

E3 – Exhibiting Effectiveness Evaluation Scorecard Report

Booth: B-1312

Evaluator: 3

Date/Time: 2/16/11 11:01 AM

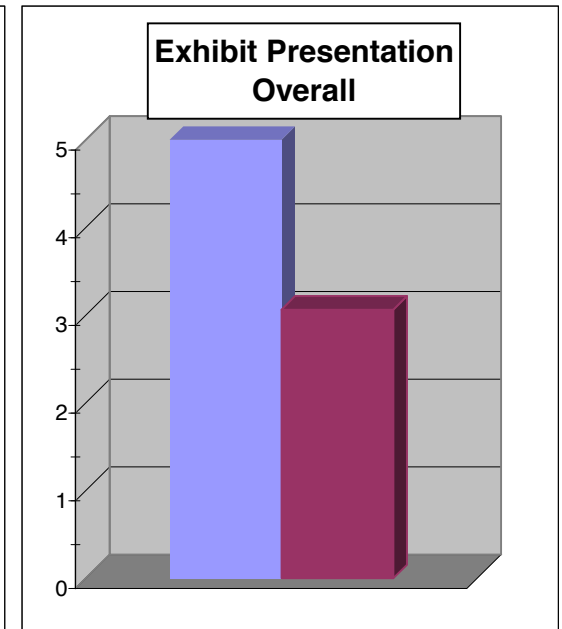
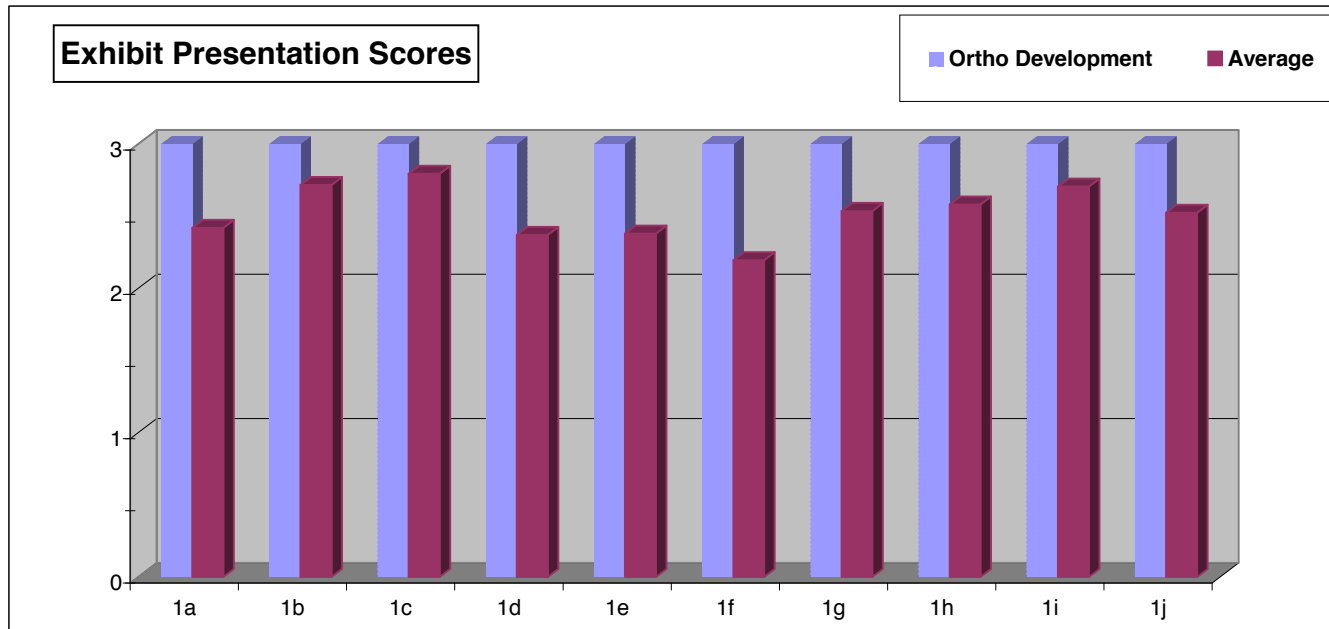
Your Score **Show Avg**

Exhibit Presentation

| | 5=Very effective | 4=Effective | 3=Somewhat effective | 2=Somewhat ineffective | 1=Inneffective | Your Score | Show Avg |
|--|------------------|-------------|----------------------|------------------------|------------------------------|-------------|-------------|
| 1 Overall | | | | | | 5.00 | 3.06 |
| 1a Does the overall exhibit grab attendee attention? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.42 |
| 1b Is it quickly/easily discernable what the company does/offers? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.72 |
| 1c Is it quickly/easily discernable who the company is? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.79 |
| 1d Are there sufficient graphics/are they well placed/legible? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.37 |
| 1e Do the graphics communicate clear and concise message(s)? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.38 |
| 1f Do the message(s) inform/educate/give attendee a reason to stop? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.19 |
| 1g Is the exhibit easy to enter? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.54 |
| 1h Is the exhibit easy to navigate? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.58 |
| 1i Can visitors quickly discern what is displayed and where? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.71 |
| 1j Is there enough open space for attendees? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.52 |
| 1k Is the corporate identity effectively integrated in exhibit design? | | | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | 3.00 | 2.64 |

Comments

Great use of color to define space. Great use of space, identity, info, product.



See <http://www.aaos.org/education/anmeet/exhibits/boothevalreport.pdf> for details.

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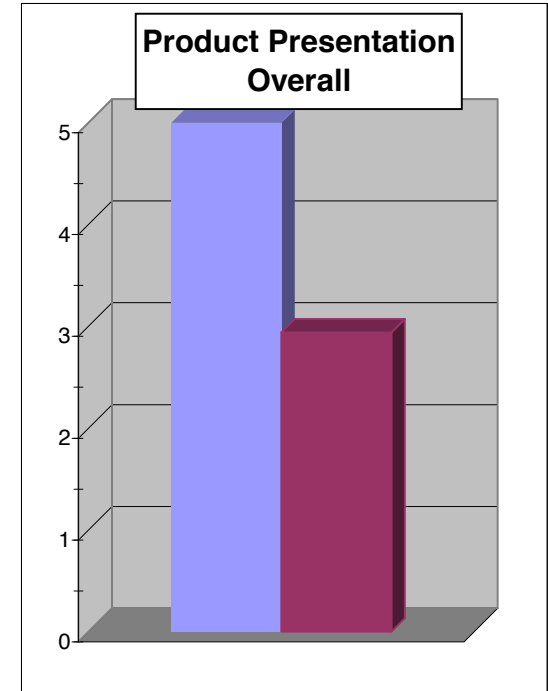
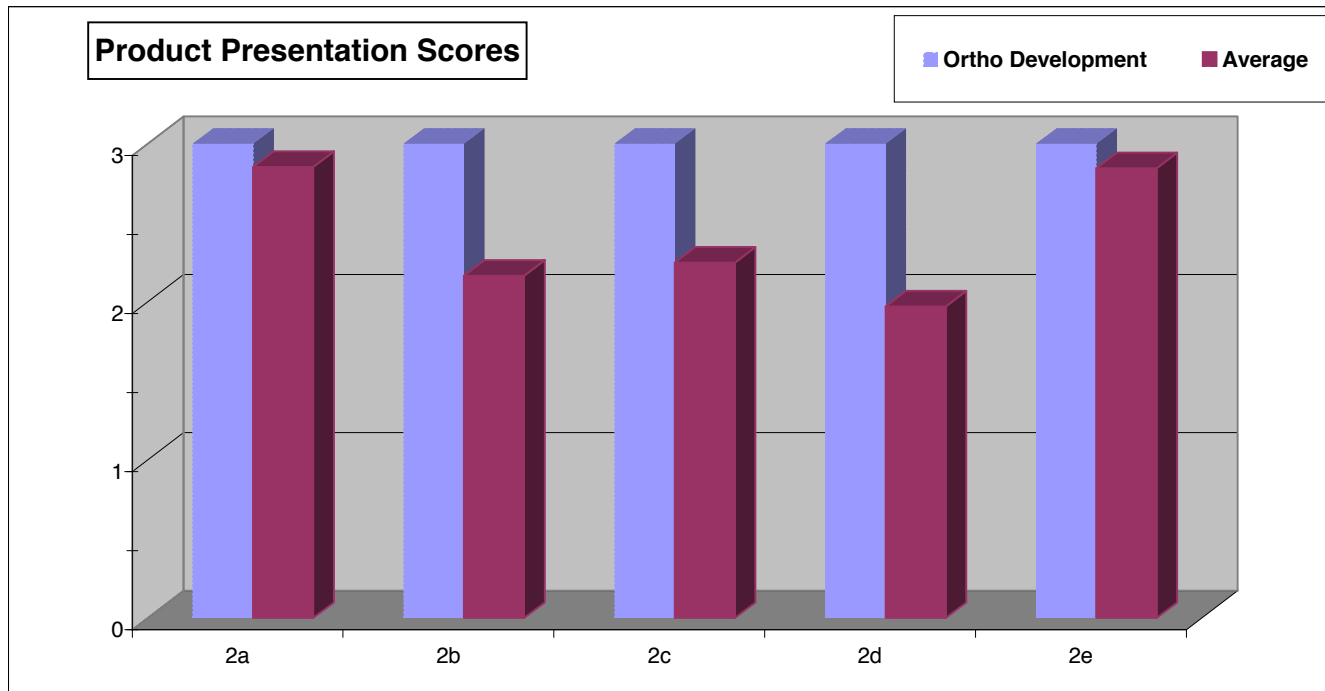
Your Score **Show Avg**

Product Presentation

| | 2 Overall | 5=Very effective 4=Effective 3=Somewhat effective 2=Somewhat ineffective 1=Ineffective | 5.00 | 2.94 |
|----|--|---|-------------|-------------|
| 2a | Are products physically displayed and/or actively being presented? | 3 = Yes 2 = Somewhat 1 = Needs improvement | 3.00 | 2.85 |
| 2b | Is the display/presentation thoughtful/creative/unique? | 3 = Yes 2 = Somewhat 1 = Needs improvement | 3.00 | 2.17 |
| 2c | Is the display/presentation engaging and/or interactive? | 3 = Yes 2 = Somewhat 1 = Needs improvement | 3.00 | 2.25 |
| 2d | Is feature/benefit signage integrated into display/presentation? | 3 = Yes 2 = Somewhat 1 = Needs improvement | 3.00 | 1.97 |
| 2e | Is takeaway product/service information readily available? | 3 = Yes 2 = Somewhat 1 = Needs improvement | 3.00 | 2.84 |

Great info with benefits. Exciting product display.

Comments



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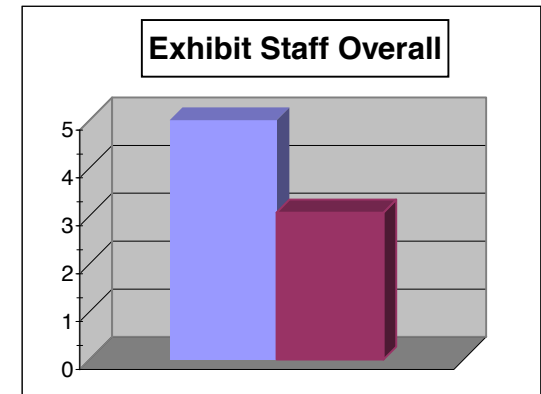
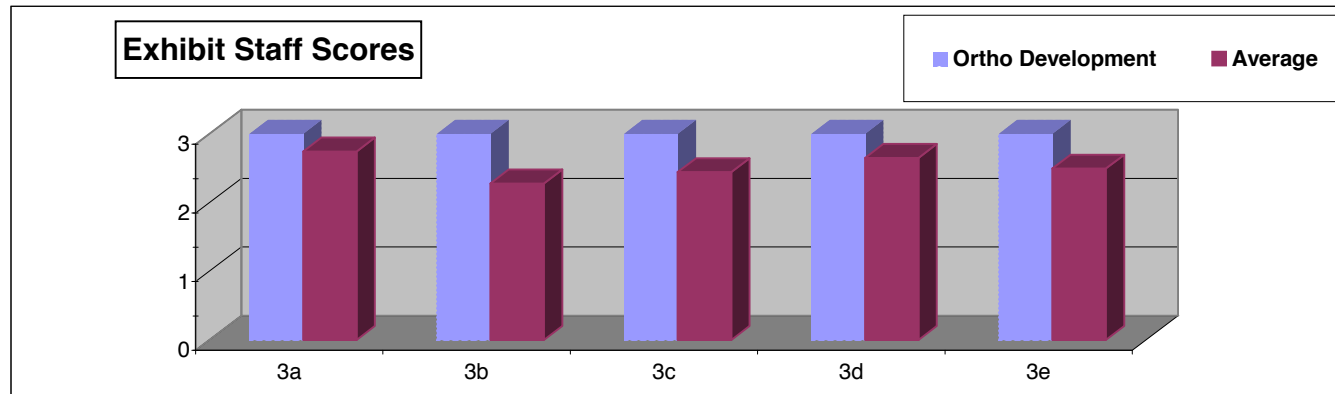
Booth: B-1312 Evaluator: 3 Date/Time: 2/16/11 11:01 AM

Your Score **Show Avg**

Exhibit Staff

| | 5=Very effective | 4=Effective | 3=Somewhat effective | 2=Somewhat ineffective | 1=Ineffective | Your Score | Show Avg |
|--|------------------|--------------|-----------------------|------------------------|---------------|-------------|-------------|
| 3 Overall | | | | | | 5.00 | 3.07 |
| 3a Are there an appropriate number of booth staffers? | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | | | 3.00 | 2.74 |
| 3b Does this dress quickly/visibly identify them as a booth staffer? | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | | | 3.00 | 2.28 |
| 3c Do they keep body language open to visitors/attendees in aisles? | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | | | 3.00 | 2.44 |
| 3d Are they quickly responsive to booth visitors? | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | | | 3.00 | 2.65 |
| 3e Are booth staff behaviors appropriate? If so, what? | 3 = Yes | 2 = Somewhat | 1 = Needs improvement | | | 3.00 | 2.50 |

Comments



Overall Total = Exhibit + Product Presentation + Staff **15.00** **9.08**

