2016 Y.E.S. Expo Day Judging Form: **Best Marketing Piece**

Y.E.S. FOR ARKANSAS
A PROJECT OF THE ARKANSAS ECONOMIC ACCELERATION FOUNDATION
AN AFFILIATE OF ARKANSAS CAPITAL

Friday, January 27, 2017

Judge: _____

Judging Scale:
0 - Not Demonstrated
1 - Unsatisfactory
2 - Needs Improvement
3 - Effective
4 - Highly Effective
5 - Outstanding

Booth #	Business Plan Name	Product			Promotion	Visual	Total
		Features & Benefits	Price & Competitive Advantage	Product Placement	Appealing to Target Market	Visual Appeal	