

Company Logo		Company Name Address
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EXHIBIT STAFF EVALAUTION FORM

EMPLOYEE INFORMATION			
Employee Name			
Job Title			
Department			
Supervisor			
Evaluation Prepared By		Evaluation Date	
Trade Show Name		Show Dates	

The ten attributes below represent the attributes of an ideal booth staffer. Please rate each prospective staffer on all ten categories. First, ask the staffer to rate themselves. Then, ask their manager to rate them to get a balanced perspective. The people with the highest total scores are likely to be your most effective exhibit staffers. If you find your team scores low on two or more attributes, consider providing exhibit staff training.

ATTRIBUTE	Self Rating 1 (Low) – 5 (High)	Supervisor Rating 1 (Low) – 5 (High)
1. Positive Attitude Toward Tradeshows:		
<i>Likes tradeshows, views as an opportunity.</i>		
<i>Would be a good role model and mentor for other staffers.</i>		
2. Dependable and Accountable:		
<i>Can count on to work their schedule and attend meetings.</i>		
<i>Accepts accountability for supporting and achieving show goals.</i>		
3. Team Player:		
<i>Is considerate of team members. Works well with colleagues.</i>		
<i>Willing to interact with visitors outside of their area/territory.</i>		
4. Energetic:		
<i>Can proactively work booth and stay upbeat for hours required.</i>		
5. Outgoing Personality:		
<i>Enjoys meeting new people. Not reluctant to approach and engage.</i>		
<i>Has a polite, professional and helpful demeanor.</i>		
6. Effective Questioner:		
<i>Inquisitive, willing to ask qualification questions.</i>		
<i>Uses mostly open-ended questions.</i>		
7. Good Listener:		
<i>Listens with eyes and ears.</i>		
<i>Listens to and clarifies understanding.</i>		
8. Possesses Company, Product, and Market Knowledge:		
<i>Knows company well.</i>		
<i>Know products/services well.</i>		
<i>Knows market/competition well.</i>		
9. Concise and Persuasive Communicator:		
<i>Not long winded.</i>		
<i>Tends to talk in terms of benefits versus features.</i>		
<i>Asks for listener feedback.</i>		
10. Commitment & Lead Capture:		
<i>Understands importance of getting visitor to commit to next action.</i>		
<i>Has a sense of urgency. Knows when and how to end conversations.</i>		
<i>Willing to use lead capture device.</i>		
TOTAL SCORES	0	0

To update scores, highlight Total Scores cells, hit F9.

Comments:

Selected as Exhibit Staffer? Yes No