

STUDENTS TODAY  
INNOVATORS  
TOMORROW



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## Prototype & Booth References

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#RoadtoInventOR #InventOregon

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# STUDENT EXHIBITION

An important part of the Invent Oregon experience is the student exhibition during the final competition. It's an opportunity for students to showcase their prototypes to judges and attendees.

This document provides guidance and tips on how to create a compelling booth and design inspiration from past competitions so you can see how other students have approached their booth design.

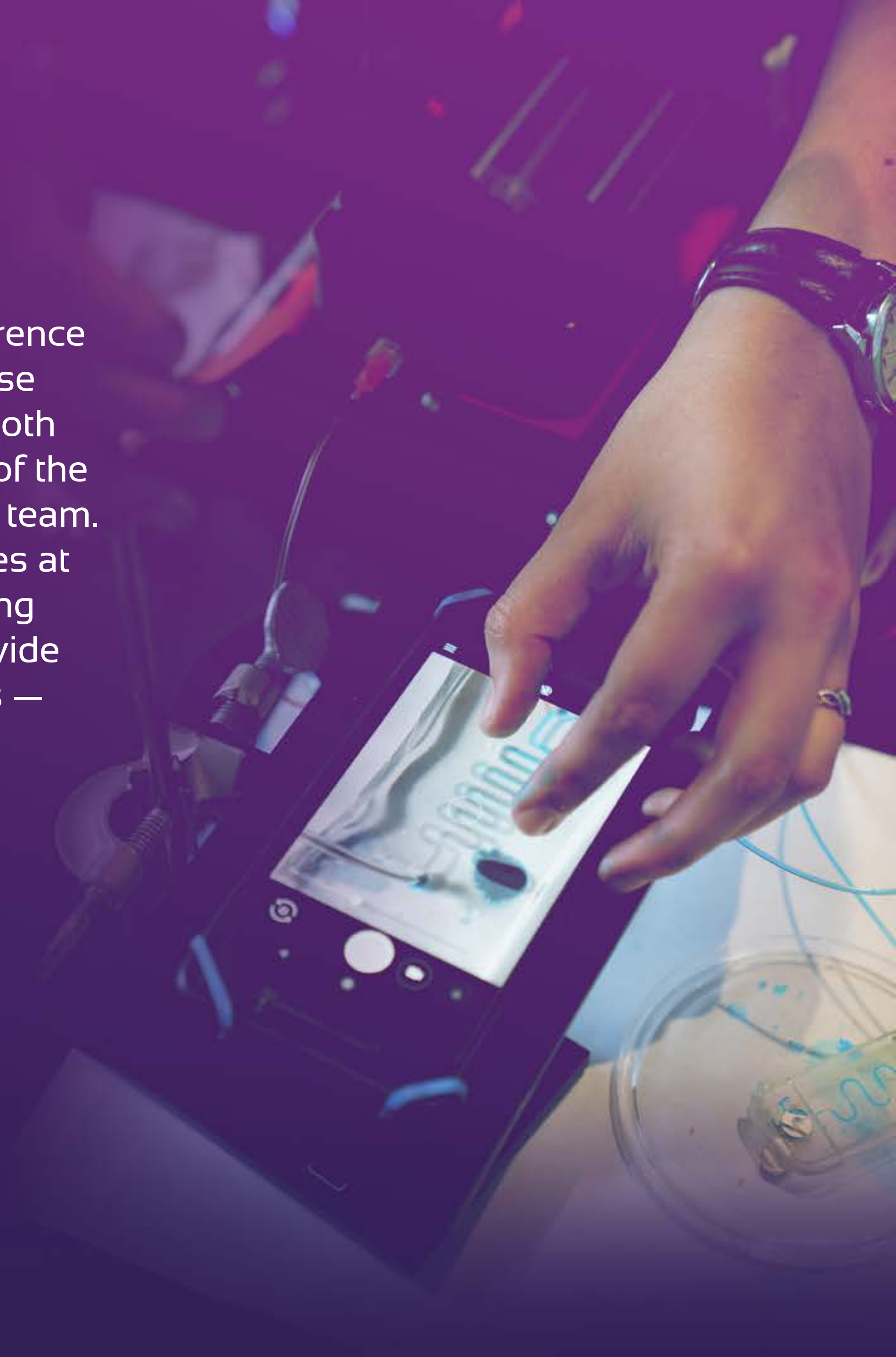


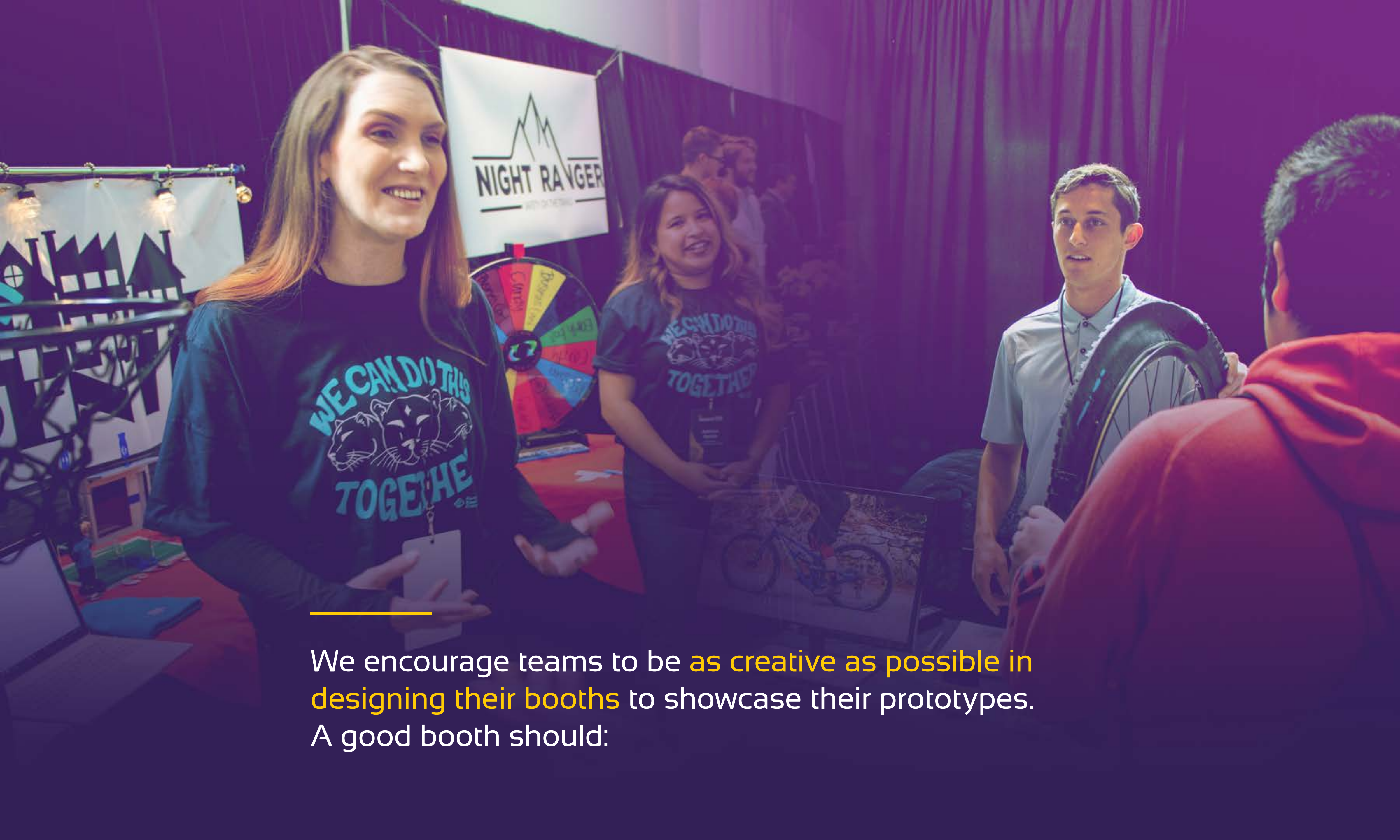
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During the Invent Oregon Finals, each team will have a standard conference booth space with a 10' x 10' footprint and a 6' table for them to showcase their prototype. As part of the judging process, judges will visit each booth to see the design and functionality of prototypes. This is a critical part of the process and judges will use the time to evaluate the progress of each team. Due to time constraints, the judges will spend between 5 and 15 minutes at each booth. Because it's not a lot of time, booths should be eye-catching and memorable. In addition, team members should be prepared to provide concise and compelling information to help judges — and all attendees — understand your concept.

**The booth experience is important because it helps teams:**

- Strengthen speaking skills
- Refine their “elevator pitch” (a 30-second introduction to their prototype or idea) and develop concise, strong talking points around their concept
- Improve networking skills and provides exposure to a “tradeshow” environment
- Understand how to create engaging booths and develop marketing strategies for their prototypes





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We encourage teams to be **as creative as possible in designing their booths** to showcase their prototypes. A good booth should:

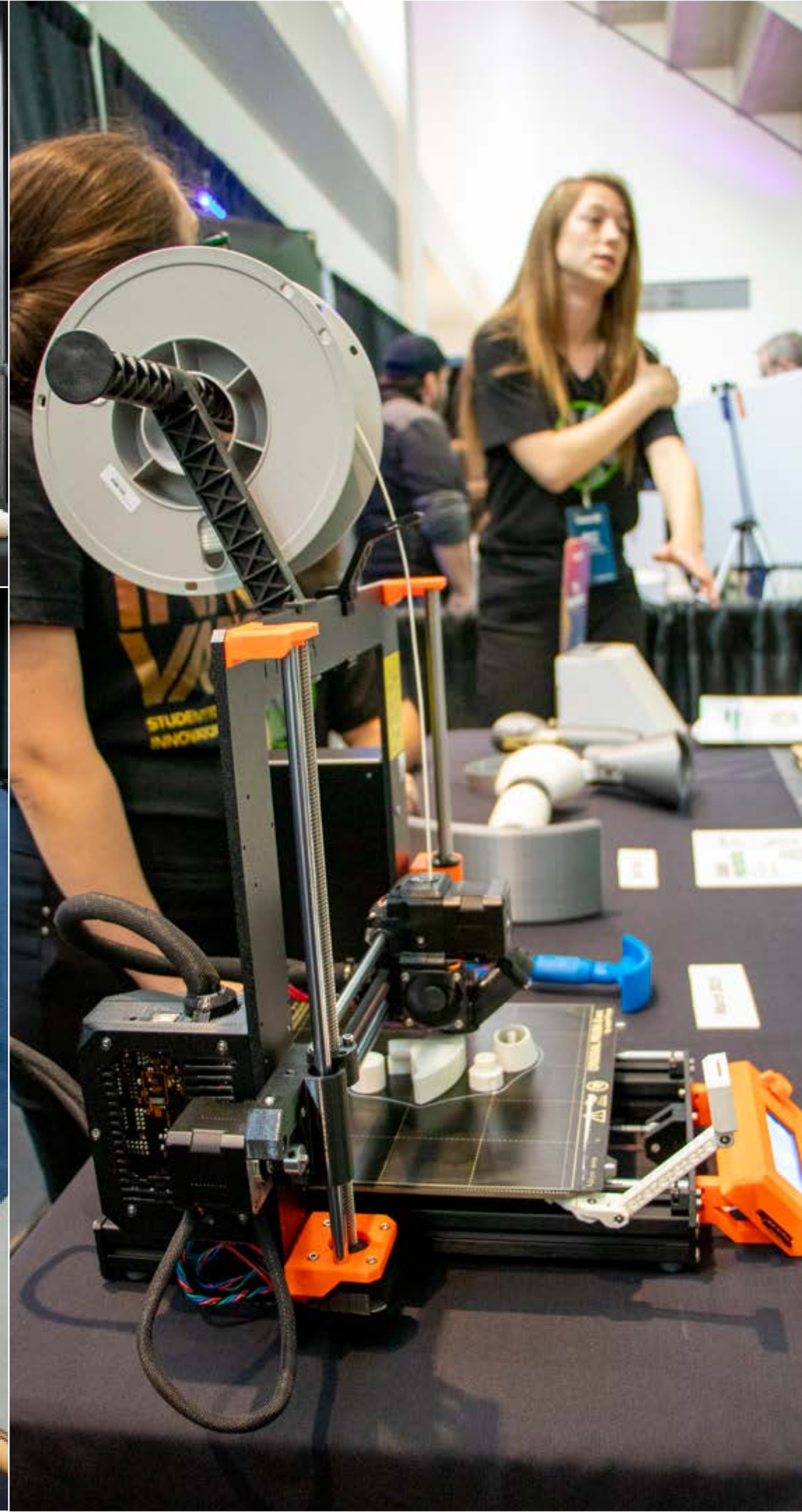
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Clearly display a working or nearly complete prototype. The prototype is the most important part of any booth and should be the main focus. The more complete it is, the better.

## TIPS

- Provide a way for judges and attendees to play with, test, or use your prototype.
- Make sure the focal point of the booth is the prototype-while it is important to have some branding elements, they should enhance, not detract from the prototype.





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Provide visual guides or additional information that help judges easily and quickly understand your prototype, especially if you have complex engineering or mechanical components.

## TIPS

- Provide a one-page executive summary for attendees to read about your concept in more detail. Teams have also used postcards to provide a summary.
- Develop a short video or powerpoint deck that can explain to judges your concept. Teams often have a computer, tablet, or screen with short videos/decks on a loop with additional information.
- Build a poster that explains difficult-to-understand concepts.





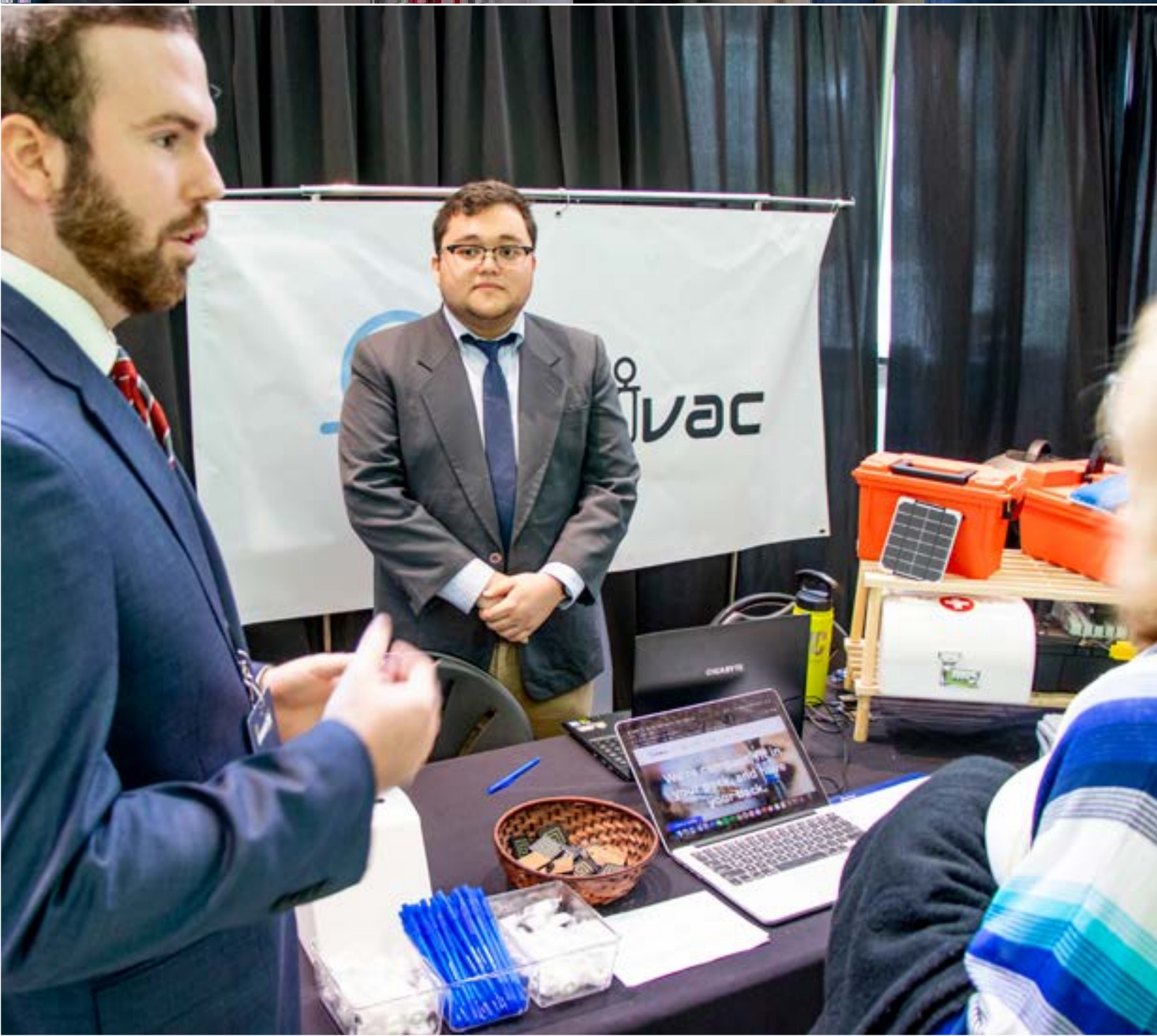
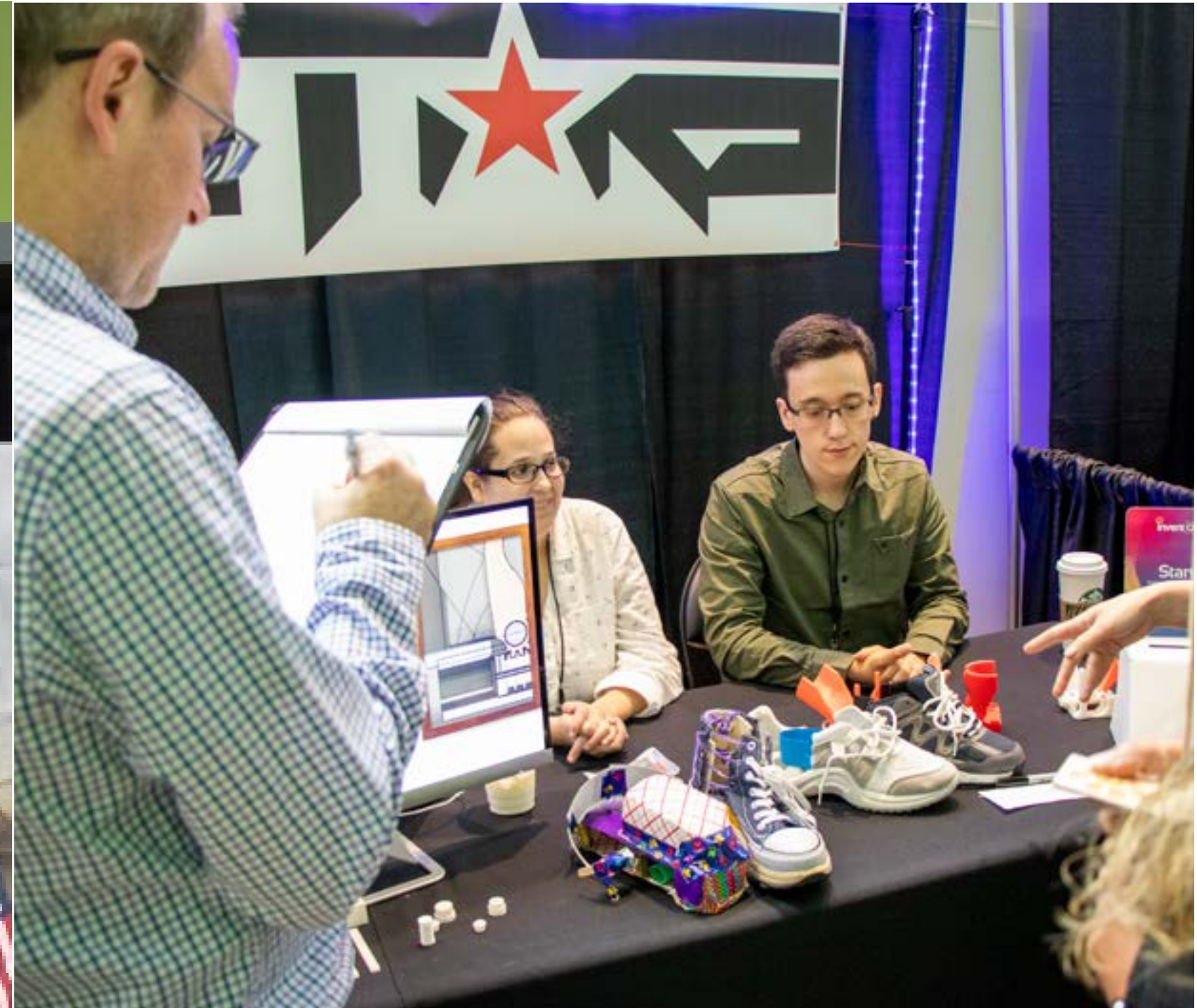
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Clearly display progress. You are scored on how much progress you have made during the 90 day competition and it is important to share the progress with judges

## TIPS

- Display earlier drafts or older prototype versions.
- Explain your progress in your executive summary/video/poster.
- Make sure you track the progress of the prototype during the competition. This means taking photos of previous versions, recording tests, or documenting progress. Teams have used short videos to show failures, or time-lapse showing themselves building their prototype.





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Make your booth interesting and use your space wisely

## TIPS

- Do provide some branding — it's important to leave an impression so judges remember the name of your team. Use banners, or decorations that enhance the booth experience, or provide some collateral like business cards, signs, etc.
- Don't make the booth too cluttered.
- Don't focus too much on gimmicks that detract from the prototype. For example, don't overload your table with collateral/candy/branded items that have nothing to do with your prototype. You should be focusing on the prototype demonstration.
- Don't make your booth look empty and sad.





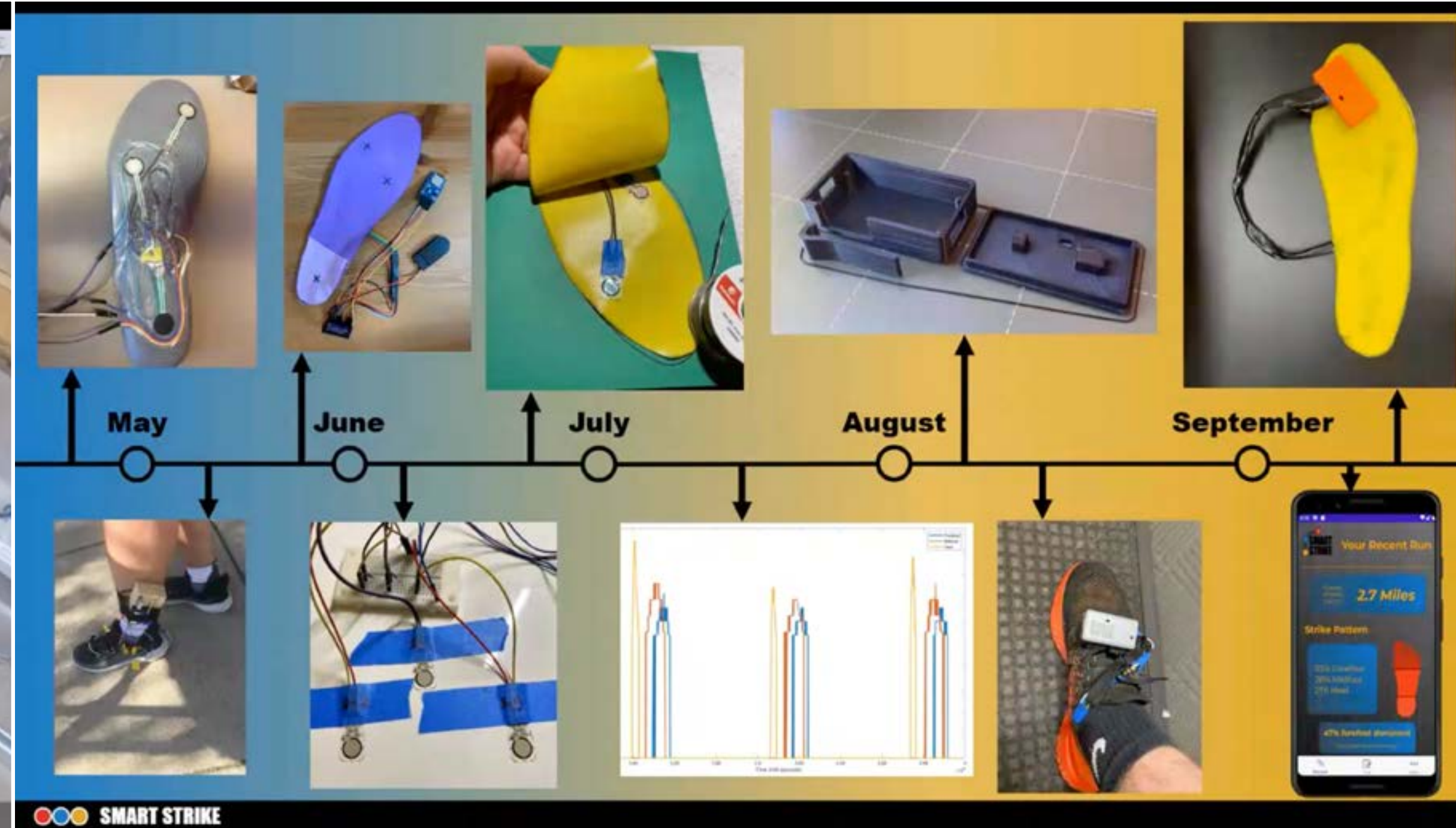
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Even on a virtual setting clearly display a working or nearly complete prototype is key. Utilize the technologies and showcase the prototype through video or live demonstration.

## TIPS

- Provide a way for judges and attendees to understand your prototype.
- Display earlier drafts or older prototype versions.
- Explain your progress in your executive summary/video/timeline slide.





## Product

