



36 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluation Team

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As a value-added exhibitor service, WEFTEC provided selected exhibiting companies with the TSE Gold 100 award winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show that displayed imaginative, creative, and effective ideas and practices. We want to congratulate exhibitors featured and hope all exhibitors look to these ideas as examples of how to make your exhibit even more effective.

Note: The ideas are presented in no particular order and are not ranked good, better, best. They only represent a sampling of effective exhibiting practices observed at WEFTEC 2018.

Enjoy!



Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



Creative Attention Grabbing Techniques

- Attractive Imagery & Graphics
- Dramatic Lighting
- A/V & Technology
- Unique Exhibit Property
- Attractive In-Booth Promotions
- Outside the Booth Promotions

Creative Attention Grabbing Techniques



Sulzer Pump Solutions

Sulzer Pump Solutions was a stand out on this year's floor by creating cool and interesting visual product vignettes with interactive, well-placed demos throughout the exhibit that drew the attention of attendees.

Best Booth Runner Up!

Creative Attention Grabbing Techniques



Amco Pump Manufacturing

Here's another creative use of lighting to draw attention to a small booth. Amco Pump Manufacturing accented their products by adding dramatic interest to the way they're staged. This increases the perceived value of the equipment -- much better than simply setting them on the floor.

Creative Attention Grabbing Techniques



Ovivo USA, LLC

Best Booth Runner Up!

Ovivo USA delivered a power packed experience at this year's show. From eye-grabbing graphics, to colorfully lit demos, to interactive presentations, Ovivo USA delivered an excellent in-booth experience to showcase their products to attendees.

Creative Attention Grabbing Techniques



Wey Valve Inc

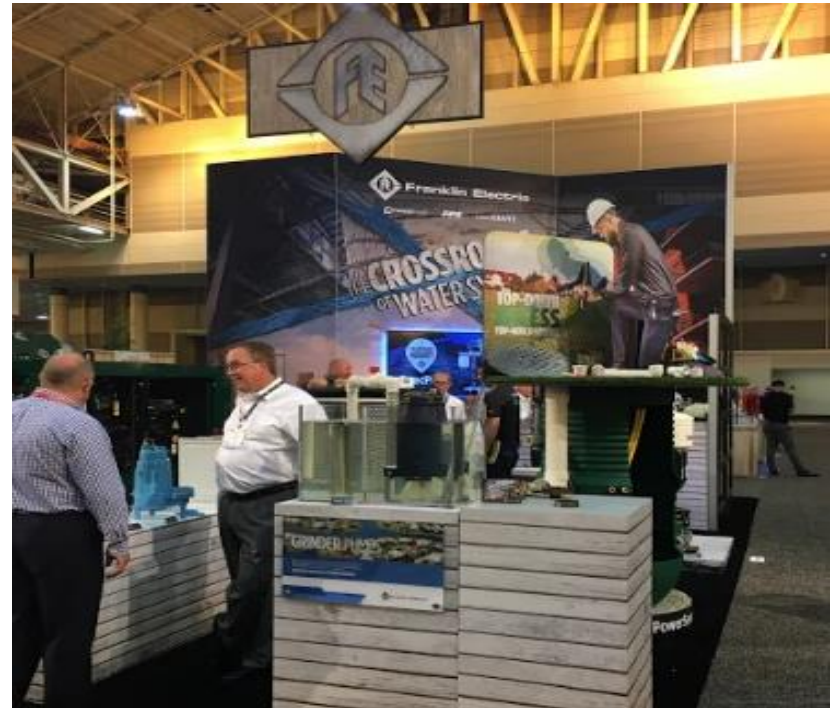
Lighting and motion are two powerful ways to draw attention to your booth. Wey Valve Inc did an excellent job with these innovative light towers smartly placed on the perimeter of their booth.

Creative Attention Grabbing Techniques



Ultra Tech International, Inc.

Here's a great small booth example of using a strong color palette and clearly communicating a money saving value proposition with focused lighting to draw your eyes to it.



Franklin Electric **Best Booth Runner Up!**

In a hall full of blue and white booths, Franklin Electric broke the mold by creating an industrial, urban, edgy-looking exhibit with great graphics and great use of AV.

Creative Attention Grabbing Techniques



BioMicrobics, Inc.

One way to grab the attention of attendees is through unusual imagery. Here's a great example of a small exhibit using a large backlit fabric box to grab attention.



Yamada America

Yamada America used a whimsical approach to draw attention to their trade-in program, accented with brilliantly backlit columns labeled with bold and direct "Wanted" headers.

Creative Attention Grabbing Techniques



VTScada by Trihedral

Best Booth Runner Up!

This excellent small island booth simulated a mini-control room. The center panel grabbed attention, and three well-placed stations engaged visitors on the edge of the exhibit.



Toray Membrane USA, Inc.

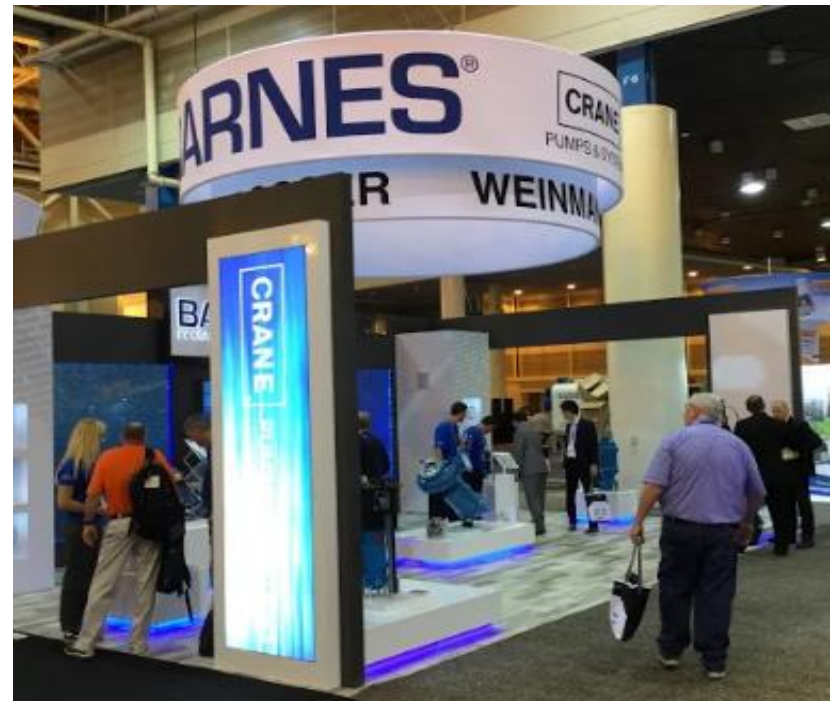
The human eye is naturally attracted to light. Toray Membrane USA Inc. took advantage of this idea by integrating powerful and brilliantly contrasting lighting at all levels of their booth.

Creative Attention Grabbing Techniques



Fluence

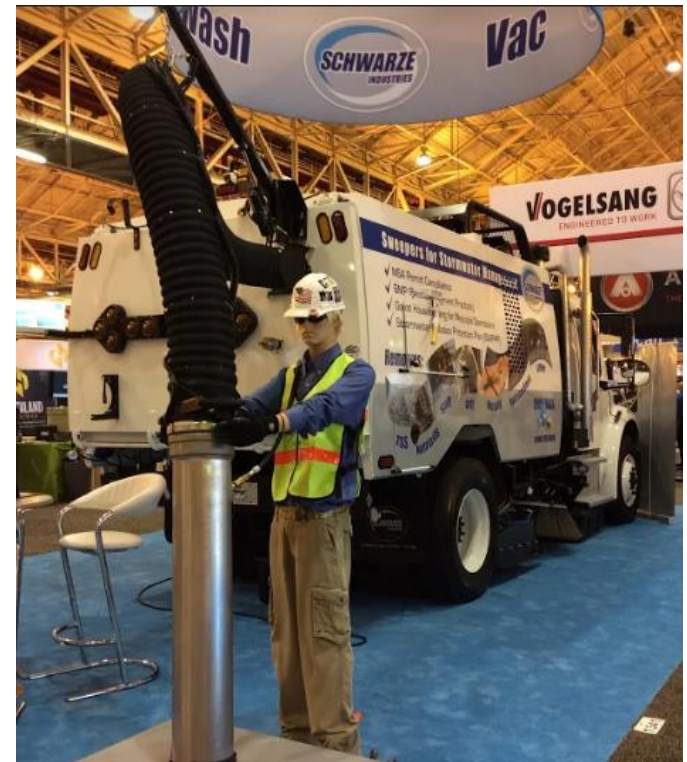
Fluence did a great job of luring attendees' eyes to their company logo and drawing attendees into their booth by backlighting their signage.



Crane Pumps & Systems

Crane Pumps & Systems created a high-end, boutique-like exhibit to feature their line. Pumps were displayed on platforms like art pieces. A creative and elegant way to showcase their products.

Creative Attention Grabbing Techniques



Schwarze Industries

By simulating their product in use while highlighting key benefits, Schwarze Industries drew the right kind of attention from the right attendees.



Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Answering Attendees' 3 Major Questions: What – Why - Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration

Effective Visual Communications

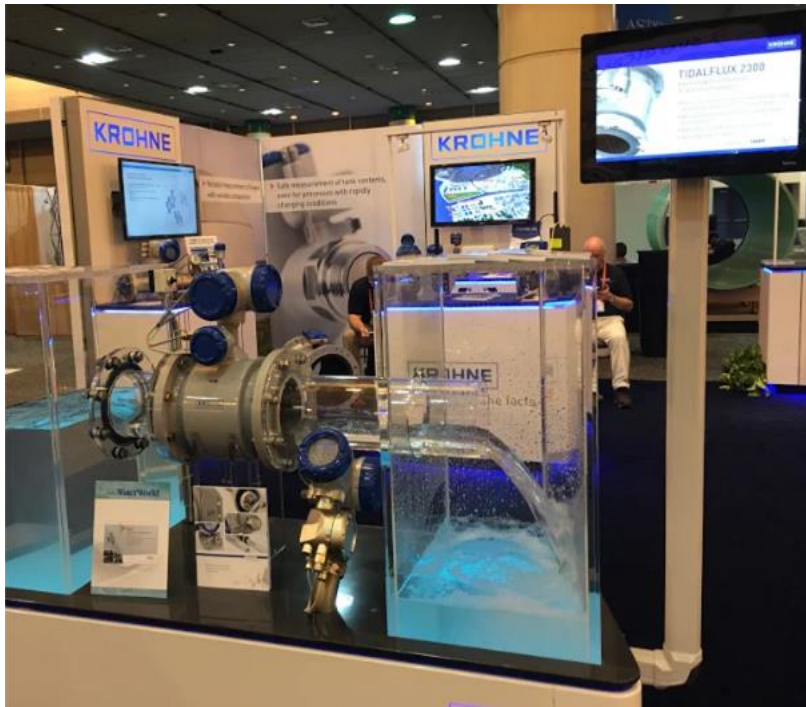


Flottweg Separation Technology, Inc.

Best Booth Runner Up!

Flottweg Separation Technology, Inc. did an excellent job of communicating their long history of developing solutions for the industry. They placed them on backlit cubes on all four corners of the booth. A very thoughtful and creative communication strategy.

Effective Visual Communications



Krohne Inc

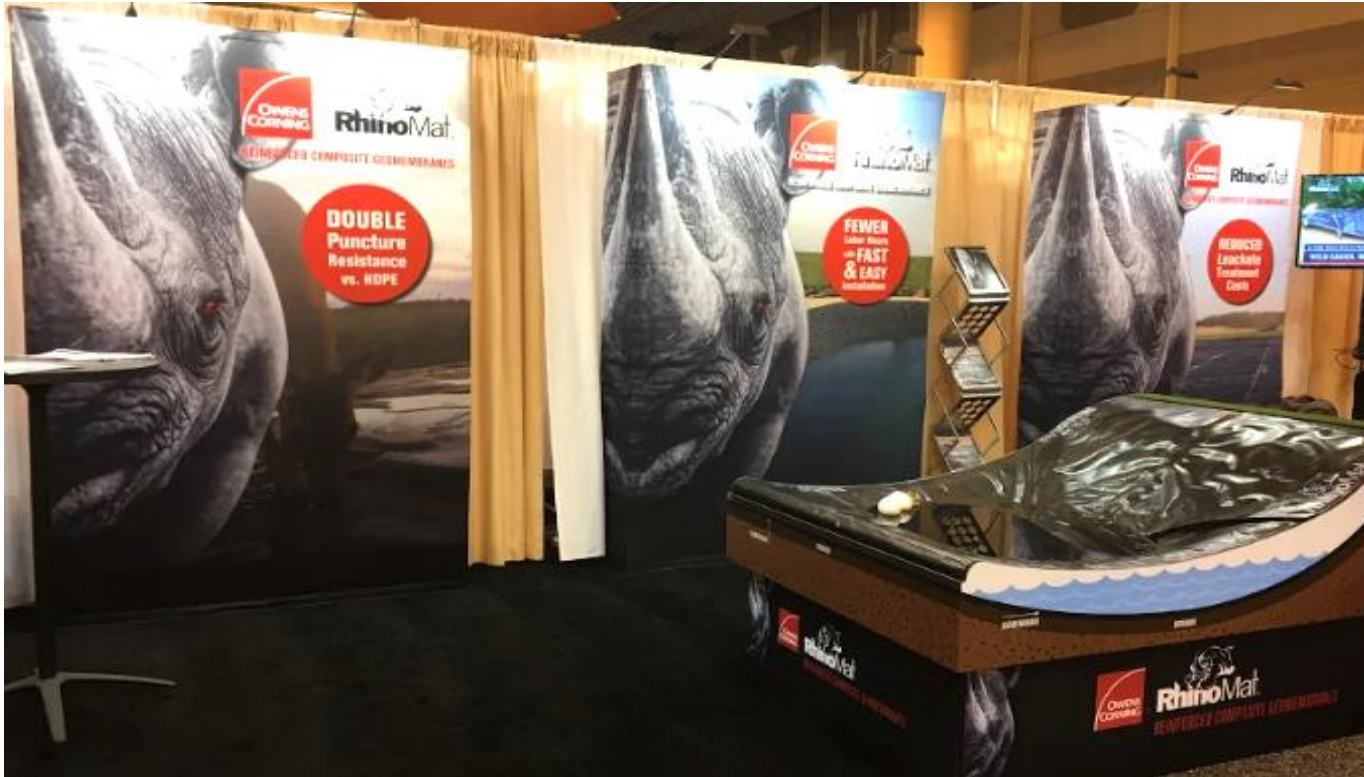
Attendees love product demos. This exhibit delivered, with their demo on the perimeter of the booth using well-placed screens to show the four key messages about their product.



JCB Power Systems Limited

JCB placed a large attention grabbing engine on the perimeter of the booth with A/V above it, and a static sign in front of it delivering the specs, features, and benefits. An excellent example of effective product presentation.

Effective Visual Communications



Owens Corning

Attendees want to quickly know what makes your products unique. Owens Corning did an excellent job communicating their three key messages in red circles while placing a demo unit on the perimeter of the booth.

Effective Visual Communications



Specific Energy

A major question visitors ask is “why should I care about your solution?” Specific Energy did an outstanding job of communicating their three core benefits, using color blocking to make them even more visible.



Duke's Root Control, Inc.

An exhibit is like a billboard on the freeway. First it must grab attention, then it must quickly communicate what you do. Duke's Root Control's plain and simple exhibit design delivered on both points.

Effective Visual Communications



Charlatte America

Three questions on the mind of attendees are: who, what and why. Here's a great example using top-tier graphics to quickly and visually answer all three primary questions.



Doetsch Environmental Services, Inc.

Keeping your message short and to the point is key to connecting with attendees quickly. Doetsch Environmental Services, Inc. provided that to passersby that may need their service.

Effective Visual Communications



Midwest Laboratories Inc

Using simple icons with a brief and clear statement allowed Midwest Laboratories to deliver their message to attendees quickly and efficiently.



Tnemec Company, Inc.

Tnemec Company, Inc. created an eye-catching solution to "Condensation Problems" by using creative copy and strong backlit graphics to quickly and visually call out the key problem they solve.

Effective Visual Communications



Headworks International Inc.

Headworks International did a great job of leveraging every available surface to engage attendees. This included using the back wall of their exhibit to inform attendees of their new screen product.



Lakeside Equipment Corporation

Every dog has their day and Lakeside Equipment Corporation's booth was no exception. Through fun and relatable imagery - a swimming dog - Lakeside caught the eye and brought a smile to visitors' faces.

Effective Visual Communications



Cherne Industries (an Oatey SCS Company)

A high percentage of attendees state that they come to find out what's new in their industry. And for many attendees, it is not always easy to find what's new on the show floor. Cherne Industries made it obvious, using eye-catching messages and interactive demos for visitors to see and learn about what was new in their exhibit.

Effective Visual Communications



Modec USA Inc

Modec USA explained what their products were and followed up with a question that indicated that attendees don't have to choose between efficiency and safety. This quickly communicated that Modec USA products fulfill both needs.



Engaging & Informative Presentations & Demonstrations

- Visual Support of Key Messages
- One to Many Theater Presentations
- Use of Interactive A/V
- Cool Stations & Kiosks
- Gamification
- Unique Ways of Providing Takeaway Information for Visitors

Engaging & Informative Presentations / Demonstrations



Special-Lite

Nothing beats having a full-size demo of your product for attendees to experience. Special-Lite made sure that attendees knew what was unique about their doors and encouraged visitors to try them out.

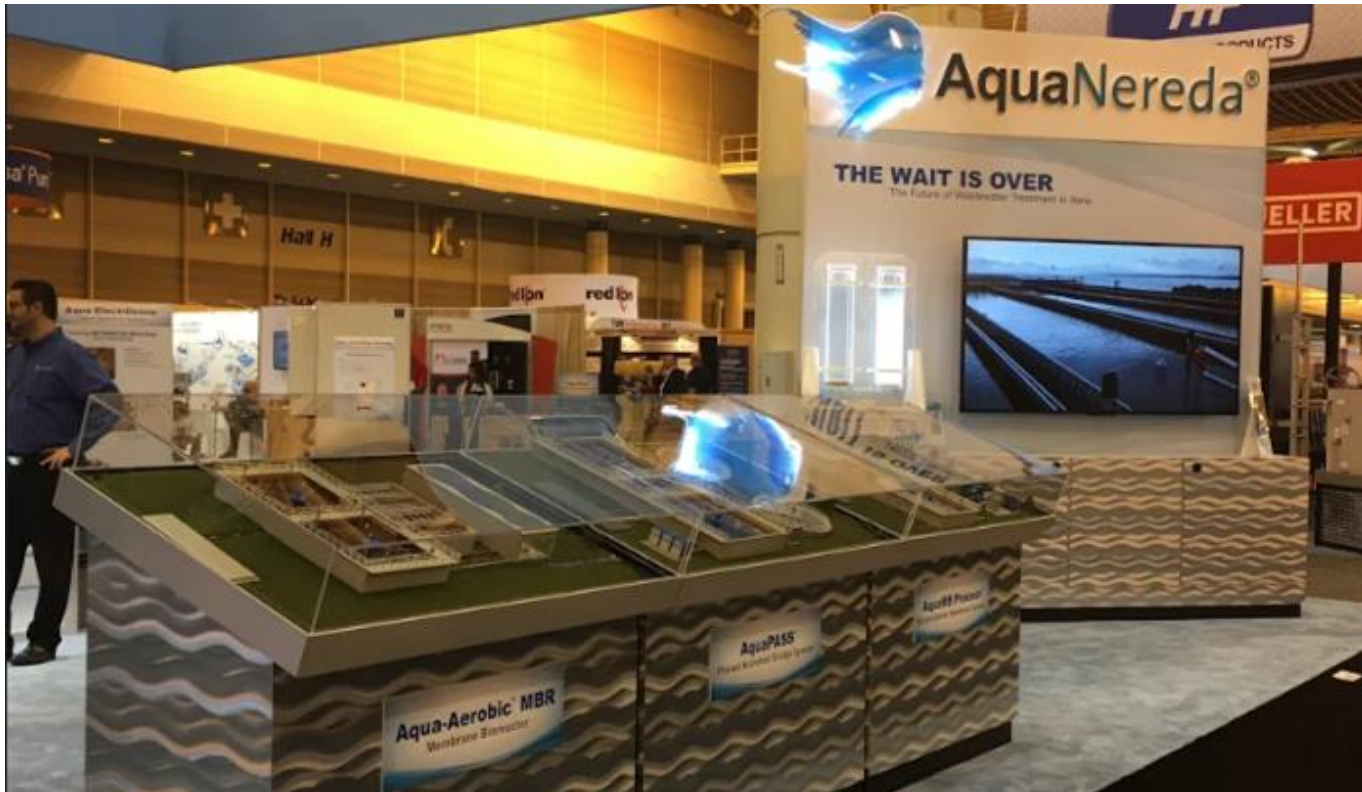


Veolia Water Technologies

Best Booth Runner Up!

Veolia Water Technologies did an excellent job of engaging with attendees on the show floor utilizing live presentations and a built-in screen perched above the crowd, so attendees could easily see their product demo.

Engaging & Informative Presentations / Demonstrations



Aqua-Aerobic Systems, Inc

Best Booth Runner Up!

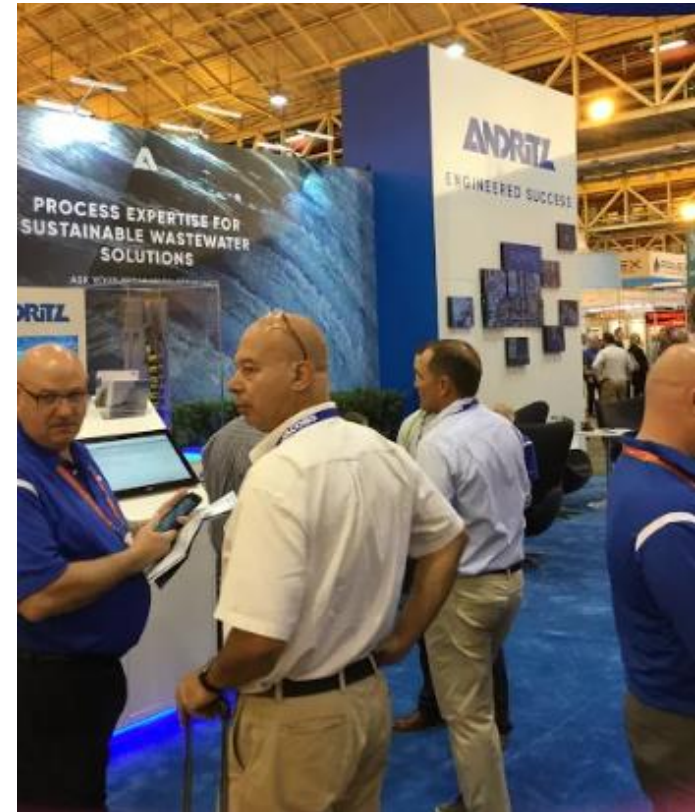
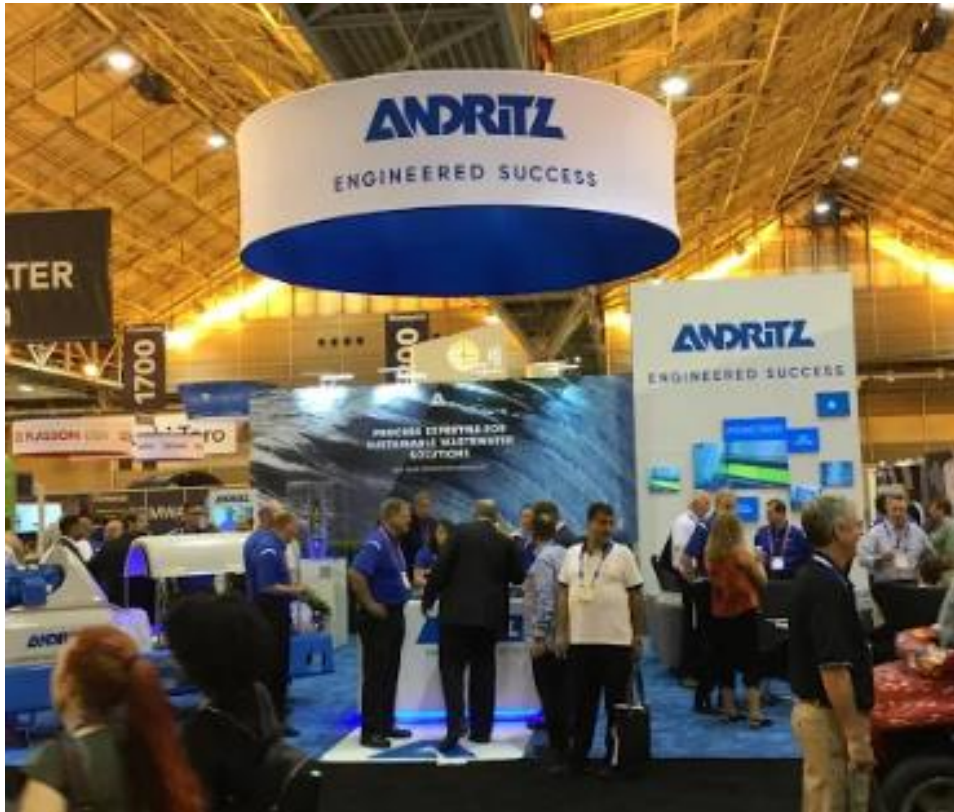
It's a challenge to demonstrate large solutions that cannot physically fit in the booth. Aqua-Aerobic Systems, Inc. did an outstanding job using scale models elegantly and well-placed on the perimeter and supported with audio visual presentations to educate attendees.



Smart Exhibit Access & Attendee Navigation

- Effective Crowd Management
- Effective and Efficient Wayfinding
- Creative Navigation Methods

Smart Exhibit Access & Attendee Navigation



Andritz Separation Inc

Andritz Separation Inc engineered their way to success through strong overall branding, interactive demos, lighting and unique tiered flat panels to get their message out to attendees.

Best Booth Runner Up!



Inline Success: Small Booths that Rock!

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MentorAPM

Now here is an excellent inline booth using strong brand colors, excellent well-placed messaging, and a “genius bar” set up at the front of the booth for demonstrations.

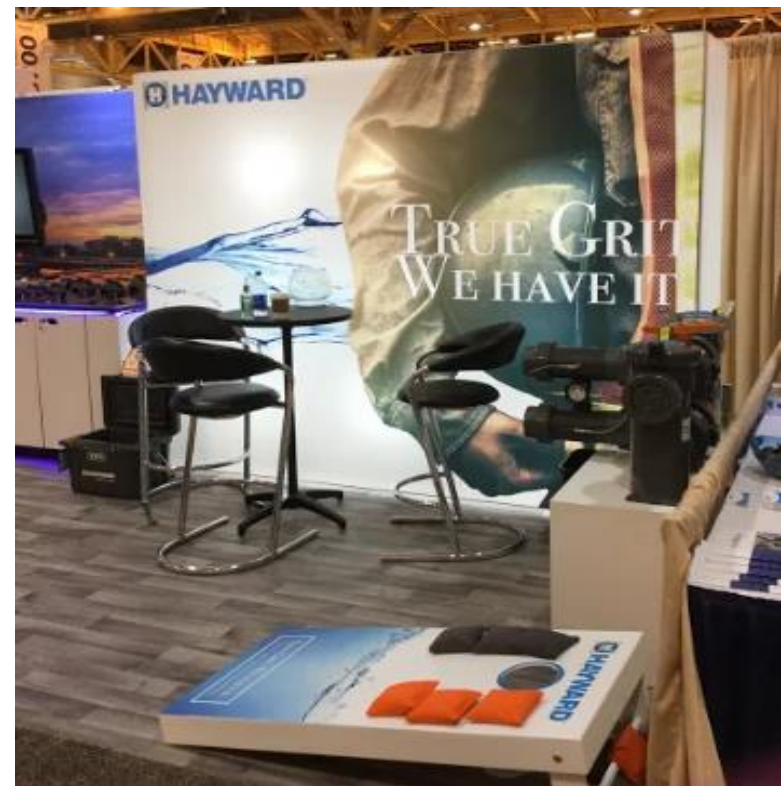
Inline Success: Small Booths that Rock!



FloWav, Inc

Smaller exhibits often struggle to grab attention. FloWav did a great job of getting their fair share by using a tropical ocean tiki hut theme to grab attention, then integrating their product into the motif.

Inline Success: Small Booths that Rock!



Hayward Flow Control

Best Booth Runner Up!

Hayward Flow Control did a great job infusing strong graphics, cool accent lighting, and an attention-getting headline into their inline booth.

Inline Success: Small Booths that Rock!



Dräger Inc. **Best Booth Runner Up!**

Dräger Inc's great use of lighting, clear messaging and monitors drew the attention of the attendee.



StormTrap **Best Booth Runner Up!**

StormTrap's booth included monitors in different locations displaying details about their services, in addition to displayed products and signage which kept the attendees engaged.



Thank You for Exhibiting at WEFTEC 2018!

***Mark your calendar now for the upcoming WEFTEC 2019,
September 21-25, McCormick Place, Chicago, IL***

And be sure to bring your creativity and excellent execution
so we can feature your exhibit in this report next year!



Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience