

IATF2023 Exhibitor Stand Awards

Objectives of the IATF2023 Exhibitor Stand Awards

The awards have been established to acknowledge excellence by the exhibitors at IATF2023 and to encourage exhibitors to fully maximise their participation at the event by producing top quality stands.

Awards Categories

Each criteria should be scored from 0 – 10 which will be weighted accordingly to get an overall score

0 – Not Applicable

1 – 4 Average

5 – 7 Good

8 – 9 Excellent

10 - Exceptional

There will be 10 Exhibitor Stand Awards categorised as follows:

1. Best Stand Design – Individual entity

Criteria	Score	Weighting
An eye-catching stand with unique/creative design		20%
Best use of space available irrespective of the stand size		20%
Attractive and inviting from a visitor's perspective		20%
'Outstanding' presence in the halls engaging visitors to the stand		20%
Design allows for effectiveness of doing business		20%
Total Points		100%

2. Best Stand Design – Pavilion (Country/Organisation)

Criteria	Score	Weighting
An eye-catching stand with unique/creative design		20%
Best use of space available irrespective of the stand size		20%
Attractive and inviting from a visitor's perspective		20%
'Outstanding' presence in the halls engaging visitors to the stand		20%
Design allows for effectiveness of doing business		20%
Total Points		100%

3. Best Stand for Doing Business

Criteria	Score	Weighting
Available meeting areas, usable workstations		25%
Effectively laid out stand to allow for easy navigation for visitors		25%
Sufficient space for one-on-one meetings and traffic flow		25%
Effective presentation of the services offered by the exhibitor		25%
Total Points		100%

4. Best Stand Feature

Criteria	Score	Weighting
A unique and impactful stand		25%
Use of feature's capturing your cultural characteristics		25%
Eye catching feature encouraging visitors to stand		25%
Ability to make use of the feature – usability		25%
Total Points		100%

5. Most sustainable/Going Green stand

Criteria	Score	Weighting
Design that is re-usable		10%
Minimising the number of materials used		20%
Usage of sustainable materials		20%
Digital collateral solutions- less emphasis on printed collateral		20%
Energy usage – implement energy conserving technology -LCD, iPads, LED lighting/ or motion-activated switches		20%
Recycling - bins on stand, system in place to collect recyclables and dispose of them appropriately after the show		10%
Total Points		100%

6. Most Innovative Stand

Criteria	Score	Weighting
Is “unusual”		20%
Has a WOW factor and eye catching		20%
Creative use of space		20%
Best use of technology to attract visitors		20%
Digital solution offerings		20%
Total Points		100%

7. Best Stand IATF Virtual

Criteria	Score	Weighting
The engagement with the visitors		25%
Completeness of virtual booth		25%
Company has made use of multimedia applications available		25%
The number of visitors to their virtual stand		25%
Total Points		100%

8. AU Youth Start-Up programme

Criteria	Score	Weighting
Clear demonstration that the stand forms under the category of the AU Youth Start-Up programme		25%
Effective presentation of the services offered by the exhibitor		25%
Effectively laid out stand to allow for easy navigation of for visitors		25%
Job creation opportunities		25%
Total Points		100%

9. Creative Africa Nexus (CANEX) stand award

Criteria	Score	Weighting
Clear demonstration that the stand forms under the category of CANEX		20%
Effective presentation of the services offered by the exhibitor		20%
Effectively laid out stand to allow for easy navigation of for visitors		20%
A unique and impactful stand		20%
Includes features and activations that are eye-catching and encourage visitors to the stand		20%
Total Points		100%

10. The Africa Automotive Show

Criteria	Score	Weighting
Clear demonstration that the stand forms under the category of the AU Youth Start-Up programme		25%

The AfCFTA marketplace

Effective presentation of the services offered by the exhibitor		25%
Effectively laid out stand to allow for easy navigation of for visitors		25%
Includes features and activations that are eye-catching and encourage visitors to the stand		25%
Total Points		100%

Prizes to be Awarded:

Award 1 presented	Best stand design – Individual entity
Award 2 presented	Best stand design – Pavilion
Award 3 Presented	Best stand for doing business
Award 4 Presented	Best stand feature
Award 5 Presented	Most sustainable/Going Green Stand
Award 6 Presented	Most innovative stand
Award 7 Presented	Best stand IATF Virtual
Award 8 Presented	Best AU Youth Start – Up programme stand
Award 9 Presented	Best stand Creative Africa Nexus
Award 10 Presented	Best stand the Africa Automotive Show

- Official Exhibitor Stand Awards**

- o Winners to be announced and photographed with handover of awards
- o Date: 15 November, 18h00, Venue – TBC

