



## WIRELESS WEST CONFERENCE 2017 BOOTH DECORATION CONTEST **Rules & Information**

### PURPOSE

In conjunction with the 2017 Wireless West Conference logo and location, the theme for the "Exhibit Hull" is **U.S.S. Wireless West**. Exhibitors are encouraged to create their own interpretation of what this theme looks like and how it applies to their business. This unique opportunity will engage both the booth staff and attendees, as well as create a fun and unforgettable experience for all participants.

- **The Winner of the Best Booth Contest will be announced at the Closing Session on Thursday, April 20<sup>th</sup>, 2017 at 4:30pm**
- The Winner will be awarded a plaque from the Wireless West Exhibitor Committee and receive a 50% discount to participate in the 2018 Wireless West Conference Exhibit Hall

### GUIDELINES

- All Exhibitors will be automatically registered for the competition
- Competitors must follow ALL rules and guidelines set forth
- All participants must have their booth and display set up throughout the entire duration of the Exhibit Hall hours
- Booth staff is required to wear their Wireless West Conference badges at all times
- The name of the Exhibitor Company/Organization must be visible on the booth
- The winner will be chosen according to the competition rules and guidelines
- The judges will be comprised of a 3 member panel selected by the 2017 Wireless West Conference Committee and the judges' decision is final

### JUDGING CRITERIA

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|--|-------------------|
| • Compliance with Contest Rules  | 20 Points         |
| • Incorporation of the "Exhibit Hull" theme: <b>U.S.S. Wireless West</b> | 20 Points         |
| • Creativity, Imagination & Originality                                  | 20 Points         |
| • Relation to the Industry   | 20 Points         |
| • Interactive Component  | 10 Points         |
| • Booth Staff Enthusiasm, Friendliness & Interaction with Attendees      | <u>10 Points</u>  |
| • <b>SCORING TOTAL</b>   | <b>100 Points</b> |