

Guidelines for True Wealth Exhibition

The exhibition is worth 20 points of your project grade. Preparation for exhibition is your only homework this week. Here's what you need to know to do well.

What should I bring?

- A concise explanation and justification for your proposal in your head that you are ready to share with attendees. Practice this pitch ahead of time. You'll have a limited time with each individual and will need to be as convincing as possible. We'll be ringing a bell or something similar to indicate to attendees to move on to the next exhibit. Make sure you describe how your product, service, policy, or development project contributes to local resilience. This will be the main criteria that attendees will be assessing.
- Your proposal in a three-hole folder or binder for attendees to look through. Your proposal should include a print-out of your financials as your final section and have a title page.
- A visual aid to support your proposal. Visual aids can include posters, videos, slide shows, brochures, models, or demonstration of your product or service. Visual aids can be interactive. You should also think about how to use your slogan in creative ways.

Examples:

- Have attendees take a survey or try on your product
- Design a logo
- Provide photos of products similar to your own
- Show photos of what your production process would look like
- Draft some mock blueprints

You will have about half of a three-foot table to set a laptop, display photos, or design drawing. I will have table for putting things on the walls

What should I wear? - Professional dress

When should I arrive? - Arrive at 5:00 p.m. so you can get set-up in the place and practice your pitch before people start showing up

What can I win? - The top three proposals as determined by voting will receive prizes from local businesses (e.g. gift cards and/or coupon books)

How will I be evaluated? - I'll be evaluating your exhibition based on the same criteria as the rest of the proposal: Accuracy, language, creativity, logic, and, to a lesser extent, the level of detail.