

TEXAS COTTON GINNERS' ASSOCIATION

"Best of Show" Exhibits

Judging Criteria

PURPOSE:

The "Best of Show" awards are presented to encourage improvement in displays through use of display techniques, visual communication skills and general appearance of the display that will draw the maximum visitation and product/company identification.

CRITERIA:

The following criteria is offered as a guide, but should not limit the creativity of the exhibitor or the judge's individual considerations.

1. General Appearance
2. Display Techniques
3. Use of Visual Effects
4. Overall Presentation
 - a. Will the exhibit interest the prospective customer enough to cause he or she to stop and look at the display?
 - b. Does the exhibit identify the product to the passer by?
 - c. Is there a positive message to the prospective customer?

GENERAL INFORMATION:

Two "Best of Show" booths and two "runner-up" booths will be selected during the Trade Show. Two awards, 1st and 2nd place, will be reserved for small exhibits (booths that are 10 feet in depth, regardless of width). Two awards, 1st and 2nd place, will be reserved for large exhibits (booths that are 20 feet in depth, regardless of width).

Outside exhibits will not be included in the judging process.

Judges will be judging exhibits on Thursday, March 31, 2022. Awards will be presented Friday morning.