

Standout Exhibit Ideas

Examples of imaginative, creative, and effective exhibiting ideas and practices noted at WEFTEC 2016.

Selected by the E3 Exhibiting Effectiveness Evaluation Team:
Jefferson Davis, Bob Milam & Lisa Goodman of Competitive Edge.

Scott Safety | Vac-Con Branding & Lighting



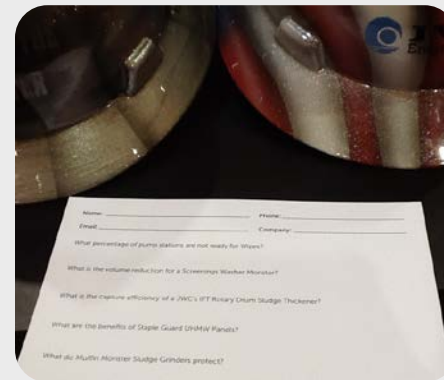
- Great company branding, good lighting, and easily accessible product demos near the aisle.



- Powerful company branding top to bottom, including custom carpet. Well placed A/V and smart lighting

JWC Environmental Thought, Creativity, Interactivity

- Tremendous thought and creativity went into the JWC Plant Tour Experience. Use of eye-catching hanging props and rotating signage drew attendees to the booth. An interactive card guided visitors to engage with key messaging at five well-staged vignettes for a chance to win a cool custom helmet.



SUEZ | Huber Technology

Lighting, Design, Messaging



- Well-designed, double-sided, backlit graphics perfectly placed on the perimeter made sure everyone saw and knew what solutions were being presented.



- Excellent brand representation and eye-catching use of fabric, lighting and color. Great messaging and interactive A/V educational experiences all around the booth.

ProMinent Fluid Controls

Effective Use of Tiers

- A clinic on how to effectively use the top, middle, and eye-level tiers of an island booth to answer the *Who? What?* and *Why?* questions of attendees and includes smart placement of well-lit “new” product signage.



Andritz Separation | Börger Smart Control of Visual Sightlines



- A screened backdrop defines the space. Custom carpet, well placed A/V, brand integration and well-lit product demos.



- Sightlines are controlled with strong integration of company brand colors on all featured products.

BOS Solutions

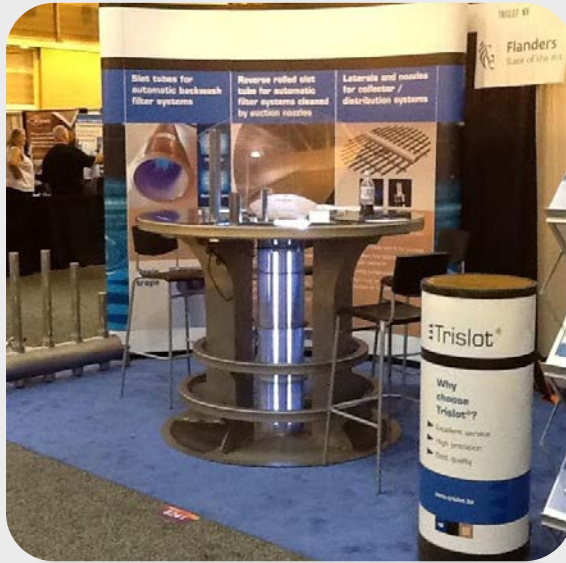
Unique Design Theme



- Using an old time garage and gas station theme with a high quality and unique backdrop made this exhibit “can’t pass without looking.”

TRISLOT nv | LUDECA | VEGA Americas

Creative Use of Space and Light



- Custom designed table is effective for product demos. Products are visible from all sides using an open frame, glass top, and dramatic lighting.



- Clever use of yellow acrylic, which picked up down lighting in the hall to create what looked like a lighted product demo.



- This company did a great job of placing two product demos within their space without making the exhibit feel overcrowded.

Gorman-Rupp Pumps | Patterson Pumps

Clear Statement of Purpose + Staging Elements



- Clear concise statements of purpose attract visitors and position the exhibitor as a solutions provider for a particular problem.



- Thoughtful design details added strong visual interest to this creative, high-quality product demo. The motion and sound of running water combined with placement of products at various viewing levels combine to create a very effective vignette.

Spectrashield Liner Systems Breaking the Color Mold

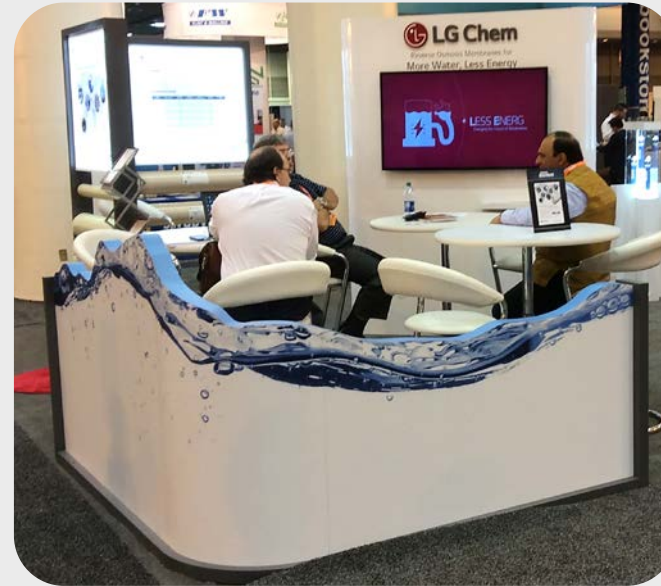
- In a sea of blue and white, this exhibit broke the mold with a pink color scheme. Large, well-placed graphics delivered product messaging and were smartly supported with A/V and a rotating product with a cutout view on the perimeter.



Environmental Dynamics International (EDI) LG Chem Water Solutions | Environment One (E/One) Top to Bottom Details



- **Environmental Dynamics International:** White carpet, bright lighting, and bold graphics add visual interest within the exhibit, adding a unique perspective from the show floor.



- **LG Chem Water Solutions:** This sculpted fluid half-wall drew attention to their exhibit in a creative and colorful way.



- **Environment One (E/One):** Application vignettes had blue lit trees on top to draw the eye complemented by copy and imagery.

Contech Engineered Solutions | Wessels Interactive



- Excellent use and placement of large monitors near working models. A/V content designed graphically and quickly informed visitors of product applications and how products work.



- A virtual reality tour details the manufacturing and operating process, inviting visitors to sit and immerse themselves in this entertaining presentation. When visitors invested their time, they got a t-shirt to remember their visit.

Hach

Integrated Technology and Signage



- Outstanding integration of video, signage, iPads, and powerfully highlighted new products. This combination captured and held visitors' attention as they explored the exhibit.

Calgon Carbon | Singer Valve

Lighting and Design Define the Space



- Strong lighting and a uniquely designed tower drew the eye and defined their space. Large backlit graphics effectively informed visitors what the company does.



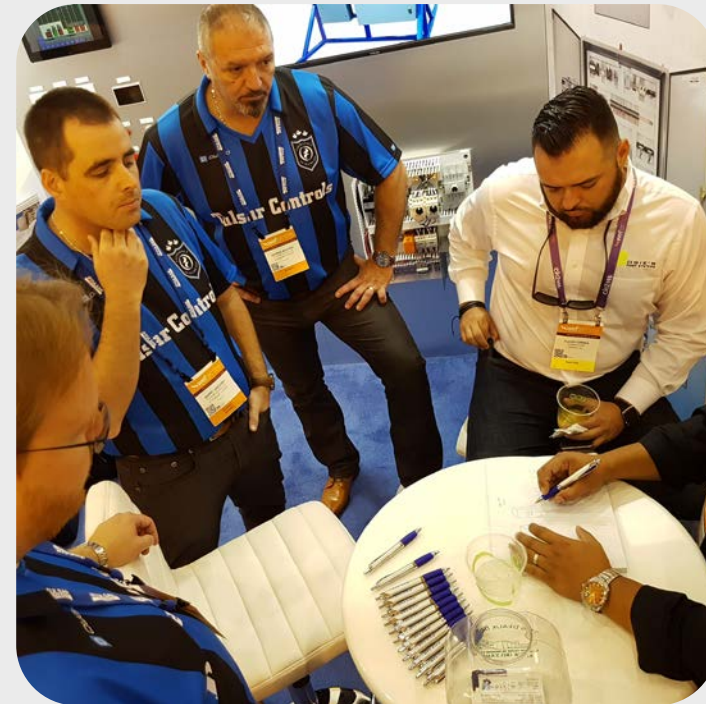
- Good use of well-placed lighting in the product and around the booth draws visitors eyes to their product demo stations.

Tulsar Canada

Staff Engagement and Gamification



- Bold colors and branded sports apparel that changes daily contribute to their ability to grab attention.



- Daily raffles for the shirt of the day, also worn by staff, motivates attendees to provide information for post-show contact.

WEFTEC 2017

90th Annual Technical Conference & Exhibition

Exhibit Dates: October 2 – 4

McCormick Place North & South
Chicago, IL

WEF is excited to welcome the E3 team back for WEFTEC 2017! Visit weftec.org/servicemanual/ for information on ordering your own E3 evaluation. We hope to see you on this list!