

North East Automotive **expo2019**

Thursday 26 September 2019 | Beacon of Light, Sunderland

EXPO BEST DRESSED STAND COMPETITION

For the first time, the NEAA will run a Best Dressed Stand Competition at the North East Automotive Expo.

Aside from the great networking opportunity that exists at the region's only automotive Expo, we encourage all exhibitors to take pride in their stands and think about how to make them as impactful, engaging and 'on brand' as possible.

Whether you are promoting a product or a service, there are ways in which you can stand out from the crowd.

We look forward to seeing all of the incredible stands and the winners will take away champagne and free advertising in the next NEAA Network magazine!



ASSESSMENT CRITERIA

The judges will consider:

- General stand appearance
- Stand welcome from personnel
- Appearance of stand personnel
- Interest on stand
- How the stand communicates the name of the exhibiting company/ product/ service
- If there is something to taste, smell, listen to, watch or feel
- Stand cleanliness
- Use of available space
- Overall stand impact

ELIGIBILITY

Every stand on the Expo show floor is automatically entered in the free competition and judged on site during the North East Automotive Expo 2019.

CATEGORIES

Stands will be judged in 2 size-based categories:

- SME Stand (2x1m)
- General (3x1m)

JUDGING

Jessica Williams, Managing Director at Just Williams, who specialise in sales outsourcing, will be on site for the duration of the show and will complete the initial round of judging to select the finalists. Paul Butler, CEO at the NEAA will then support in selecting the winners.