

Best of Show Contest

The Best of Show contest generates excitement with attendees on the show floor and offers exhibitors a way to elevate the overall effectiveness of their exhibit, product/service presentation, and staff performance. Winners receive industry recognition and a variety of valuable prizes.

Exhibitors are automatically entered in the Best of Show Contest. Review the contest guidelines below and **tips from the judges** so you know how to stand out.

Categories & Prizes

Judges will select one winner in each of the following categories:

- Best of Show - First Place
- Best of Show - Second Place
- Best Product Promo (Exclusive to Fresh Ideas Participants)
- Chef's Choice Award

Best of Show Winners Receive:

- A framed award
- Announcement on the show floor
- Recognition on IFPA's website
- Inclusion in an IFPA press release

Additional Prizes:

- **Best of Show - First Place winner will receive:**
 - First choice of booth space at next year's Foodservice Conference
- **Best of Show - Second Place winner will receive:**
 - One All Access Pass to the next year's Foodservice Conference
- **Best Product Promo Winner will receive:**
 - Digital advertising on IFPA's Member Directory
- **Chef's Choice Award**
 - Tricord Tradeshow Service Credit (\$500)

How and When Booths Are Judged

- A panel of industry professionals will evaluate exhibitors - including products, samples, displays, and booths during expo hours.
- Fresh Ideas Showcase participants: Digital uploads will be reviewed starting two weeks prior to the show.
- Winners will be announced on the show floor at the conclusion of the event.

BEST OF SHOW JUDGING CRITERIA

Staff Performance:

- **Proactive Engagement:** Does the team greet attendees actively, rather than waiting for visitors to approach?
- **Adequate Staffing:** Are there enough staff for the booth size? Can visitors easily find someone to speak with?
- **Placement/Accessibility:** Are staff positioned in visible, welcoming locations—not behind counters or blocked areas?
- **Professionalism/Appearance:** Are staff professional and dressed appropriately for the audience and environment?
- **Non-Verbal Communication:** Do booth staff demonstrate positive, approachable body language—such as standing, smiling, making eye contact, and remaining attentive and available to engage with attendees?

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BEST OF SHOW JUDGING CRITERIA

Booth Attraction:

- **Hierarchy of Graphics:** Do visuals clearly communicate who you are, what you do, and what's featured—no matter the vantage point?
- **Visitor Flow:** Is the booth easy to enter, navigate, and move without congestion?
- **Exhibit Design:** Does the booth attract attention, use space effectively, and convey the company's purpose?
- **Overall Appeal:** Is the space welcoming, inviting, and designed to encourage attendee engagement?

Products & Messaging:

- **Display Quality:** Is the product display strong in color, placement, scale, and creativity?
- **Visual Appeal:** Do the booth and products draw attention and invite visitors in?
- **Benefit Messaging:** Are the product or service benefits clear and easy to understand?
- **Integrated Brand Messaging:** Are graphics, signage, themes, and printed materials aligned and cohesive?

BEST PRODUCT PROMO CONTEST JUDGING CRITERIA

Open exclusively to **Fresh Ideas Showcase** participants.

Integrated Messaging (Overall)

Consistent theme, visuals, and messaging across all three touchpoints:

1) Online listing, 2) showcase display, and 3) booth promotion

1. Online Product Listing (Pre-Show)

- Includes a product photo
- Clear, concise description
- Directions on how/where to learn more (visit booth or website)

2. On-Site Showcase Display

- Visually appealing, unique, and creative
- Clearly communicates product benefits
- Encourages attendees to visit your booth

3. Promotion in Your Booth

- Product is available, visible, and sampled (if applicable)
- Staff actively promote and are prepared to discuss the product
- Effective signage and messaging support the promotion

CHEF'S CHOICE AWARD JUDGING CRITERIA

Sample your best dish at the expo to entice buyers to your booth and to be eligible for the **Chef's Choice Award**. This contest is designed to innovate the plate and excite the senses.

- Recipes must include produce (fruits and/or vegetables)
- Samples should be creative, something never tasted before
- A panel of chefs will sample dishes from booths during show hours

Let these tips help you create a product presence that turns heads, sparks conversations, and stands out.