



DRAGONS' DEN

TRADE SHOW JUDGING CRITERIA



This award recognizes the top secondary and middle school teams who present the most effective a Trade Show booths at the **Dragons' Den Young Entrepreneur's Competition**.

Please use the following guidelines to help you evaluate the booths you will be visiting. Hand in your completed forms at the information booth.

Creativity:

- ✓ eye-catching display
- ✓ visually appealing
- ✓ captures the audiences' attention

1 2 3 4 5 6 7 8 9 10

Professionalism:

- ✓ appropriately dressed team
- ✓ time and attention given to the display
- ✓ the booth was a good representation of the business

1 2 3 4 5 6 7 8 9 10

Effectiveness:

- ✓ business name was visible
- ✓ elevator pitch was prepared
- ✓ product or service was obvious
- ✓ promotional items were evident (such as samples, business cards and brochures)

1 2 3 4 5 6 7 8 9 10

TOTAL: ____ /30

NOTES:

Thank you for judging the Trade Show booths of our Young Entrepreneur Dragons' Den teams!