

# OUTSTANDING EXHIBITOR ENTRY FORM



Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contract Number: \_\_\_\_\_

State Fair Location: \_\_\_\_\_  
(Give Bldg. & Booth #, or Outside #)

Please circle the appropriate category for entry: Concession / Indoor / Outdoor

I would like to participate in the Nebraska State Fair Outstanding Exhibit/Concession Competition. I understand there is no cash award, or discount on any rental fee. I agree to participate in any publicity or media interview at no cost to me, if my exhibit or concession is selected as one of the most outstanding at the 2010 Nebraska State Fair.

\_\_\_\_\_  
Signature of Company Owner or Supervisor

Incorporate this year's theme, "It's a grand Affair!" into your stand for bonus points!!!

If you need a color copy of our logo, please email your request to Jaime Parr at [jparr@statefair.org](mailto:jparr@statefair.org).

## TIPS TO HELP PLAN & PRODUCE AN OUTSTANDING EXHIBIT!

### Planning

- First and foremost you must decide what it is you are trying to accomplish this year at the fair. Whether it be to sell a product, create awareness for a particular cause, or simply to entertain, your exhibit needs to effectively get your message across to fair participants.
- Secondly, establishing a budget that you can comfortably afford is key in developing your construction plans. Understand that spending the most money does not guarantee an effective exhibit. A small investment into a well thoughtout display can produce a much more desired effect than wasting a lot of money on a poorly executed exhibit!

### Booth Design

- Unless you are supremely confident in your capabilities, it is usually best (if possible) to use a professional designer to help construct your exhibit.
- Whether you are selling a product or not, it works best to highlight specific points of interest and to display them simply and directly.
- Displays that garner the best responses are ones that usually use some type of on-the-spot demonstration of their products (if applicable). These tend to do much better than the elaborate, expensive displays.
- Try to incorporate color and lighting in order to create an attractive display.

### Staffing

- Booths must be staffed during all required operating hours.
- It is recommended that all staff members wear some kind of matching uniform.
- A welcoming smile goes a long way with fair guests and judges!

SCORE #1:	_____
SCORE #2:	_____
SCORE #3:	_____
SCORE #4:	_____
SCORE #5:	_____
<b>TOTAL :</b>	_____
<b>MEDIAN:</b>	_____
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