

2011 New Venture Showcase Information Sheet
(including Awards Reception)

Friday 9 December 2011
5.30- 9.30pm
QUT, Gardens Point Campus

New Venture Showcase

The New Venture Showcase is a tradeshow event where each JHEC team has the opportunity to showcase their venture. On Friday 9 December 2011 each team is required to showcase its venture for the judges, sponsors, faculty and business leaders. This event will run from 5.30pm until 9.30pm. You should staff your university entry's display and be prepared to answer questions from the attendees.

You are welcome to invite additional guests however guests must register than Friday 26 November 2011.

Teams may begin setting up from 3.30pm. Teams will be allocated their position in the room by the organisers and must remain in their allocated position.

Each team will be provided with:

- 1 x trestle table
- 1 x display board
- 2 x chairs per display

Please note:

Teams requiring access to electrical power at their trade stand MUST advise the organisers NO LATER THAN 21 November on the AV Requirements Form so appropriate arrangements can be made.

Internet access is NOT available through the venue. It is suggested that teams make their own arrangements, for example bring their own portable USB modem.

Your team will need to provide:

All materials needed to erect your display; including stationary items (eg bluetack, pins, paper, sticky tape, velcro dots, double-sided tape etc)

If you are using your laptop to demonstrate, please make sure your battery is fully charged.

Important Note - Those teams wishing to undertake additional activities as part of their display (eg prize draws) should provide details and request permission from the competition organisers well in advance of the event. This will allow time to be allocated in the running order and ensure sponsorship contracts are not breached.

Outstanding Showcase Display Award

The Outstanding Showcase Display Award will be judged and announced at the New Venture Showcase. Showcase displays will be judged on the following criteria:

1. Presentation
 - Creative use of the allocated space and equipment provided
 - Clarity in visual presentation of product or venture
2. Sales & Marketing
 - Ability to verbally communicate the benefits of the product and venture
 - Ability to answer questions knowledgeably
 - Marketing collateral is visibly appealing and informative
 - All team members show enthusiasm and contribute to the promotion of the product or Venture.