

E3 – Exhibiting Effectiveness Evaluation Scorecard Report

Booth: G-5208

Evaluator: 3

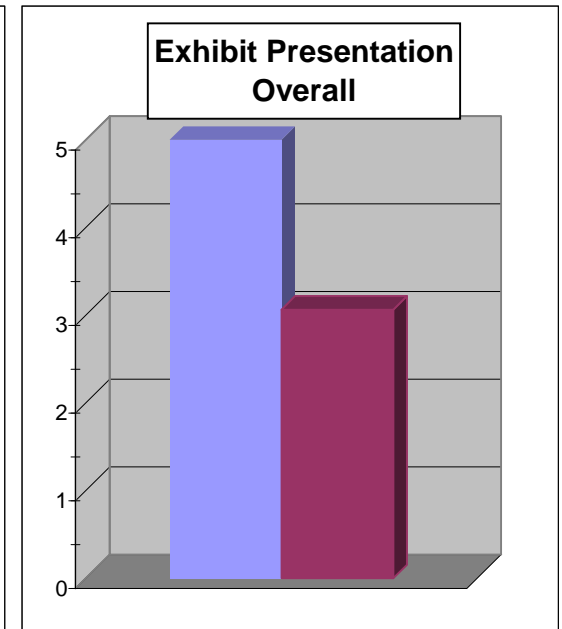
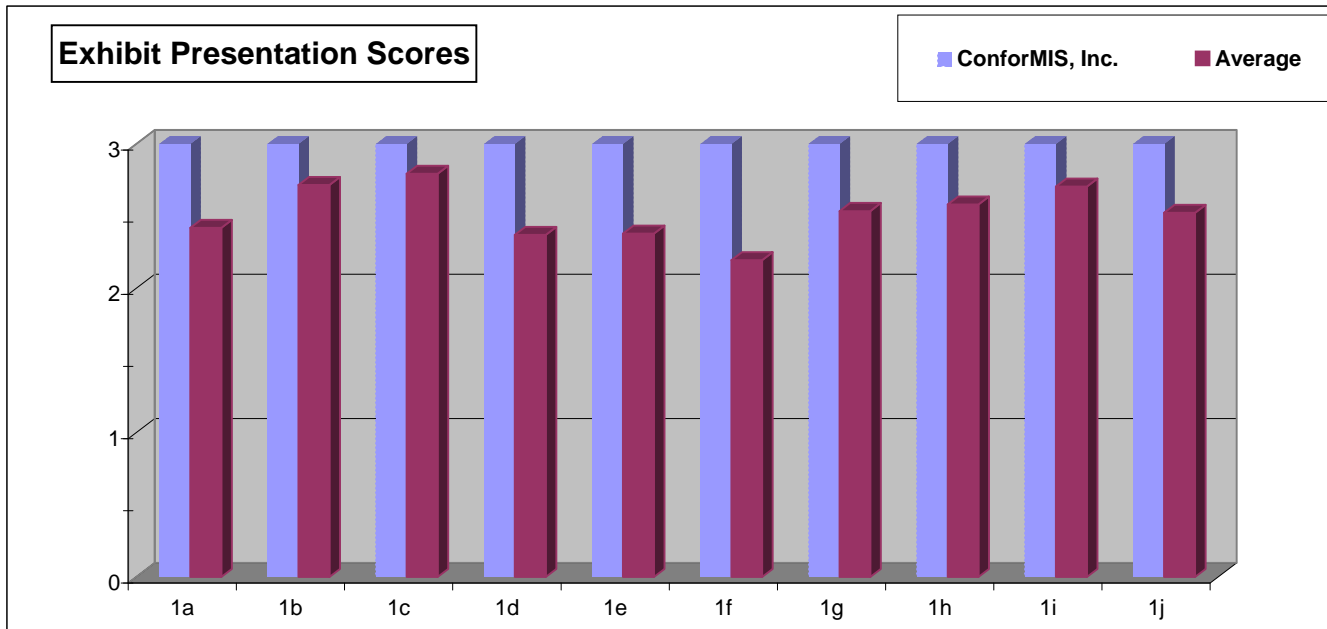
Date/Time: 2/17/11 3:31 PM

Your Score **Show Avg**

Exhibit Presentation

	5=Very effective	4=Effective	3=Somewhat effective	2=Somewhat ineffective	1=Inneffective	Your Score	Show Avg
1 Overall						5.00	3.06
1a Does the overall exhibit grab attendee attention?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.42
1b Is it quickly/easily discernable what the company does/offers?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.72
1c Is it quickly/easily discernable who the company is?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.79
1d Are there sufficient graphics/are they well placed/legible?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.37
1e Do the graphics communicate clear and concise message(s)?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.38
1f Do the message(s) inform/educate/give attendee a reason to stop?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.19
1g Is the exhibit easy to enter?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.54
1h Is the exhibit easy to navigate?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.58
1i Can visitors quickly discern what is displayed and where?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.71
1j Is there enough open space for attendees?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.52
1k Is the corporate identity effectively integrated in exhibit design?			3 = Yes	2 = Somewhat	1 = Needs improvement	3.00	2.64

Comments



See <http://www.aaos.org/education/anmeet/exhibits/boothevalreport.pdf> for details.



For: ConforMIS, Inc.

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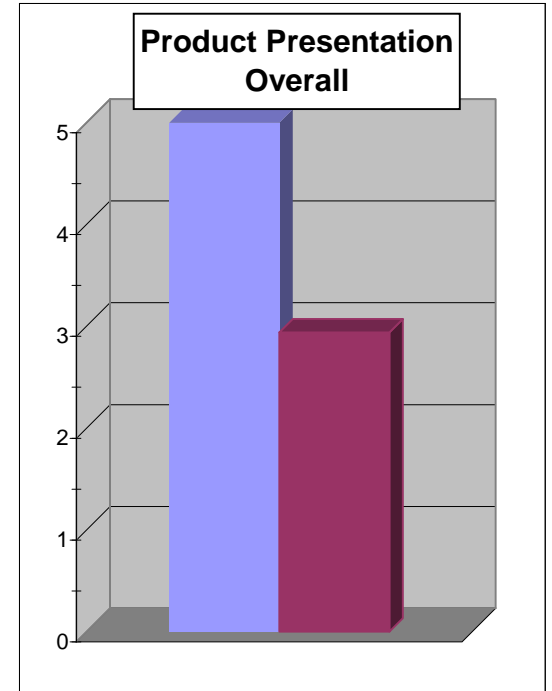
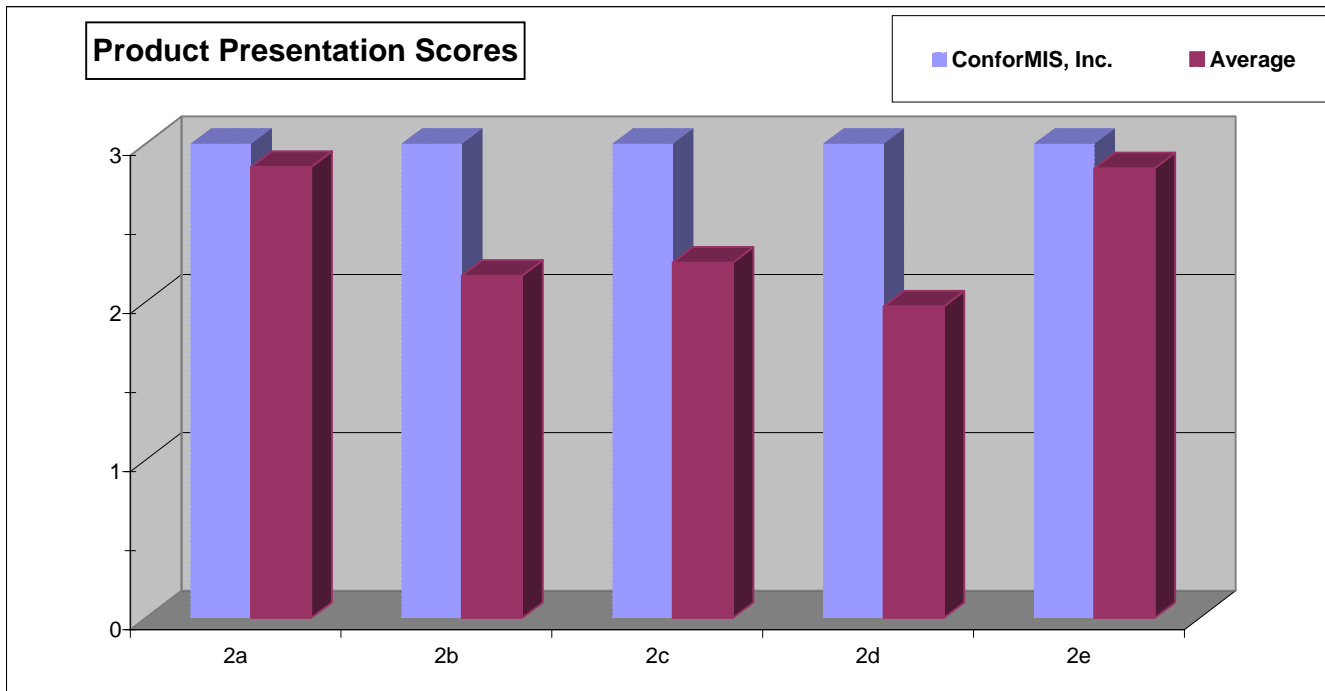
Date/Time: 2/17/11 3:31 PM

Your Score **Show Avg**

Product Presentation

	2 Overall	5=Very effective 4=Effective 3=Somewhat effective 2=Somewhat ineffective 1=Ineffective	5.00	2.94
2a	Are products physically displayed and/or actively being presented?	3 = Yes 2 = Somewhat 1 = Needs improvement	3.00	2.85
2b	Is the display/presentation thoughtful/creative/unique?	3 = Yes 2 = Somewhat 1 = Needs improvement	3.00	2.17
2c	Is the display/presentation engaging and/or interactive?	3 = Yes 2 = Somewhat 1 = Needs improvement	3.00	2.25
2d	Is feature/benefit signage integrated into display/presentation?	3 = Yes 2 = Somewhat 1 = Needs improvement	3.00	1.97
2e	Is takeaway product/service information readily available?	3 = Yes 2 = Somewhat 1 = Needs improvement	3.00	2.84

Comments



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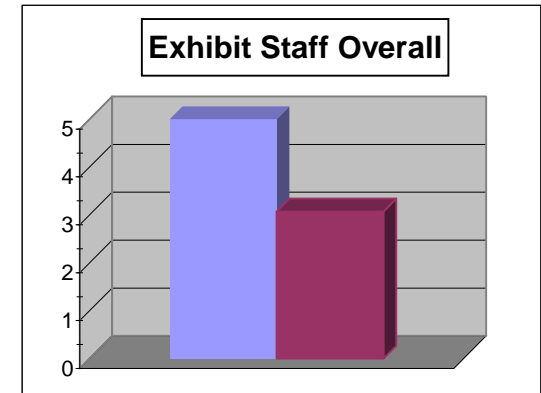
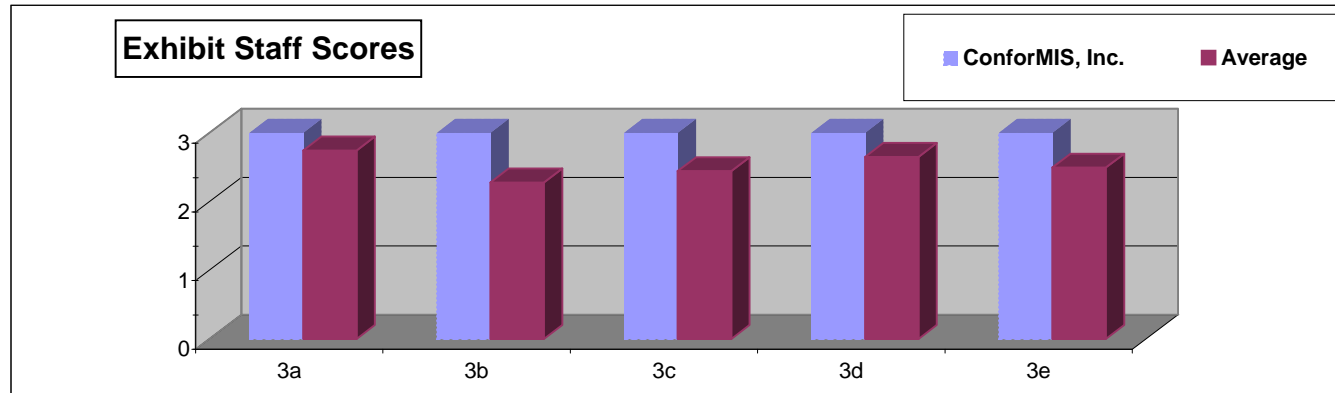
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Your Score **Show Avg**

Exhibit Staff

	5=Very effective	4=Effective	3=Somewhat effective	2=Somewhat ineffective	1=Ineffective	Your Score	Show Avg
3 Overall						5.00	3.07
3a Are there an appropriate number of booth staffers?	3 = Yes	2 = Somewhat	1 = Needs improvement			3.00	2.74
3b Does this dress quickly/visibly identify them as a booth staffer?	3 = Yes	2 = Somewhat	1 = Needs improvement			3.00	2.28
3c Do they keep body language open to visitors/attendees in aisles?	3 = Yes	2 = Somewhat	1 = Needs improvement			3.00	2.44
3d Are they quickly responsive to booth visitors?	3 = Yes	2 = Somewhat	1 = Needs improvement			3.00	2.65
3e Are booth staff behaviors appropriate? If so, what?	3 = Yes	2 = Somewhat	1 = Needs improvement			3.00	2.50

Comments



Overall Total = Exhibit + Product Presentation + Staff **15.00** **9.08**

