

Name: _____

Aligned to the following standards:

CS.05; CCSS.SL.9-10.1; CCSS.SL.9-10.2; AG.5; CRP.04; CRP.07; CRP.08; CRP.10

Putting It All Together

Part 1

Directions:

Imagine you're a company debuting your groundbreaking new product at a high-stakes trade show! Your mission is to design an eye-catching booth that showcases your product, complete with marketing materials, an interactive element and a persuasive sales pitch. Your team will compete to grab attention and impress visitors, including your classmates, teachers and community members. The most engaging and innovative booth could win a special prize — so get creative and bring your best ideas to life! Fill out the planning document below to get started.

Booth Creation Planning Document (Tri-Fold Board Layout)

Group Name: _____

Product Name: _____

Objective

Create an engaging tri-fold board that showcases your product. Use the checklist below to ensure all required components are included. Check off each part as you complete it.

Tri-Fold Board Layout Checklist

1. Title/Branding

- _____ **Product Name:** Clearly written and displayed at the top center of your board
- _____ **Team Name:** Neatly displayed under or near your product name
- _____ **Slogan/Tagline:** Include a short, catchy slogan or tagline that communicates your product's purpose.

2. Left Panel: Product Details

- _____ **Product Description:** Write a brief overview of your product and what it does.
- _____ **Problem It Solves:** Explain what issue your product addresses and why it's important.
- _____ **Target Audience:** Identify who would use or buy your product.

3. Center Panel: Visuals and Key Features

- _____ **Main Visual (Image or Graphic):** Add an eye-catching picture, chart or graphic that explains your product.
- _____ **Product Sketch:** Add the sketch you completed earlier on in this lesson series.
- _____ **Key Features and Benefits:** List at least three to five unique features or benefits of your product.
- _____ **Product Demo Space:** Leave space for your prototype or a physical demo near this section.

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4. Right Panel: Marketing and Engagement

- _____ **Marketing Materials:** Attach a brochure, flyer or social media post mock-up for visitors to see. Include your commercial playing on a loop on a device.
 - _____ **Pricing (if applicable):** Include a clear pricing structure or example cost.
 - _____ **Call to Action:** Add a phrase encouraging visitors to interact with your booth, like "Try it today!"
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5. Overall Presentation

- _____ **Theme/Color Scheme:** Use a consistent and professional color scheme that matches your product's branding.
 - _____ **Neatness:** Ensure all parts of the board are organized and visually appealing.
 - _____ **Creativity:** Add creative touches like borders, 3D elements or fun designs to make your booth stand out.
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Final Booth Quality Check

Before the trade show, ensure your tri-fold board includes:

- _____ All sections filled out completely.
- _____ Easy-to-read text and professional-looking visuals.
- _____ A design that grabs attention and makes people want to stop and learn more.

Part 2

Welcome to Trade Show Day! Follow the steps below to make the most of this interactive experience.

- a. Before the class starts, make sure your booth is fully set up and ready to go.
- b. Check that your tri-fold board, marketing materials, product demo and any interactive activities are in place and organized.

- a. When the trade show begins, stay at your booth and welcome visitors.
- b. Use your sales pitch to explain your product's purpose, features and benefits.
- c. Engage visitors by showing them your demo, encouraging them to participate in your activity or answering their questions.
- d. Be confident and enthusiastic — you are the expert on your product!

- When it's your turn, leave your booth and rotate around the room to visit other booths.
- Take time to learn about each product by asking questions and participating in the activities or demos.
- Fill out your **Student Activity Sheet** as you visit each booth. Write down your thoughts about the product's features, marketing and overall presentation.

- a. At the end of the trade show, make sure your booth is cleaned up and all materials are collected.
- b. Complete any remaining parts of your **Student Activity Sheet**, reflecting on what you learned from the trade show.

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Part 3

Directions:

Reflect on your trade show experience by answering the questions below.

1. Which booth was the most creative or engaging? Why?

2. What is one thing you learned about marketing or product design by visiting other booths?

3. How did this experience help you understand the importance of communication and presentation skills?

4. How did you feel while presenting your booth? What surprised you about the experience?

5. What did this experience teach you about teamwork and collaboration? How did your group work together to prepare for the trade show?

6. If you were to create a completely new product and booth, what would you do differently? What would you keep the same?