

## **Maine Building Exhibitor Evaluation Rubric and Scorecard**

**Purpose:** An evaluation tool of current-year participants, including on-site reviews. Evaluations may be used to help assess an exhibitor who re-applies in an upcoming year. Evaluation categories relate to the [Maine Building terms and conditions](#) and post-event reporting requirements.

<b>Evaluation Category</b>	<b>Criteria</b>
<b>Products and Services Alignment (0-10 pts)</b>	Degree to which products/services promote Maine and New England brands, ingredients, supplies, and rural development  No exclusivity expected; clarity on product/service alignment with Maine Building goals
<b>Professional Conduct &amp; Customer Service (0-10 pts)</b>	Exhibitor and associated staff conduct themselves professionally and demonstrate professionalism with building management, other exhibitors, and visitors.  Demonstrates respectful, courteous, and professional behavior at all times  Proper use of customer service & de-escalation resources
<b>Use of Exhibitor Resources (0-5 pts)</b>	Participation in trainings, orientations, webinars, and meetings as required  Responsiveness to resource materials and requests
<b>Logistics and Operations Compliance (0-10 pts)</b>	Timely submission of requested reports, data, and coordination with officials  Compliance with event planning needs and promotional efforts
<b>Deadline Compliance (0-10 pts)</b>	Adherence to all application, payment, setup, and operational deadlines  Failure to meet deadlines may limit future eligibility

<b>Evaluation Category</b>	<b>Criteria</b>
<b>Exhibition Area &amp; Presentation Quality (0-10 pts)</b>	Booth setup within allotted space, professional signage, tidy appearance  Compliance with ADA, safety, and emergency egress requirements  Quality and appropriateness of product display
<b>Product and Staff Quality Standards (0-10 pts)</b>	Maintains Maine brand integrity through product quality and staff appearance  Prices clearly displayed, receipts provided, no unauthorized special sales
<b>Staffing &amp; Operational Presence (0-10 pts)</b>	Booth staffed during all event hours, responsible load-in/out, adequate inventory  Responsible use and care of shared spaces and equipment
<b>Waste Management &amp; Cleanliness (0-5 pts)</b>	Maintains booth cleanliness, properly disposes of trash and recyclables  Keeps shared spaces (kitchen, breakrooms) clean and orderly
<b>Compliance with Smoking, Vaping, Cannabis Policy (Pass / Fail)</b>	No use of tobacco, vaping, or cannabis products on premises or grounds  Immediate ejection and future ineligibility for violations
<b>Compliance with Workplace Policies (Pass / Fail)</b>	Adheres to State of Maine policies on drug/alcohol-free workplace and harassment  Exhibitor is responsible for all personnel compliance
<b>Safety, Security, and Legal Compliance (0-10 pts)</b>	Meets all health, fire, safety codes, and licensing requirements  Proper handling of emergencies, adherence to protocols  No unauthorized public access to non-public areas

<b>Evaluation Category</b>	<b>Criteria</b>
<b>Payment &amp; Agreement Compliance (Pass / Fail)</b>	Timely payment and adherence to agreement terms  For multi-year agreements, completion of renewal documentation and satisfactory performance
<b>Non-Discrimination &amp; Equal Opportunity (Pass / Fail)</b>	Compliance with equal employment and sexual harassment laws
<b>Corrective Actions &amp; Communication (0-5 pts)</b>	Responsiveness to corrective action plans and communications  Maintains open communication through designated channels
<b>Post-Event Reporting Compliance (0-10 pts)</b>	Timely and complete submission of all required post-event reports, sales data, and marketing metrics  Failure to submit or incomplete reports may affect future eligibility and marketing opportunities

**Evaluator Instructions:**

- Use points for scored criteria; 10 as the highest – most favorable. Points should be awarded, not subtracted. Mark Pass or Fail for critical compliance items.
- Note any serious violations that may warrant immediate termination or future ineligibility.
- Provide comments to support scores, especially for areas needing improvement.
- Calculate total points for scored categories.

Determine overall eligibility and future participation recommendations.

### Evaluation Scorecard Template

Category	Max Points Awarded	Notes/Comments
Products and Services Alignment	10	
Professional Conduct	10	
Use of Exhibitor Resources	5	
Logistics and Operations	10	
Deadline Compliance	10	
Exhibition Presentation Quality	10	
Product & Staff Quality	10	
Staffing & Presence	10	
Waste Management & Cleanliness	5	
Smoking/Vaping/Cannabis Policy	Pass/Fail	
Workplace Policy Compliance	Pass/Fail	
Safety & Legal Compliance	10	
Payment & Agreement Compliance	Pass/Fail	
Non-Discrimination Compliance	Pass/Fail	
Corrective Action Responsiveness	5	
Post-Event Reporting Compliance	10	
<b>Total Points</b>	<b>105 +</b> Pass/Fail categories	