

2008 Poster Competition!

PRIZES*: Grand Prize = Round trip tickets for five passengers (5) and one car (1) on the SuperFerry! (\$700 value for one winner)

Blue Ribbon Prizes = \$200 (2 winners)

Red Ribbon Prizes = \$100 (5 winners)

*Business Plan Competition Finalists are ineligible to win Poster prizes, but are allowed to Poster pitch to the entrepreneurs for one more opportunity to meet them before the Finals. Elevator Pitch Competitors and all other Business Plan Competition entrants are eligible for prize money.

Participants: All students/teams who are entrants in the Business Plan Competition are automatically registered! Please man your space unless you notify us otherwise. Even if you don't make the Semi-Finals, you still have one more chance to talk to the entrepreneurs for private funding, and, a change to win fabulous prizes!

Student participant objectives: Students will develop skills/tools to communicate their business/model when presented with minimal time conversation opportunities.

Students will develop skills/tools for visual/verbal executive summarization. Creating the posters should help them to formulate their executive summaries and elevator pitches.

Students will also have higher level business/career networking exposure to Entrepreneurs and Capitalists attending the Conference.

Students should develop skills to:

- encourage people to look at their poster
- offer a basic overview of the venture
- point out features/sections
- encourage people to ask questions
- offer explanations or details
- use eye contact and non-verbal cues
- 'work' the audience

Audience objectives: Judges and Conference attendees will gain greater, personal, first hand knowledge about the business plans they will judge/view.

Time: Poster sessions will run from 6:15pm to 7:00pm on Thursday, just before the banquet and 7:15pm. Teams should have their posters set up before 6:00 on Thursday.

Place: Aloha Center Mall

Venue reqs: ½ of an eight foot table will be provided. There will be ten tables total. There is a temptation for undergrads to read presentations. This is not appropriate in a poster session. In poster sessions, students may not read from a script. The Poster should contain all the info required to present to an individual or small group. Presentations should also NOT be memorized. Presenters should know their business in detail, and since the audience may ask for different information at different times, presenters may be required to answer questions they might not predict.

Logistics: Presenters should use 3' x 4' poster boards – although more creative presentation set ups are welcome. 3x4's can be folded in threes to allow for a standing board. (Poster boards are NOT provided, get them at the Bookstore or at WalMart) This format will allow 16 (8.5 x 11) pages in landscape orientation. Presenters will need push pins to affix paper to poster boards. Presenters can also offer brochures, business cards, etc.

Presenters may bring any other materials that will fit on their table, as long as it does not distract from other presentations.

After the poster session, presenters must remove all materials or they will be collected as trash.

Hints for Presenters:

- Use a simple, uncluttered format for Posters.
- Stick to one or two colors only; use color only for a well-defined purpose -- but not for decoration.
- Do not use hand-written materials.
- Use a minimum font size of 24 – readable from 3 ft away.
- Use one-and-a-half or double line spacing or 8.5x11 sheets
- Use one-inch margins on all sides.