

THE VENDOR-EVALUATION FORM

Pam Silver, CTSM, is manager of event marketing for aviation, electronics, and communications firm Rockwell Collins Inc. This is an excerpt from the form she uses to evaluate potential exhibit vendors. Each vendor is ranked in 15 areas on a scale of one to five, with five being most effective. See the next six pages for a complete version of the evaluation form.

Exhibit-Vendor Evaluation Form

GENERAL SUMMARY OF COMPANY HISTORY, EXPERIENCE AND CAPABILITIES

Company name: Quality Exhibits
 Subsidiary/private company, parent company: Private Company
 • *Years in business: 35
 • *Number of company locations: 10
 • Union status: Union
 • *Affiliation with trade show industry associations: Exhibit Designers and Producers Association (EDPA)
 • Strategic intent of the company: To position itself as a one-stop shop for all of its customers' exhibit needs.

Comments:

REFERENCES

• Current client list.	1	2	3	4	5	N/A
• Number of clients' exhibits housed at company.	1	2	3	4	5	N/A
• *Average length of client relationship.	1	2	3	4	5	N/A
• *National Business Aviation Association (NBAA). World Airline Entertainment Association (WAEA) experience.	1	2	3	4	5	N/A
• Sample timelines/production schedules.	1	2	3	4	5	N/A
• Planning process and execution/work-order examples.	1	2	3	4	5	N/A
• *Photographs of products or services.	1	2	3	4	5	N/A
• *Customer description of company and performance.	1	2	3	4	5	N/A

Comments:

Overall, average customer feedback. Limited experience in the aviation industry.

BACKGROUND EXPERIENCE WITH PRODUCT/SERVICE

Design

• *Creative-services structure and staffing.	1	2	3	4	5	N/A
• *Design process for creating a new exhibit.	1	2	3	4	5	N/A
• *Production-facilities locations.						
• *Dallas.	1	2	3	4	5	N/A
• *Orlando.	1	2	3	4	5	N/A
• *Las Vegas.	1	2	3	4	5	N/A

Comments:

Great design process, convenient locations.

Booth Design

• *Technology and type of equipment used.	1	2	3	4	5	N/A
• Computer programs used.	1	2	3	4	5	N/A
• *Methods of production.	1	2	3	4	5	N/A
• *Work done in-house.	1	2	3	4	5	N/A
• Work done through outside vendors.	1	2	3	4	5	N/A

Comments:

Very professional – very little work is out sourced.

* Criteria preceded by an asterisk are given added weight in the final evaluation.

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GENERAL SUMMARY OF COMPANY HISTORY, EXPERIENCE, AND CAPABILITIES

Company name: _____

Subsidiary/private company, parent company: _____

- *Years in business: _____
- *Number of company locations: _____
- Union status: _____
- *Affiliation with trade show industry associations: _____
- Strategic intent of the company: _____

Comments:

REFERENCES

- | | | | | | | |
|---|---|---|---|---|---|------|
| • Current client list. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Number of clients' exhibits housed at company. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Average length of client relationship. | 1 | 2 | 3 | 4 | 5 | N /A |
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World Airline Entertainment Association (WAEA) experience. | 1 | 2 | 3 | 4 | 5 | N /A |
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Comments:

BACKGROUND EXPERIENCE WITH PRODUCT/SERVICE

Design

- | | | | | | | |
|---|---|---|---|---|---|------|
| • *Creative-services structure and staffing. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Design process for creating a new exhibit. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Production-facilities locations. | | | | | | |
| • *Dallas. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Orlando. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Las Vegas. | 1 | 2 | 3 | 4 | 5 | N /A |

Comments:

Booth Design

- | | | | | | | |
|---|---|---|---|---|---|------|
| • *Technology and type of equipment used. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Computer programs used. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Methods of production. | 1 | 2 | 3 | 4 | 5 | N /A |

Exhibit-Vendor Evaluation Form

- | | | | | | | |
|--------------------------------------|---|---|---|---|---|------|
| • *Work done in-house. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Work done through outside vendors. | 1 | 2 | 3 | 4 | 5 | N /A |

Comments:

Graphics-Design/Production Capabilities

- | | | | | | | |
|---|---|---|---|---|---|------|
| • *Electronic inventory of graphics (Web-based and more). | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Technology and type of equipment currently used. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Computer programs used (Adobe Illustrator/Photoshop a must). | 1 | 2 | 3 | 4 | 5 | N /A |
| • *E-mail and Internet applications, functions, and usage. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Methods of production. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Type of work done in-house (minimum of nationwide network of photo labs, PMS color match, and digital-imaging capabilities). | 1 | 2 | 3 | 4 | 5 | N /A |
| • Work done through outside vendors. | 1 | 2 | 3 | 4 | 5 | N /A |

Comments:

STORAGE

- | | | | | | | |
|--|---|---|---|---|---|------|
| • *Computerized inventory-management system. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Sub-contractor. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Inbound property checked for damage. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Locations (Orlando, FL; Las Vegas; Dallas; New Orleans; Atlanta). | 1 | 2 | 3 | 4 | 5 | N /A |
| • Length of relationship. | 1 | 2 | 3 | 4 | 5 | N /A |
| • International locations. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Insurance coverage. | | | | | | |

Storage facilities in the following locations:

- | | | | | | | |
|-------------------------|---|---|---|---|---|------|
| • *Dallas. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Owns. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Square footage: _____ | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Orlando, FL. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Owns. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Square footage: _____ | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Las Vegas. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Owns. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Square footage: _____ | 1 | 2 | 3 | 4 | 5 | N /A |
| • *New Orleans. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Owns. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Square footage: _____ | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Atlanta. | 1 | 2 | 3 | 4 | 5 | N /A |
| • *Owns. | 1 | 2 | 3 | 4 | 5 | N /A |
| • Square footage: _____ | 1 | 2 | 3 | 4 | 5 | N /A |

Comments:

Exhibit-Vendor Evaluation Form

INSTALLATION AND DISMANTLE

• *Internal I&D staff.	1	2	3	4	5	N /A
• Sub-contract I&D.	1	2	3	4	5	N /A
• Name of company (if applicable).						
• Length of business relationship.	1	2	3	4	5	N /A
• *Guaranteed fixed cost for specific I&D projects.	1	2	3	4	5	N /A
• Terms of commitment (related to above).	1	2	3	4	5	N /A
• On-site management structure.	1	2	3	4	5	N /A
• *Additional cost for show-site supervision or management.	1	2	3	4	5	N /A

Comments:

TRAFFIC MANAGEMENT

• System used for estimating cost.	1	2	3	4	5	N /A
• *National freight contracts.	1	2	3	4	5	N /A
• Competitive bids requested if national contracts or in-house services exist.	1	2	3	4	5	N /A

Comments:

AUDIOVISUAL

• Internal AV staff.	1	2	3	4	5	N /A
• Guaranteed fixed cost for specific AV projects.	1	2	3	4	5	N /A
• On-site management structure/labor procedures.	1	2	3	4	5	N /A

Comments:

DESTINATION MANAGEMENT

• Provided in-house.	1	2	3	4	5	N /A
• Guaranteed fixed cost for specific destination-management projects.	1	2	3	4	5	N /A

Comments:

*FINANCIAL STABILITY AND RESOURCES

	1	2	3	4	5	N /A
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Comments:

OVERALL MANAGEMENT STRUCTURE AND CAPABILITIES

• *Resources necessary to perform.	1	2	3	4	5	N /A
• Resources necessary to adhere to terms and commitments.	1	2	3	4	5	N /A

Comments:

Exhibit-Vendor Evaluation Form

COST

- *Ability to maintain and/or lower costs. 1 2 3 4 5 N/A

Comments:

PROJECT MANAGEMENT

- Account rep travels to each show. 1 2 3 4 5 N/A
- *Travel expenses passed on to the client. 1 2 3 4 5 N/A
- Role of account rep at the show. 1 2 3 4 5 N/A
- Role of account rep prior to the show. 1 2 3 4 5 N/A
- Role of account rep following the show. 1 2 3 4 5 N/A
- *Follow-up provided to the client subsequent to a show. 1 2 3 4 5 N/A
- *Refurbishment and new construction done in-house or sub-contracted. 1 2 3 4 5 N/A

Comments:

PRODUCTION/SERVICE PLAN AND STATUS REPORTS

- Production/Service Plan** 1 2 3 4 5 N/A

Comments:

Quality-Control Plan

- All seller-specified processes within the control plan, characterized with a process flow chart representing process operations, transportation, inspection, product/service-process delays, and product storage throughout the process. 1 2 3 4 5 N/A

Comments:

Vendor Management

- Buyer-source inspection at sellers' facilities available prior to product shipment or performance of service. 1 2 3 4 5 N/A
- Seller grants buyer access to its facilities at any time, in support of such source-inspection requirements or audit review of buyer-owned materials. 1 2 3 4 5 N/A

Comments:

Workmanship Standards

- Established and verified workmanship standards. 1 2 3 4 5 N/A

Comments:

Exhibit-Vendor Evaluation Form

Corrective Action

- Documented and verified close-loop corrective-action system. 1 2 3 4 5 N/A

Comments:

Certificate of Conformance

- Seller able to provide written certification that the product/service delivered is compliant with buyer-specific requirements, drawings, and/or specifications. The delivered certificate shall be traceable to objective evidence on file and available for audit upon buyer's request. 1 2 3 4 5 N/A

Comments:

Source Inspection

- *Seller provides the option for buyer's facility inspection. 1 2 3 4 5 N/A

Comments:

ACCOUNT-MANAGEMENT REQUIREMENTS

- *Contact names and credentials, including experience listed for following sales, project, floor, design, engineering/production managers, and field supervisors. 1 2 3 4 5 N/A

Comments:

BUYER-SUPPLIED MATERIAL

- *Seller is able to provide bonded warehouse location for storage until materials are required. 1 2 3 4 5 N/A

Comments:

DELIVERY/QUANTITY REQUIREMENTS

- Work-order and billing-system description. 1 2 3 4 5 N/A
- Samples of invoices, estimates, and work orders provided. 1 2 3 4 5 N/A
- Estimates indicate time and material costs for client review. 1 2 3 4 5 N/A
- Estimates for all projects or only at client's request. 1 2 3 4 5 N/A
- *Bill by project, monthly, or quarterly. 1 2 3 4 5 N/A
- *Statements break out time and materials. 1 2 3 4 5 N/A
- Overtime charges incurred. 1 2 3 4 5 N/A
- *Invoice timing. 1 2 3 4 5 N/A

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- *Seller provides analysis of estimate vs. actual costs after the show. 1 2 3 4 5 N /A
- Seller's terms and conditions. 1 2 3 4 5 N /A
- *Open-book policy that will show buyer the seller's profit margins against actual expenses. 1 2 3 4 5 N /A

Comments:

Additional Services Provided

- Custom rentals. 1 2 3 4 5 N /A
- Construction process. 1 2 3 4 5 N /A
- *International-exhibit management. 1 2 3 4 5 N /A
- Ability to provide show-services coordination. 1 2 3 4 5 N /A
- *Show-services charge or mark-up. 1 2 3 4 5 N /A

Comments:

SUMMARY

- Skills and capabilities that differentiate seller from competitors. 1 2 3 4 5 N /A
- Basis of seller's competitive advantage. 1 2 3 4 5 N /A
- *Examples of cost-effective solutions to customer challenges. 1 2 3 4 5 N /A
- Seller is qualified to handle the Rockwell Collins account. 1 2 3 4 5 N /A

Comments:

Total Score

Additional Comments: