



# **RULES FOR THE BEST STAND CONTEST AT EXPOALIMENTARIA 2024**

## **1. OBJECTIVE**

- 1.1. The Best Stand Contest is held within the framework of Expoalimentaria, and its purpose is to recognize and reward creativity and innovation exhibited by participants in the spaces they have acquired at the fair.

## **2. PARTICIPANTS**

- 2.1. All stands of the exhibitors at Expoalimentaria 2024 are eligible to participate.
- 2.2. Participants must belong to the sectors of food and beverages, services, packaging, machinery, technology and innovation, and supplies, including both national and international pavilions.
- 2.3. Stands must comply with the size specifications outlined in the regulations.
- 2.4. Participants must have adhered to the regulations regarding the conduct and management of their representatives during the stand setup days.

## **3. REQUIREMENTS**

- 3.1. Participants must be exhibitors at Expoalimentaria 2024.

## **4. EVALUATION CRITERIA**

The evaluation criteria are established according to the needs of the judges selected by Expoalimentaria 2024. The submissions should demonstrate measurable contributions in creativity and beneficial impact.

### **4.1. STAND CRITERIA**

Stand criteria are assessed based on innovation in brand identity, space utilization, product display, and design creativity. These criteria are allocated a maximum of 30 points, distributed as follows:

#### **4.1.1 CREATIVITY IN DISEGN (0 – 5)**

Defines the visual impact of the booth showing the design, lighting, construction, and logistics where originality should be considered to exhibit your products or services and attract the attention of visitors.

**4.1.2 PRODUCT OR SERVICE DISPLAY (0 - 5)**

The exhibition of the products or services consists of the selection, placement, and presentation of the articles in strategic places of the stand, so that they attract the attention of the attendees and motivate the purchase action.

**4.1.3 USE OF SPACES (0 – 5)**

The stand's dimensions and design should reflect the company's concept and philosophy, market position, and the products or services offered. The construction and finish must be technically perfect and meet standards. Public engagement should focus on a close presentation of the exhibits, ensuring the stand attracts and holds the visitor's attention in all aspects.

**4.1.4 INNOVATION AND TECHNOLOGY (0 - 5)**

Use of technological tools, direct and visual communication with the client, use of audiovisual or graphic supports. That the products or services presented are innovative, have technology, will give added value.

**4.1.5 BRAND IDENTITY (0 – 5)**

Visual representation of the company's values, how it communicates its concepts and the emotions it aims to evoke in the public, importance in the logo, colors and design that distinguishes it from others.

**4.1.6 ORDER AND CLEANLINESS (0 - 5)**

A fundamental part of a good impression and treatment to the client, is the order and cleanliness of the place, so it will be another important point of the qualification, in the same way it will be important that the hosts or exhibitors carry a presentation according to the type of event.

## **5. JURY**

5.1. The jury is composed of a diverse group of esteemed professionals and institutions from various fields, including:

- Institutions of academic training in architecture, design and marketing.
- Interior designers
- Professionals with master's degrees
- Architects
- Specialized media

5.2. The jury has the following powers:

**5.2.1.** Interpret the rules.

**5.2.2.** Disqualify contestants who do not meet the established requirements in the Rules.

**5.2.3.** Evaluate based on the criteria detailed in section four.

**5.2.4.** Designate the winners of the Awards by sector.

## **6.AWARDS**

- 6.1 The awards ceremony will be held on Friday, September 25, 2024, during the closing ceremony at 4 PM in the Auditorium.
- 6.2 A trophy will be awarded to the best stand in each sector.

## **7.REFERENCES**

### **For inquiries, please contact:**

Fairs Area - Social and Complementary Activities

Exporters Association - ADEX

T. (511) 994639983 / 992767969

[maria.arango@adexperu.org.pe](mailto:maria.arango@adexperu.org.pe)

[katherine.rivasplata@adexperu.org.pe](mailto:katherine.rivasplata@adexperu.org.pe)