



PROMOTIONAL POSTER

The purpose of the poster contest is for Prospector I & Prospector II to create a poster promoting the below topics. The posters will be displayed and judged during the National Junior Shorthorn Show.

- 1) Entries in this contest should serve as a promotional tool for the given topic of each age division to promote the topic to the public.
- 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 verbage
 - 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 regular poster board (22"x 28") and be light enough for hanging.*
- 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.
- 6) A statement of originality will accompany the entry upon check-in.
- 7) Duplication of entries in subsequent years will not be permitted.
- 8) Posters for each age division should promote the following topics:
 - a) Prospector I (9 years and under) – promote NJSS
 - b) Prospector II (10 to 12 years) – promote Shorthorn beef