

# IATF2023 Exhibitor Stand Awards

No event is complete without the hard work of the exhibitors. The effort and outstanding outcomes cannot go unnoticed. As a result, IATF2023 features Exhibitor Stand Awards which will be awarded onsite at IATF2023 on 25 November 2023. Exhibitors are encouraged to review the criteria for the 10 awards that you could qualify to be in the running for. Be sure to take the criteria into account whilst planning your participation at IATF2023.

• Judging of stands will take place on 10 November 2023 •

## BEST STAND DESIGN –

Criteria:

- An eye-catching stand with unique/creative design
- Best use of space available irrespective of the stand size
- Attractive and inviting from a visitor's perspective
- 'Outstanding' presence in the halls engaging visitors to the stand

## BEST STAND FOR DOING BUSINESS –

Criteria:

- Creating a busy B2B atmosphere
- Well planned and well thought out layout of stand
- Effective navigation of internal layout
- Good presentation of stand and its services

## BEST STAND PERSONNEL –

Criteria:

- Cohesion in approach from all team members
- Attentive and enthusiastic staff
- Good knowledge of product/services being promoted
- Good face-to-face contact with visitors
- Encouragement onto the stand, with staff engaging with passing traffic
- Polite and well-presented staff

## BEST STAND FEATURE –

Criteria:

- A unique and impactful stand
- Good use of feature's capturing your cultural characteristics
- Eye catching feature encouraging visitors to stand
- Ability to make use of the feature – usability

## MOST RESPONSIBLE STAND –

Criteria:

- Re-use of packaging and signage
- Use of Marketing Material that isn't dated
- Use of living décor on the stand e.g. plants
- Digital collateral solutions
- Elements of re-use, reduce, recycle (Minimal waste disposal)
- At least one conscious action to going green

## MOST INNOVATIVE STAND –

Criteria:

- Eye catching stand with 'outstanding' presence
- Creative use of space
- Best use of technology to attract visitors
- Digital solutions

## MOST EXTRAORDINARY EXPERIENTIAL STAND –

Criteria:

- Ongoing interactive and experiential activations
- Eye catching – draws a crowd
- Unique experience showcasing products and services
- Interactive
- Energetic and vibrant

## BEST STAND IATF VIRTUAL (COMPANY) –

Criteria:

- The number of visitors to their virtual stand
- The engagement with the visitors

## Best Stand IATF Virtual (Pavilion) –

Criteria:

- The number of visitors to their virtual pavilion
- The engagement with the visitors

## Marketing Award –

Criteria:

- Marketing roll-out and registrations measured through exhibitor's unique link
- Social media reach (posts and mentions on IATF and their participation) which will be tracked using #IATF2023 and tagging the relevant IATF handles for the duration of pre-show and during the event