



Best of Show Contest

Categories & Prizes

Our judges will select 1 winner for the following:

- Best of Show First Place Winner
- Best of Show Second Place Winner
- Best Product Promo Winner

All winners receive:

- framed award
- announcement on the show floor
- recognition on IFPA's website, including photos of the booth
- recognition in a IFPA Press Release

In addition...

Best of Show First Place Winner will receive:

- First choice of booth space in the next year's Foodservice Produce Expo

Best of Show Second Place Winner will receive:

- One All Access Pass to the next year's Foodservice Conference

Best Product Promo Winner will receive:

- digital advertising

How the Contest Works

HOW/WHEN WILL BOOTHS BE JUDGED?

- Judging will be conducted by a team of industry professionals during show hours
- After evaluating each booth, **winners will be announced on the show floor at the end of the event**

Best of Show Judging Criteria

STAFF PERFORMANCE:

- **Proactive Engagement:** How well the staff engages attendees off the aisle rather than waiting for an attendee to approach them.
- **Adequate Staffing:** Evaluates if there are too many or too few staff for the exhibit space. Can visitors find a staffer with ease?
- **Positions/Placement:** Where does staff stand – behind or next to counters?
- **Professionalism/Appearance:** Are staff professional and dressed appropriately for the audience and environment?
- **Non-verbal Communications:** Do staff exhibit negative non-verbal behavior, such as arms crossed, or sitting, talking with each other or on the phone?

BOOTH ATTRACTION:

- **Hierarchy of Graphics:** Tells who the company is, what they do and what they're offering at each vantage point for the visitor to see.
- **Exhibit Design:** How easily the exhibit attracts attention, how well the space is laid out, uniqueness of design's effectiveness at communicating who they are and what they do.
- **Overall Exhibit Appeal:** How welcoming and inviting the space is to attendees

PRODUCTS & MESSAGING

- **Display:** Color, size, location and uniqueness.
- **Eye Appeal:** Ability to draw the visitor's attention visually.
- **Benefit Messaging:** How effectively the brand/product communicates product benefits.
- **Integrated Brand Messaging:** How well brand messaging has been integrated in graphics, signage, themes, literature, etc.

Best Product Promo Judging Criteria

- Online product listing in the exhibitor directory (pre-show evaluation)
- On-site showcase display
- Promotion of the new product in your booth