

2018 BEST BOOTH AWARDS - WINNERS REPORT

Judging Criteria:

- **Design Elements:** Lighting, Color, Materials, Layout, Flow
- **Interactivity:** Working models, VR, Hands-on Experiences
- **Fun/Engagement:** Gamification, Staff, Giveaways
- **Messaging:** Clear value proposition, Relevant imagery, Placement, Easy to read
- **Uniqueness:** Theme, Colors, Staging elements, Out of the ordinary

Winners by Category:

Best Large Island Booth: Xylem Inc.

Xylem Inc. was chosen as best large island booth because of great execution on all judging criteria. Strong focused lighting drew your eye to their company identity. The “Let’s Solve Water” theme promised visitors an interactive solution-based experience in the booth.

Every solution station was unique and provided visitors an interactive opportunity to learn more about solutions to their specific water problems. The booth staff wore branded apparel with messaging, and were very proactive on engaging and guiding visitors to the

appropriate solution center. Every time judges passed the booth, it was jam packed with visitors. It was hands down the busiest booth in the entire show and worthy of the best booth award.

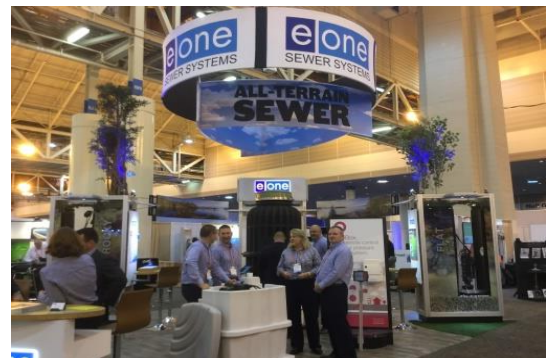


- **Honorable Mentions:** Sulzer Pumps Solutions Inc, Ovivo USA LLC, Aqua-Aerobic Systems, Inc.

Best Island Booth: Environment One Corporation

Environment One was chosen because of its outstanding execution of the All-Terrain Sewer theme. Messaging flowed perfectly from top to bottom, answering the who, what and why questions. Two well-placed trees with blue spotlighting drew your eyes to excellent product kiosks showing different types of terrains. Graphics and flooring simulated the terrains with cut-out views of their products underground. Imagery around the mid-level of booth added to their story and was cleverly mounted on a

circular sewer pipe connecting the various types of terrains. The booth staff were dispersed around the booth, very proactive, and wore different and uniquely colored button-up shirts each day of the show.



- **Honorable Mentions (Island Booth):** Flottweg Separation Technology, Inc, Franklin Electric, VTScada by Trihedral, Andritz Separation, Inc., and Veolia Water Technologies

Best Inline Booth: CleanWay Environmental Partners

Clean Way was chosen as best inline exhibit because of the extremely clear messaging and benefit statement to attendees. This was supported with a monitor in a great location showing more information and benefits. More feature and benefit statements were placed on product located throughout the space. Several custom tablecloths simulated product placement and showed the effects when used. Staffers were easily identified with branded shirts and quickly assisted visitors approaching the exhibit.



- **Honorable Mentions:** Draeger Inc, Hayward Flow Control, and StormTrap

Judging and Reporting provided by Competitive Edge

"We hope this contest and report inspires you to bring your creativity and great execution to next year's expo so we can award your company a winner too."