

Trade Day Stand of the Year Criteria

1. **Quality of Product:**

- Demonstrate exceptional quality and selection of products.
- Provide evidence of attention to detail and product excellence.

2. **Visual Merchandising:**

- Display products creatively and attractively to engage customers.
- Showcase a visually appealing stand that reflects your brand's identity.
- Utilise effective signage, lighting, and presentation techniques.

3. **Customer Service:**

- Prioritise customer satisfaction by offering a warm and welcoming atmosphere.
- Train staff to provide attentive and knowledgeable service to visitors.
- Exhibit outstanding communication skills and responsiveness.

4. **Information and Pricing:**

- Clearly communicate product information, features, and benefits to customers.
- Offer transparent and competitive pricing that reflects the value provided.
- Provide accurate and detailed product descriptions and specifications.

5. **Staff Presence:**

- Maintain a sufficient number of knowledgeable staff members throughout the event.
- Ensure staff members are approachable, friendly, and proactive.