



**Alberta Gift + Home
Market Best Booth
Award**
sponsored by
Telus



During the February Alberta Gift + Home Market, the Canadian Gift Association assigns industry judges to look for the best booth on the show floor to present the **Telus Best Booth Award** to.

The Winner will receive:

- 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
- Keepsake plaque
- Best Booth Award Ribbons to attach to booth staff badges

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).

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 judges walk the show floor to develop a "short list" of exhibitors that meet the judging criteria (see above). ***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" to individually score based on the seven criteria outlined above. This generally takes place on Sunday of show with results handed in to the show team. The score sheets are tallied up and the exhibitor with the highest overall score is the winner of the **Telus Best Booth Award**.

Step 4:

The winners are typically announced on the Monday afternoon of the show and the award is presented and photos are taken. At the end of the show, show management collects the award to have it engraved with the winner's name. The engraved award is mailed to the winner.

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

