/educate/give attendee a reason to stop?
- 1g Is the exhibit easy to enter?
- 1h Is the exhibit easy to navigate?
- 1i Can visitors quickly discern what is displayed and where?
- 1j Is there enough open space for attendees?
- 1k Is the corporate identity effectively integrated in exhibit design?

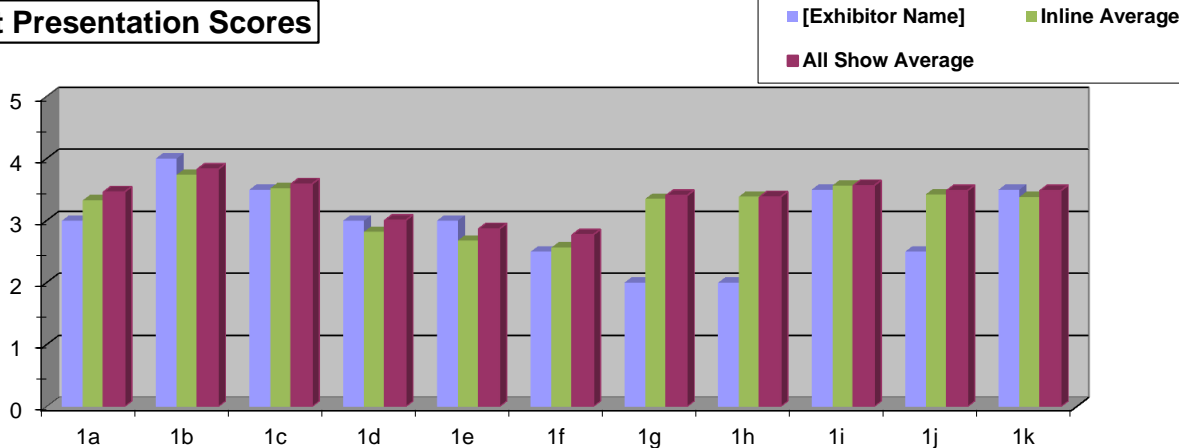


**Go to <http://exhibitoreffectiveness.com/rr/S1.html> to learn how to raise EXHIBIT PRESENTATION score.**

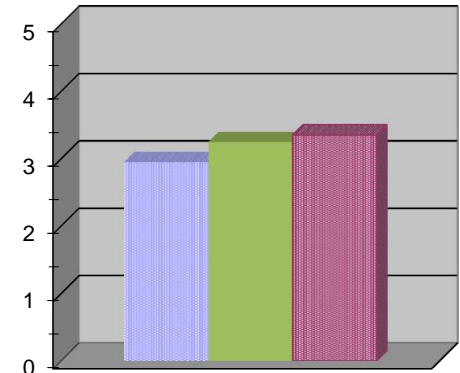
**Comments**

Need more/clearer overall branding/messaging. Clarify application/benefit messaging. A little busy. Booth is too crowded/cluttered. Could use more space or less product. Good lighting. Graphic messaging too low. Graphic messaging visually blocked. Entry to exhibit is limited or blocked. Rearrange furniture/fixtures to improve flow. What's new? Add to signage. Displays below sight line. Need to simplify. Great job with category ID. Remove posters from counter and replace with company logo and tag line.

**Exhibit Presentation Scores**



**Exhibit Presentation Overall**





For: [Exhibitor Name]

### E3 – Exhibiting Effectiveness Evaluation Scorecard Report

Booth: [booth no.]

Evaluator: JBN

Date/Time: 3/9/14 3:53 PM

Category: Inline



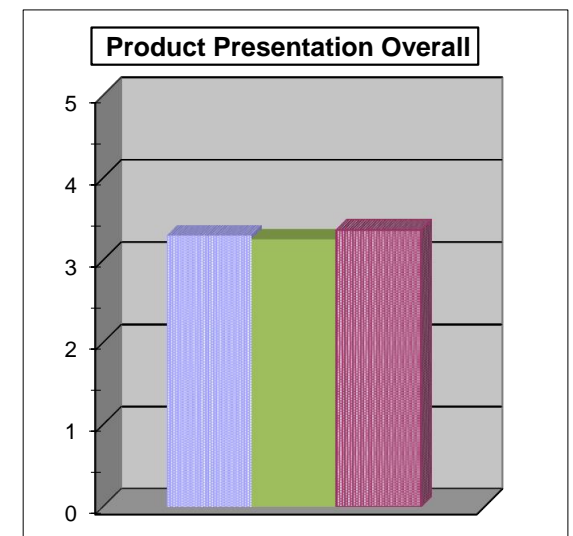
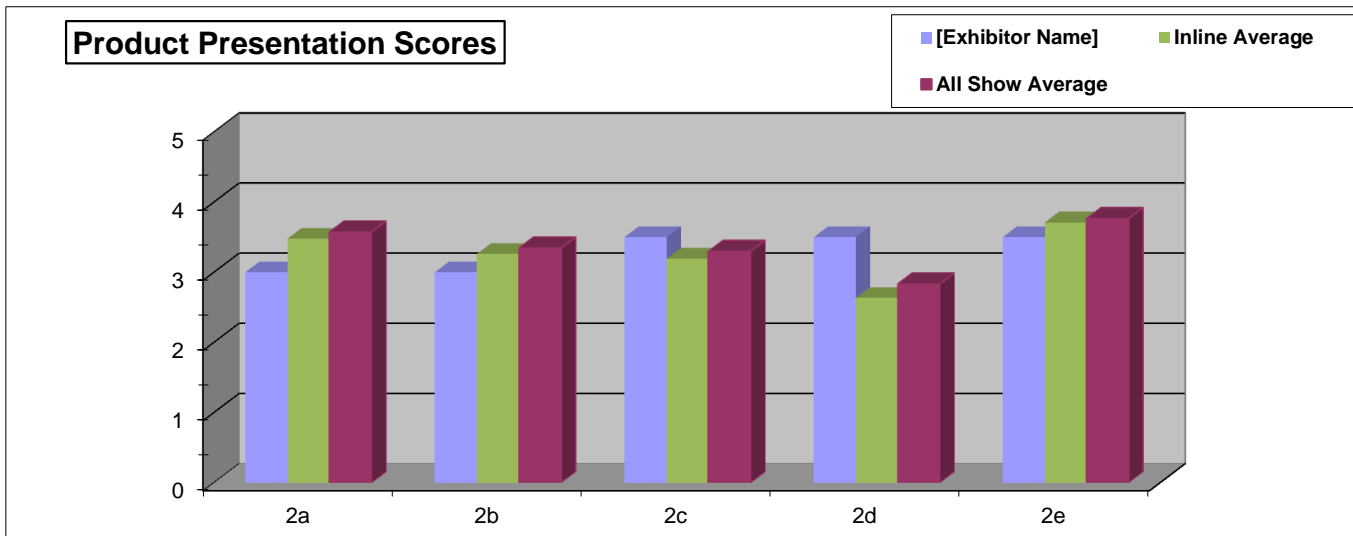
Your Score	Inline Average	All Show Average
3.30	3.26	3.36
3.00	3.48	3.57
3.00	3.26	3.35
3.50	3.19	3.30
3.50	2.63	2.84
3.50	3.71	3.77

**Product Presentation** 5=Very effective 4=Effective 3=Somewhat effective 2=Somewhat ineffective 1=Ineffective

- 2 Overall
- 2a Products/Services effectively displayed and/or presented?
- 2b Is the display/presentation thoughtful/creative/unique?
- 2c Is the display/presentation engaging and/or interactive?
- 2d Is feature/benefit signage integrated into display/presentation?
- 2e Is takeaway product/service information readily available?

Go to <http://exhibitoreffectiveness.com/rr/S2.html> to learn how to raise **PRODUCT PRESENTATION** score.

**Comments** Feature/benefit proposition is not clear for products/services. Could use better messaging to compare products to competing offerings.





For: [Exhibitor Name]



### E3 – Exhibiting Effectiveness Evaluation Scorecard Report

Booth: [booth no.]

Evaluator: JBN

Date/Time: 3/9/14 3:53 PM

Category: Inline

Your Score	Inline Average	All Show Average
<b>4.00</b>	<b>3.61</b>	<b>3.62</b>
<b>4.00</b>	<b>3.64</b>	<b>3.62</b>
<b>4.00</b>	<b>3.39</b>	<b>3.42</b>
<b>4.00</b>	<b>3.58</b>	<b>3.58</b>
<b>4.00</b>	<b>3.93</b>	<b>3.96</b>
<b>4.00</b>	<b>3.52</b>	<b>3.54</b>

#### Exhibit Staff

5=Very effective 4=Effective 3=Somewhat effective 2=Somewhat ineffective 1=Ineffective

- 3 Overall**
- 3a Are there an appropriate number of booth staffers?
- 3b Does this dress quickly/visibly identify them as a booth staffer?
- 3c Do they keep body language open to visitors/attendees in aisles?
- 3d Are they quickly responsive to booth visitors?
- 3e Are booth staff behaviors appropriate?  
If so, what? Good - smiling, attentive, engaging visitors.

**Comments** Attractive attire.



Go to <http://exhibitoreffectiveness.com/rr/S3.html> to learn how to raise EXHIBIT STAFF score.

