

## Promotional Poster Contest

The purpose of the poster contest is for Explorers and Juniors to create a poster promoting the topic below. The posters will be displayed during State Beef Expo.

1) Entries in this contest should serve as a promotional tool for the given topic to promote the topic to the public. Entries can be made by **Explorer** and **Junior** youth.

2) Posters may be creative as well as informative. They may feature words, pictures, collages, objects, or any other appropriate item for promoting the contestant's topic.

3) Judging criteria will consist of:

- Neatness of construction
- Clear message
- Clever verbiage
- Makes wise use of poster space
- Eye-catching appeal
- Originality/creativity
- Promotion of the appropriate topic
- Majority of work done by individual
- Overall effectiveness

4) All entries should be on half size sheet poster board (14" X 22") and be light enough to be displayed at Beef Expo.

5) Exhibitors are allowed to enter as many as TWO posters in this contest, however, only one entry per exhibitor will be able to place in the top five. Posters will be judged during Expo.

6) Topic (For both divisions) - **Promote a Beef Cattle Farm**

This could be any beef cattle farm, including but not limited to your own family, friends, neighbors, Internet search, etc.

7) Animal exhibition in Beef Expo is not required to participate in this contest.

8) Cash prizes for winners provided by the Developing Champion Youth Endowment.

Contact Aaron Fisher ([afisher3@utk.edu](mailto:afisher3@utk.edu); 865-974-7260) with any questions.