

Who Won Trade Shows?

Criterion	Winner
Total units demanded	HydroPal
Total unit sales	HydroPal
Unit gross margin round 1 / 2	VOCO / groovie
Unit margin %	groovie
Online \$/cust	SweetDreams
Physical \$/cust	SweetDreams
Low scrap + lost sales #	HydroPal
Round 1 to 2 + %, all	IGIYG
Total profit: all/trusted	SweetDreams