

Contest rules Belfair 2022

The international Belfair fair will take place the 10th and 11th of March 2022. Traditionally, we organise a few competitions which will be judged by a jury. The best results of each day will be rewarded with a nice prize.

In this document you will find all the information and the rules of each competition. Please read these guidelines carefully.

The competitions that will be organized this year are:

- Mystery Shopping
- Elevator Pitch
- Photo competition

Questions and / or comments can be mailed to belfair2022@cofep.be.

CONTEST 1: mystery shopping

How does it work?

The members of the jury will visit the exhibitors at BELFAIR and will be fully immersed in the atmosphere created by them. Who can attract customers and convince them to make an order?

The members of the jury will judge the following criteria, among others:

- How was the greeting?
- How did the sales interview go?
- Did you know what was in the catalogue (product knowledge and sales conditions)?
- Was there a good negotiation?
- Did you pay attention to the correct language?
- Did you pay attention to a professional look?

Convince our jury and win great prizes!

For each day of the fair, 5 nominated practice enterprises will receive a golden ticket. This gives them a chance to win one of the 3 great prizes. All nominated practice enterprises are expected at 15.15 hrs at the stage for the award ceremony. All employees of the winning PE will be present for a group photo.

Who can participate?

All exhibitors

How to register?

The trainer can mention the participation on the registration form for exhibitors. The registration for the competition was also mentioned on the confirmation. **After the confirmation, we do not accept new registrations.**

CONTEST 2: elevator pitch

What's an "elevator pitch"?

An elevator pitch is a short presentation in which you tell enthusiastically who you are and what your qualities are. Freely translated, 'elevator pitch' means a sales pitch in the elevator. In the time an elevator goes up or down (one minute) you should be able to present yourself in an attractive way.

Always start the elevator pitch by attracting the attention of your conversation partner (= a jury). Then you tell who you are, what you stand for and what your strength is.

How does it work?

Prepare a sales pitch about your practice enterprise, enter into our elevator (**with up to 3 participants**) and convince a professional jury of your qualities **in just one minute**.

The jury will pay attention to:

- How was the attention drawn at the beginning?
- How enthusiastically did the participants tell the story?
- Is the story convincing?
- Is the public interested to know more about the company, the product and would they consider an order?
- Was there any attention for a correct use of language?

The way you handle this mission you can choose completely freely. Keep in mind that you only get **one minute** and that there is **no space for** a beamer, screening or sound system in our imitated elevator.

The **time schedule** will be published in advance on the website and will be followed strictly. Anyone who is absent at the appointed time or has been in the elevator for too long, can unfortunately not be qualified for a place on stage.

The daily winners of the competition will be notified by the COFEP team. They are expected on the stage at 15.15 p.m. for the award ceremony. All employees of the winning practice enterprises will be present for a group photo.

Who can participate?

All exhibitors

How to register?

The trainer can mention the participation on the registration form for exhibitors. The registration for the competition was also mentioned on the confirmation. **After the confirmation, we do not accept new registrations.**

Each day, only 40 companies can participate. The first to register is the first to be added to the list of participants. Each practice enterprise can only participate once in the elevator pitch competition. If you take part in the fair for two days, you can register twice but with a new pitch.

