### Marketing Poster Component

<table>
<thead>
<tr>
<th>Criteria Name and Section Headers</th>
<th>Scoring Criteria and Explanations</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Displays NOT set up prior to the start of judging will have 5 points deducted.</td>
<td>Is missing MORE than one of the criteria: company name, location and/or any required headers</td>
<td>0</td>
</tr>
<tr>
<td>1 Is missing ONE of the criteria: company name, location, and/or any required headers</td>
<td>Includes ALL criteria: company name, location, and ALL required headers</td>
<td>2</td>
</tr>
</tbody>
</table>

### Overall Visual Presentation

- **Criteria:** How does my poster look to others?
  - Is it attractive to look at?
  - Is it organized and easy to follow?
  - Did we use the same font style throughout and is it easy to read from 1.5 m away?
  - Are the HEADERS the same size font?
  - Is the written information the same size font?

### Quality of Marketing Poster

- **Overall Creative Design (1 point)&eacute;&nbsp;&nbsp;**
  - Is the theme connected to the theme?
  - Are the measurements in metric units?
  - Is the poster bigger than 36 in x 48 in?
  - Is the written information the same size font?

### Grammar and Spelling

- **Did we check our spelling and punctuation?**
  - There are too many errors and it is very hard to read
  - There are many errors that make it hard to read
  - There are some errors that make it a little hard to read
  - There are a few errors, but it is still easy to read
  - There are a few small errors, but it is easy to read
  - There are no errors and it is easy to read

### Photo Captions and Credit

- **Source:** Did we include where we found the photo? program, website, etc.
- **Quality:** Is the picture clear and easy to look at?
- **Caption:** Did we explain what’s happening in the photo?
- **Photo credit:** Did we include the name of the photographer if it’s known?
- **Images:** Are the measurements in metric units?

### Abstract

- **ABSTRACT:** Note: ONE point will be deducted for abstracts over the word limit.

### Company Information

- **Criteria:** Introduces your company
- **Abstract:** Is within the word limit and includes a vague or general description of how the company met most of the criteria.
- **Abstract:** Is within the word limit, includes a vague or general description of how the company met all 4 criteria.
- **Abstract:** Is within the word limit, provides a clear, strong, & complete description of how the company met all 4 criteria.
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### Theme: Excite, Educate, Empower: Students engineering solutions to global problems

- **In your written response:**
  - The theme is not addressed
  - A vague or unoriginal description of how ROVs are used to address some but not all of the global problems
  - A general description of how ROVs are used to address each of the global problems
  - A detailed description of how ROVs are used to address each of the global problems
  - An original and detailed description of how ROVs are used to address each of the global problems

### Marketing Poster Component

- **Photos:** Photos NOT related to the use of ROVs & connected to the theme.
- **Images:** Includes photos related to the use of ROVs and connected to the theme.

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### Marketing Poster Component

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- **Images:** Includes photos related to the use of ROVs and connected to the theme.
**DESIGN RATIONALE: NOTE: This should be the bulk of the Poster Display.**

**Rationale:**

- Did we show the main parts (features) of the ROV, including its tools and safety features?
- Did we explain (justify) why the ROV’s parts and tools are well designed to complete the product demonstration tasks?
- Did we connect the benefits of the ROV design to the real life tasks the product demonstrations simulate?

**Vocabulary and phrasing**

<table>
<thead>
<tr>
<th>Rationale</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overly technical, or difficult to follow by a non-technical audience</td>
<td>None included</td>
<td>Included but difficult to interpret or require technical knowledge to understand</td>
<td>Included and understandable to a non-technical audience</td>
<td>Comprehensible to non-technical audience</td>
<td>Mostly understandable to a non-technical audience</td>
<td>Completely understandable to a non-technical audience</td>
</tr>
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**Photos, diagrams, or sketches of the ROV’s key design features**

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**COMPANY EVALUATION / MARKET ASSESSMENT**

Your company answers the following questions:

- How would you describe your company’s overall success?
- What do you consider the best thing about your company and your ROV?
- What, if any, future plans do you have for enhancements or improvements?
- What was the most rewarding part of this experience?
- How has preparing for this helped strengthen your company’s skills and outlook?

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<th>5</th>
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<tbody>
<tr>
<td>None of the questions were answered</td>
<td>Some questions are answered completely but others require more thought or effort</td>
<td>Most of the questions are answered but more thought or effort could be made</td>
<td>All of the questions are answered but more thought or effort could be made</td>
<td>All of the questions were thoroughly and thoughtfully answered</td>
<td></td>
<td></td>
</tr>
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**ACKNOWLEDGMENTS**

- Did we list companies, organizations, and/or individuals who provided us with financial (money), logistic (e.g. organizing meetings), and/or moral (encouragement!) support?

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<td>Does not include acknowledgments</td>
<td>Includes acknowledgments but does not recognize MATE</td>
<td>Includes acknowledgments and recognizes MATE</td>
<td></td>
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**TOTAL MARKETING DISPLAY SCORE =**

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**DISCRETIONARY POINTS**

Evidence of the following activities or marketing strategies:

- Mission statement and/or tag line
- Photo journals, pamphlets or “other” marketing strategies
- Company spec sheet and/or safety manual
- Community service and/or mentoring outreach

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<th>5</th>
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<tbody>
<tr>
<td>NO effort made</td>
<td>Evidence of 1 of 4 options</td>
<td>Evidence of 2 of 4 options</td>
<td>Evidence of 3 of 4 options</td>
<td>Evidence of 4 of 4 options</td>
<td>Exceptional Marketing Display with evidence of 4 of 4 options</td>
<td></td>
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**Discretionary Points Earned (5 points max)**