

RHS Tradestand Assessing Criteria 2023	Outstanding An outstanding, original and superbly executed design. Impressive planting scheme with a positive and stimulating environment that is an asset to the show.	Excellent A creative, inventive and impactful design. Imaginative planting scheme with an attractive, welcoming environment that makes an excellent contribution to the show.	Very good A high quality and interesting design. Thoughtful planting scheme with a pleasing, interesting environment that makes a very good contribution to the show.	Good A Pleasing, creative and complementary design. Good use of plant materials with a cohesive and careful retail environment. Of the standard expected at an RHS show.	No award A functional design which could improve and struggles to meet expected show standards. Regulations may have been ignored.
Overall design	<ul style="list-style-type: none"> • An outstanding design that creates visual impact and outstanding visual theatre • All aspects of the stand design enhance the product, brand and the show • An innovative and original concept that has been well planned and executed • An impressive scale of endeavour has been undertaken which completely alters the space 	<ul style="list-style-type: none"> • Stand design has a range of interesting features that create visual theatre • Stand design is creative, cohesive, and alters the allocated space • An inventive approach has been taken to the overall design to deliver notable visual impact • A substantial scale of endeavour has been delivered relative to the space 	<ul style="list-style-type: none"> • Stand design is very pleasing and is in keeping with the show • A cohesive, creative design has been executed with some interesting features • A very good effort has been made to create some interesting features within the design • A very good scale of endeavour has been delivered to create strong visual impact 	<ul style="list-style-type: none"> • Stand design is aesthetically pleasing and creates a cohesive shopping experience • A good scale of endeavour has created visual impact • Design could incorporate some more interesting features (e.g. increased retail theatre, planting, dressing, and fixtures) 	<ul style="list-style-type: none"> • Design is functional but lacks impact or creativity • Tradeshow in style and not in keeping with the look of the show • Stand detracts from overall product message • Boundaries, planting and presentation require improvement
Use of plant material	<ul style="list-style-type: none"> • Planting scheme is impressive, well thought out and has scale • Excellent quality plant material used to striking and original effect • Planting scheme relates to the stand and ties in seamlessly with product and the show 	<ul style="list-style-type: none"> • Planting scheme is imaginative and complements the stand design • Plant material is of high quality and has scale • Impactful plant material /planting makes a big contribution to the overall stand 	<ul style="list-style-type: none"> • Planting/plant materials have been thoughtfully used in the display to create an interesting and enticing shopping environment • Plants are of good quality and give impact • Planting links to the theme of the stand 	<ul style="list-style-type: none"> • Plant material has been used and is of good to average quality • Plant material/planting gives some impact • Plant material could link more strongly to the stand 	<ul style="list-style-type: none"> • Plant material is absent or minimal • The quality or maturity of plant material needs improvement • Artificial grass or flowers have been used • Little or no compliance with biosecurity rules
Visual merchandising	<ul style="list-style-type: none"> • VM seamlessly ties the product in with the theme of the stand. Stand is remarkable • Product message and end use is impeccably clear • New and imaginative ideas show the products in use and give striking visual impact • Creative demonstration of educational/informative aspect where appropriate 	<ul style="list-style-type: none"> • VM shows the product in an imaginative and attractive manner and links to show • Props used to create impressive visual impact • Product message is clear and has been displayed with flair • Creative demonstration of educational/informative aspect where appropriate 	<ul style="list-style-type: none"> • VM enhances the product by clear merchandising within product stories, ranges or categories • Innovative VM techniques have been incorporated to enhance products and ranges • Product message is recognisable throughout the stand design 	<ul style="list-style-type: none"> • VM is complementary to the product • Some care has been given to the merchandising of products in categories or ranges • Product and brand message are mostly recognisable • More could be made of branding and retail theatre 	<ul style="list-style-type: none"> • Little or no VM • Products randomly placed • Product message is unclear • Stand is misleading • Product is overstocked/untidy • Branding and retail theatre is lacking
Presentation and storage	<ul style="list-style-type: none"> • Products and plant materials create a very positive and inviting environment • Product and brand has been elevated by its presentation. • Stand is neat, tidy and extremely well presented • Storage is incorporated into the stand in a way that enhances the overall stand design • Maximum and imaginative use of space enhances the overall concept and show 	<ul style="list-style-type: none"> • Product placement creates an inviting shopping environment • Product and brand improved by its presentation • Stand is neat and tidy and well presented • Storage incorporated into the stand in a way that complements the design • Excellent use of the space that enhances the overall design concept 	<ul style="list-style-type: none"> • All products are presented neatly in an interesting or informative way • Stand is free of non-stand materials • There is a clear entrance and path through the stand • Storage has been seamlessly incorporated into the design • A very good attempt has been made to adapt the stand to the space 	<ul style="list-style-type: none"> • Products are neatly presented in a uniform fashion • Stand has been well adapted to the space • Space is underutilised or difficult for customers to navigate • Storage is good quality, but equipment/stock is still visible to the customer • Stand may present as disorderly. 	<ul style="list-style-type: none"> • Non-relevant items are visible (e.g. food or drink) • Stand is cluttered or disorganised • Back of house areas exposed • Stand has no clear pathway for visitors • Space has been wasted or under utilised • Storage is absent, minimal or not considered. Equipment/stock is visible
Signage	<ul style="list-style-type: none"> • Signage is inventive and faultlessly in keeping with brand • Signage, literature and labels enhance the overall presentation • Labelling is clear, neat and enhances brand • Price labels have been seamlessly included where appropriate 	<ul style="list-style-type: none"> • Signage is excellent quality and complements the brand • Signage, literature and labels complement the design of the stand • Labelling is clear, neat and reflective of brand • Price labels complement products where appropriate 	<ul style="list-style-type: none"> • Signage, literature and labels representative of the brand and identifies the company • Labelling, literature and signage are clear, neat and in keeping with the design of the stand and the products 	<ul style="list-style-type: none"> • Signage, literature and labels are good – clean and undamaged • Signage, literature and labels could be better used to enhance the product display • Pricing labels lack cohesion with product 	<ul style="list-style-type: none"> • Signage is inappropriate for the brand, product or stand size • Signage, literature and labelling is absent or limited • Reliance on pop-up or banner signage
Attention to detail and finish	<ul style="list-style-type: none"> • Fixtures and fittings are outstanding quality • Materials seamlessly blend with the design and product • Stand is entirely free from snags and attention to detail is outstanding • Stand is eye-catching, beautifully dressed and impactful 	<ul style="list-style-type: none"> • Fixtures and fittings are excellent quality • Materials complement the product and stand design • Stand dressed and finished to an excellent standard that elevates the brand and products to customers 	<ul style="list-style-type: none"> • Fixtures and fittings are very good quality • Stand is dressed to a very good standard and is interesting to customers • Finish is very neat and tidy • Appropriate materials have been used 	<ul style="list-style-type: none"> • Fixtures and fittings are of good, functional quality • Finish is good; neat and tidy • Stand is dressed to a good standard to comply to regulations • Materials could better link to the overall design 	<ul style="list-style-type: none"> • Stand construction is poor with little/no consideration given to wall or floor dressing • Inconsistent finish or unrepresentative of the product • Ground not floored or dressed • Boundaries undefined