



Best Exhibit at IAAPA Expo Europe Award Criteria

Award Description:

At IAAPA Expo Europe, the Best Exhibit Awards recognize booths that stand out through exceptional creativity, design, and guest engagement. Whether you're working with a large footprint or a small space, there's a category to showcase your vision. Bring your most innovative ideas to life and earn industry recognition in this celebration of exhibit excellence.

Categories (Based On Booth Size):

- 9 - 27 square meters
- 36 - 45 square meters
- 46 square meters and larger

Judging Criteria:

- **Booth Design** – Quality, originality, and uniqueness.
- **Branding** – Use of corporate logo and/or brand within the design of the booth; promotion of product or service.
- **Staffing** – Professional appearance; welcoming and friendly demeanor; approachable and knowledgeable.
- **Product in Booth** – If applicable, product on display for potential buyer to view or demo; use of booth space to display product.
- **Overall Appeal** – Booth cleanliness; attractive layout; ease of access to information within the booth.





Eligibility Notes:

- Must be a member of IAAPA in good standing and exhibiting at IAAPA Expo Europe 2025.
- Exhibitors must complete the online entry no later than the deadline: **September 12, 2025**.
- Your booth must be contracted as "**Space Only**" to be eligible.
- Exhibitors who violate any IAAPA trade show rules and regulations will not be eligible for any Exhibitor Awards
- Participating exhibitors must have their booths completed by **5:00 p.m.** on the last day of move-in to be eligible to be judged.

Judging Procedures:

- Booths will be judged on the first day of the trade show open.
- A panel of judges comprised of IAAPA facility members will evaluate all booths who apply and recommend a first and second place winner for each category. If the judges vote that none of the applications submitted meet the judging criteria, no winners will be awarded.
- The decisions of the judges are final. A list of winners will be available in the IAAPA Operations Office by end of day.
- Exhibitors will be notified by end of day if they are selected as a winner and will receive a trophy. Please have the appropriate representative(s) in your booth during this time for presentation/photo with the award.
- Awards will be announced at the Leadership Breakfast the following day. IAAPA will provide one complimentary ticket to each winning company.

The Image Award:

- All Best Exhibit Award entries will automatically be entered for the **Image Award** which is awarded to the most outstanding exhibit booth at the IAAPA Expo Europe. However, consideration for the Image Award does not require submission of an application.

