### Marketing Poster Component

**Company Name and Section Headers**
- 0 points: Poster Header: (The ONLY personalized heading)
- 1 point: Location: (Put this DIRECTLY below your company name)
- 3 points: Acknowledgments

**Marketing Displays NOT set up prior to the start of judging will have 5 points deducted.**

- 0 points: Is missing MORE than one of the criteria: company name, location, and/or any required headers
- 1 point: Is missing ONE of the criteria: company name, location, and/or any required headers
- 2 points: Includes ALL criteria: company name, location, and ALL required headers

**Overall Visual Presentation**
- 0 points: Satisfies NONE of the criteria
- 1 point: Satisfies 1 out of the 5 criteria
- 2 points: Satisfies 2 out of the 5 criteria
- 3 points: Satisfies 3 out of the 5 criteria
- 4 points: Satisfies 4 out of the 5 criteria
- 5 points: Satisfies ALL 5 criteria

**Aesthetically pleasing**
- 0 points: Images but are low quality and have no caption, photo credit, or source
- 1 point: Images are good quality, and MUST have captions and credit the photographer or source
- 2 points: Images are good quality, and have captions and labels and credit the photographer or source
- 3 points: Images are high quality, and have detailed captions and labels and credit the photographer or source

**Photo Captions and Credit**
- 0 points: No photos, diagrams or drawings included.
- 1 point: Images but are low quality and have no caption, photo credit, or source
- 2 points: Images are good quality, and MUST have captions and credit the photographer or source
- 3 points: Images are good quality, and have captions and labels and credit the photographer or source
- 4 points: Images are high quality, and have detailed captions and labels and credit the photographer or source

**Abstract**
- 0 points: Abstract is not included
- 1 point: Abstract is included, but it is incomplete
- 2 points: Abstract is within the word limit and includes a vague or general description of how the company met most of the criteria.
- 3 points: Abstract is within the word limit, includes a vague or general description of how the company met all 4 criteria.
- 4 points: Abstract is within the word limit, provides a clear, strong description of how the company met most of the criteria.
- 5 points: Abstract is within the word limit, provides a clear, strong & complete description of how the company met all 4 criteria

**Company Information**
- 0 points: None of the criteria are met
- 1 point: Satisfies 1 out of the 4 criteria
- 2 points: Satisfies 2 out of the 4 criteria
- 3 points: Satisfies 3 out of the 4 criteria
- 4 points: Satisfies all the criteria

**Theme**
- 0 points: The theme is not addressed
- 1 point: A vague or unoriginal description of how ROVs are used to address some but not all of the general problems
- 2 points: A general description of how ROVs are used to address some but not all of the general problems
- 3 points: A detailed description of how ROVs are used to address each of the global problems
- 4 points: An original and detailed description of how ROVs are used to address each of the global problems

**Photographs, diagrams, or sketches**
- 0 points: Photos NOT related to the use of ROVs & connected to the theme.
- 1 point: Includes photos related to the use of ROVs and connected to the theme.

**Company Name and Section Headers**

**Employability and ROV-specific knowledge and skills**

**Criteria:**
- Requires header: Company Information
- Requires header: Design Rationale
- Requires header: Theme
- Requires header: Company Evaluation

**Criterion:**
- Includes Header: Photos, diagrams, or sketches
- Includes Header: Appropriately cite your references/sources

**Points Distribution**

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<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Abstract</td>
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<tr>
<td>Company Information</td>
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<tr>
<td>Theme</td>
<td>4</td>
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<tr>
<td>Photographic, Diagrams, or Sketches</td>
<td>7</td>
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<td>Grammar and Spelling</td>
<td>5</td>
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<tr>
<td>Overall Visual Presentation</td>
<td>5</td>
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<tr>
<td>Marketing Poster Component</td>
<td>7</td>
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<tr>
<td>Total</td>
<td>35</td>
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**NOTE:** Entries exceeding 150 word limit will have ONE point deducted from the SECTION TOTAL.
### Design Rationale: NOTE: This should be the bulk of the Poster Display.

#### Rationale should present:
- Identify the specific features of the ROV & outline the vehicle's safety
- Companies clearly explain the benefits of these design features.
- The benefits of the design features should connect to the real-life tasks the product demonstrations replicate.

#### Criteria: Vocabulary and Phrasing:
- Demonstrates the ability to communicate the engineering process and vehicle design to a wide audience.

#### Photos, diagrams, or sketches of the ROV’s key design features
- None included
- Included but difficult to interpret or require technical knowledge to understand
- Included and understandable to a non-technical audience

### Company Evaluation: NEW: Please refer to the manual OVERVIEW: From Technical to Teamwork, Problem-Solving, Creativity, and Critical Thinking: MATE Develops Skills for Success in the Workforce

Successful MATE companies not only strive to develop innovative technologies that fulfill the REQUEST FOR PROPOSALS (RFP) but they are also self-reflective and evaluate their business practices as part of a continuous cycle of improvement. This year MATE asks teams to:

- Identify three employability skillsets from the ORANGE ICONS BELOW
- Reflect and Share a growth opportunity your company experienced in each identified area.
- Explain how this led to your company’s growth and development of each identified employability skillset.

**Word Limit**: The company's entire evaluation should not exceed 500 words.

#### The company:
- The company did not identify any employability skillsets, or responses provided no evidence of reflection or growth
- The company identified employability skillsets, but responses provided little evidence of reflection and growth through a shared experience.
- The company identified employability skillsets but the responses provided some evidence of reflection and growth through these shared experiences.
- The company identified three employability skillsets, and the responses provide adequate evidence of reflection and growth through these shared experiences.

**The company identified three employability skillsets. All responses demonstrate ample reflection and growth through these shared experiences.**

### Acknowledgments

- Identifies companies, organizations, and/or individuals who provide financial, logistic, and/or moral support
- Does not include acknowledgments
- Includes acknowledgments but does not recognize MATE II
- Includes acknowledgments and recognizes MATE II

#### SECTION TOTAL (2 points)

### Total Marketing Display Score = 0

#### Discretionary Points (These points add to overall competition score but are not used to determine the BEST Marketing Display)
- Evidence of the following activities or marketing strategies:
  - Mission statement and/or tagline
  - Photo journals, pamphlets or “other” marketing strategies
  - Company spec sheet and/or safety manual
  - Community service and/or mentoring outreach
- NO effort made
- Evidence of 1 of 4 options
- Evidence of 2 of 4 options
- Evidence of 3 of 4 options
- Evidence of 4 of 4 options

**Exceptional Marketing Display with evidence of 4 of 4 options**

**Discretionary Points Earned** (5 points max)