

# ISSE

intl. salon + spa expo

PBA Professional Beauty Association

January 25-27, 2020  
LONG BEACH, CA

## ISSE 2020 BEST BOOTH AWARDS

The Professional Beauty Association will be judging booths to determine the “Best of ISSE” booth displays. All exhibits are automatically entered into the competition. You do not need to sign up to participate. Be sure to consider this competition when planning your booth presence. Think creatively, think innovation, think outside the box – you may just win “Best of ISSE”!

### What are the Award Categories?

- Best Linear Booth (10x10 – 10x40)
- Best Small Island/Peninsula Booth (20x20 – 20x30)
- Best Large Island Booth (20x40 or Larger)
- ISSE Spirit Award

### Judging Criteria – Booth Awards

- Booth Design Overall Structure – Quality of the build and innovative use of materials, unique booth design, creative use of space/color/light/sound and other elements, eye appeal, pleasing and well appointed, inviting.
- Product Presentation – Neat, tidy and well displayed, easily accessible, adequate supply, uniqueness of product display, informative, benefit messaging, keeps attendees’ attention and in their booth, unique traffic builder.
- Branding – Use of corporate logo and/or brand within the design of the booth; promotion of product or service, clearly states who you are and what it is that you do, integration of company identity into graphics and design, quality, clarity and visual impact of graphic elements.

### Judging Criteria – Spirit Award

The ISSE Spirit Award is awarded to the company with the most outstanding exhibit staff at ISSE 2019.

- Exhibit Personnel – Friendly demeanor, approachable and knowledgeable, appearance/etiquette, acknowledge others when busy.
- Interactive Experience – proactively engaging and providing an environment where they can interact with the product/service.

### Who Are the Judges?

- A committee will be selected of industry and non-industry peers to rate the exhibit booths based on the above criteria.
- Judges are anonymous.
- Judges are volunteers and do not receive any recognition or compensation for their services.
- Based on the judge’s ratings, Show Management will make the final determination of winners.

### When Will the Judging Take Place?

- Judging will take place during show hours on January 25-27, 2020.

### When Will the Winners Be Announced?

- Winners will be announced on the show floor PA system prior to opening on January 27, 2020.

### What Will the Winners Receive (Besides Bragging Rights)?

- Half-page Ad in the 2020 Long Beach Preshow brochure\*
- One full-page ad in the onsite directory for 2020 Long Beach\*
- Award certificate presented at the event
- Recognition in an ISSE Press Release

\*Must be a contracted Long Beach 2020 Exhibitor