



**Toronto Gift + Home Market
inStore Magazine Best Booth Awards
Presented by Telus**

During the Toronto Gift + Home Markets held in January and August, the Canadian Gift Association assigns industry judges to tackle the challenging task of scouring over 5 ½ football fields of exhibit space looking for exemplary booths to honour. A winning company is chosen in four categories – Small Booth, Medium Booth, Large Booth and Best New Exhibitor. The company which receives the highest mark overall is presented with the inStore Magazine Overall Best Booth Award presented by Telus.

Winners will receive:

Best New Exhibitor, Small, Medium and Large Booths

- Featured posting on CanGift social media accounts
- Inclusion in a press release sent to industry trade publications
- Announcement on the CanGift website
- Company names and booth pictures printed in the Spring/Fall edition of inStore Magazine
- Coverage on all inStore Magazine social media accounts
- Keepsake plaque
- Best Booth Award Ribbons to attach to booth staff badges
- Complimentary ½ page advertisement in the digital and printed show guide (Market Planner) for the next show

inStore Magazine Overall Best Booth Award Winner presented by Telus will receive in addition to the above:

- Upgraded Keepsake plaque
- Upgraded Best Booth Award Winner Ribbons to attach to booth staff badges
- Complimentary ½ page advertisement in the digital and printed show guide (Market Planner) will be upgraded to a Full Page ad for the next show
- Complimentary Sponsored Eblast to the CanGift retailer database

Judging Criteria:

The following is what the industry judges (*who can be anyone in or related to the gift industry i.e. industry media, magazines, other show managers, display companies, special guests/speakers*) use as criteria when they are looking at each booth. They score each item, based on the questions, on a scale from 1-10 (1 is low/poor, 10 is high/excellent).

New Exhibitors – first time exhibitors at the Toronto Gift + Home Market – all sizes

Small Booths – under 500 square feet

Medium Booths – 500 to 999 square feet

Large Booths – 1000+ square feet

Company Identity:

- ✓ How effectively does the exhibit identify the company?
- ✓ Does the signage stimulate interest and project a clear identity to buyers?
- ✓ Are the graphics clear and easy to read?

Layout and Traffic Flow:

- ✓ Can the retail buyer move around easily and comfortably within the booth?
- ✓ Is the layout functional and easily accessible, particularly for disabled buyers?

Attractiveness:

- ✓ Does the booth have an attractive, inviting design?
- ✓ How original is the booth design?

Colour:

- ✓ Does the exhibit use colour effectively and harmoniously?
- ✓ Does the exhibit effectively use colour to emphasize product?

Merchandise Display:

- ✓ Does the display incorporate cutting edge or new merchandising techniques to help sell products?
- ✓ Does the lighting create atmosphere and highlight merchandise?
- ✓ Are the principles of design used effectively? (Novelty, variety, harmony, unity, balance, proportion, emphasis, contrast, rhythm and pattern)

Confidence Level:

- ✓ Does the booth instil confidence that it is a viable, well-established business?
- ✓ Are the company's product and marketing messages clear?

The Judging Process:

Step 1:

Selected *preliminary* judges walk the entire show floor to develop a "short list" of exhibitors that meet the judging criteria (see above). Typically, five exhibitors are selected in each of the four categories (new, small, medium and large). **To preserve the integrity of this competition, this list is confidential and may not be disclosed.**

Step 2:

To ensure that winners have followed the conditions and no booth infractions have occurred, the show staff verify that those exhibitors on the "short list" meet the standard show rules and regulations and are indeed eligible for a booth award. Any exhibitors who are found to have a booth infraction are removed from the "short list".

Step 3:

Independent judges are provided with the "short list" of approximately twenty exhibitors to individually score based on the seven criteria outlined above. This generally takes place Sunday and Monday of show with results handed into the show team. The score sheets are tallied up and the exhibitor with the highest overall score - no matter which category - is the winner of the **inStore Magazine Overall Best Booth Award presented by Telus**. The highest score in each of the four categories wins in their respective category.

Step 4:

The winners are typically announced on the Tuesday afternoon of the show. The President of CanGift, Chair of the Board of Directors, the Publisher of inStore Magazine and a representative of Telus visits each of the winners to congratulate and present them with their awards. The official photographer for the show takes photos of the booths on Tuesday for use on cangift.org and our various social media platforms. At the end of the show, show management collects the awards to have them engraved with the winner's names and then they are returned to the winners.



Questions? Reach out to us at exhibitor@cangift.org for more information.