

BEA Criteria Catalogue

Second Evaluation

This list of criteria serves as a basis for evaluating trade fair booths at ITB Berlin. Generally, it should be noted that a booth evaluation always depends on the subjective perception of the evaluators. The CBS students, therefore, adhere to the following criteria catalogue to carry out the assessment as objectively as possible. It gives essential hints on which considerations should be made during the evaluation and what to look for. The maximum number of points that can be achieved in this second evaluation round are 75 points. Special features of a booth that are not covered by the criteria catalogue are noted separately.

1 Customer Contact

a) First impression /Eyecatcher

Look at the booth at some distance and decide how it appears. An eye-catcher stands out immediately - due to its size and/or unusual shape/design (e.g., a bar, a large model, film, action, light installations, key visual)

- 0 - Negative, unattractive, no eye-catcher at all
- 1 - Boring, mediocre, inconspicuous, eye-catcher not very noticeable
- 3 - Positive, eye-catchers are immediately apparent and can be seen from a distance
- 5 - Very attractive, arouses curiosity; Eyecatchers make the booth distinctive

b) Classification of the Business Segment

For the trade fair visitor, it is important to know immediately what the exhibitor is about, what it "does", and what its core competencies are. This saves inquiries and time. To do this, you need a booth design that clearly communicates the portfolio to the outside world.

- 0 - It is not apparent at first glance what the exhibitor does.
- 1 - Only the type of company is recognizable (e.g., tour operator, hotel, carrier...).
- 3 - It is immediately clear what kind of company the exhibitor is and what portfolio he offers.
- 5 - A more precise specification in the respective industry is recognizable (e.g., tour operator for people with disabilities, eco-hotel, ...)

c) Booth Design

The more individual the booth is designed, the better. This does not mean a particularly expensive or elaborate booth design, but rather that you can tell that the exhibitor has given some thought to their trade fair presentation.

0 - The booth looks unfinished, loveless and 'sloppy'

1 - Standard/system booth or own construction, ok, but nothing special

3 - Individual/own booth construction, the design stands out from the crowd

5 - Individual and unique booth construction, which in design fits the theme of the exhibitor

2 B2B Booth Performance

a) Structure and Accessibility

The clearer the booth structure (e.g., the division of the various sub-areas is easily recognizable and understandable), the better. In the case of joint booths, specified areas should be recognizable. In addition, an open and accessible booth design (clearly identifiable and well-dimensioned aisles and paths, barrier-free access, etc.) is essential for visitors. They feel invited and can orient themselves quickly.

0 - Uncluttered, off-putting, not inviting

1 - Structure recognizable, nevertheless confusing

3 - Clear structure, quickly and unambiguously identifiable, clear and inviting

5 - Exemplary design, very apparent and inviting; In the case of joint booths, there is an overview of the different exhibitors, e.g., plan or display.

b) Central Contact Point / Main Counter

Is there a central contact point, an easily visible first point of contact? This person should provide information about the entire booth and be able to assign appointments for the different contact persons. In addition, there should be a common main counter for joint booths that can be recognized at first glance.

0 - There is no central point of contact and no main counter/contact person

1 - There is a main counter/contact person, but with weaknesses (e.g., untidy, staff disinterested or out of place)

3 - The main counter/contact person makes an open and friendly impression

5 - The main counter/central contact point is well recognizable, the staff seems competent (if necessary, even German-speaking) and able to assign appointments.

c) Staff

Staffing makes as much of a difference to the good impression of a booth as the booth design. The staffing at the booth should match the size of the booth. The clothing of the booth staff should match the booth and/or theme/brand of the exhibitor as much as possible. The personnel should be able to relate to the booth if possible.

- 0 - Too little or too much staff; Mismatched clothing styles, everyone wears something different.
- 1 - Appropriate staff presence; Staff wears (inconsistent) business attire.
- 3 - Appropriate staff presence; Uniform style of dress (e.g., uniform look or colours, uniform tie, scarf, pin, etc.).
- 5 - Exactly the right personnel presence; Special clothing, coordinated with the particular company or theme of the exhibitor (e.g., uniform, traditional costumes, brand/CI colour, etc.); At best, the exhibitor can be recognized by the clothing of the personnel

d) Waiting Area

The ITB is purely a trade fair for trade visitors. Appointments are often made in advance of the show, but there are also often spontaneous visits. As a result, appointments are often postponed or delayed. This results in waiting times, which, at best, can be used to deal with the exhibitor's topic and/or to rest for a moment. There should be an area at the booth for this - this can also be the main counter.

- 0 - The booth does not offer waiting facilities for visitors. Those waiting must stand in front of / next to the booth.
- 1 - The booth offers a simple waiting area (e.g., bar table with stool) without information and catering facilities.
- 3 - The booth offers a good waiting possibility with information/work possibilities but without catering (e.g., water, coffee etc.).
- 5 - The booth is designed so that waiting visitors can sit down/rest and/or inform themselves and/or work in advance. In addition, there is an offer of beverages (e.g., water coffee).

e) Business Environment

One of the main purposes of ITB Berlin is for exhibitors to have face-to-face meetings with (potential) customers and business partners. This requires a booth construction and atmosphere that supports this goal.

- 0 - There are no possibilities of holding personal business talks.
- 1 - There are simple possibilities to conduct personal business conversations (e.g., standing tables). Still, at the booth, it is restless, and the situation is prone to disruption.
- 3 - There are good ways to hold personal business conversations in quiet (e.g., table and chairs; high tables with bar stools), and the situation is relatively free of disturbances (separate area if necessary).
- 5 - There are very good opportunities to hold personal business talks in peace and quiet (seating, drinks, separate area / spatial separation if necessary, loading infrastructure)

3 Communication

a) Accessibility

Information about an exhibitor - in whatever form it is presented - should be easily accessible to the visitor.

- 0 - Information about the exhibitor is not available.
- 1 - Information about the exhibitor is not immediately apparent or is only available on request.
- 3 - Information about the exhibitor is directly visible but not immediately available (e.g., you must ask for it).
- 5 - Information about the exhibitor is easily accessible and directly visible, there is no inhibition to look at the information and/or take the information.

b) Quality of Information at the Exhibition

For a professional visitor, it is important to have quick access to information about the exhibitor and the offer during the fair. This can be done by the staff, information material (like flyers, brochures) or/and digital provision of information. Digital media (such as touch screens, online terminals, smart pads, and integration of social media...) should support exhibitors in their communication and information transfer and offer added value for visitors.

- 0 - Analog information about the exhibitor is not available. The staff is disinterested. Digital information options are unavailable, although they would fit the exhibitor's theme.
- 1 - There are a few opportunities to obtain information. The staff only reacts when approached and/or does not seem helpful and/or are short-tempered.
- 3 - There is sufficient information material and/or personnel in appropriate quantity; suitable, appropriate analogue and/or digital media support the provision of information and communication at the stand. The staff reacts in a friendly manner when approached. It cannot provide all information but make appointments or forward requests.
- 5 - The staff is friendly and open-minded, responds when approached and/or actively approaches visitors. The staff is perfectly trained, asks specific questions and immediately forwards to the right contact person. The exhibitor uses particularly creative and/or innovative (digital and/or analogue) ways of conveying information and communicating (e.g., interactive possibilities, or you can try something out yourself).

c) B2B Activities / Special Promotions (survey stand personnel if necessary).

Ask the following questions: Do any special promotions or events take place during the trade fair (e.g., product presentations, press briefings, exhibits, showcases contests)? Are these actions special or standardized?

- 0 - No promotions take place, although the exhibitor's theme would indicate this.
- 1 - No actions take place because this would not fit the exhibitor's theme.
- 3 - There are promotions/events, but they are moderately attractive to the visitor and/or hardly fit the exhibitor's theme.
- 5 - There are regular/several promotions/events that underline the theme/design of the booth and are interesting for the visitor. At best, there are references to these actions or an event calendar.

4 Sustainability (survey of stand personnel)

a) Environmental Friendliness of Booth Construction

Ask the following questions: Does the booth construction pay attention to environmental friendliness and sustainability? Can the booth be used more than once? Which materials were used?

- 0 - No answer can be given to the questions. No effort is made to obtain the information. Sustainability and environmental friendliness are obviously not an issue.
- 1 - During booth construction, attention was paid in part to environmental friendliness and sustainability, but in part, but also less environmentally friendly materials were used.
- 3 - In booth construction, conscious attention is paid to environmental friendliness and sustainability. There are clear instructions on this. The booth consists mainly of sustainable materials.
- 5 - During booth construction, very conscious attention is paid to environmental friendliness and sustainability. There are clear instructions, and almost exclusively sustainable materials are used. The booth can be reused and further utilized.

b) Environmental Friendliness of Materials and Service

Ask the following questions: Is attention paid to environmental friendliness and sustainability in the info materials, catering and giveaways? Which products and materials are used? (e.g., deposit bottles, no plastic cups, no "paper battles")

- 0 - Sustainability and environmental friendliness are not an issue.
- 1 - In general, attention is paid to environmental friendliness and sustainability, but much is not yet stringent (e.g., merchandising items made of plastic, canned drinks, disposable items).
- 3 - In most areas, attention is paid to environmental friendliness and sustainability. However, it could be improved. The staff is informed and can give information about the measures.

- 5 - The entire concept is designed for environmental friendliness and sustainability in all areas. There are clear instructions on this. At best, the GHG emissions associated with the trade fair appearance are compensated.

5 Overall Impression

a) Budget Optimization

This is about what the exhibitor has done with the budget obviously available to them (rough estimate: small/medium/large / very large budget) on the space available to them - it does not matter whether the budget is high or low and whether the booth is large or small. Creativity and innovation do not depend on the budget.

- 0 - The exhibitor does nothing special with the available budget. The booth is not innovative and/or creative.
- 1 - The budget has been implemented appealingly. Individual elements are innovative and/or creatively designed.
- 3 - The budget was implemented very well, and the trade fair presentation made a creative and/or innovative impression.
- 5 - The budget was used optimally, and the booth impresses with special/innovative/creative elements and ideas.

b) Authenticity / Overall Concept

A booth should have a coherent overall concept that optimally fits the exhibitor's theme/product. This means that the booth is authentic within the theme (e.g. the motto/slogan, logo/brand and theme are "thought through", the details such as the booth atmosphere (choice of colours, lighting, etc.), catering, events or giveaways also fit)

- 0 - An overall concept is not apparent.
- 1 - The overall impression of the booth is coherent but not authentic in the thematic area
- 3 - The booth is coherent regarding the overall impression and authentic/appropriate in the thematic area.
- 5 - The overall impression of the booth is absolutely coherent and authentic, precisely to the exhibitor's theme area. The entire trade fair appearance is memorable and is unmistakable.