



## 29 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team

*By Lara Whitt, and Jefferson Davis of Competitive Edge*

As a value-added exhibitor service, WEF provided new and returning exhibitors at WEFTEC 2019 with the TradeShow Executive Gold 100 award winning E<sup>3</sup> 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 2019.

*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 Inc.**

Sulzer's bright white and blue exhibit could not be overlooked. Overhead lights put the spot on product demo areas with bright "white" lights. Products were well-staged on white/blue stands encouraging attendees to stop and learn about their solutions.

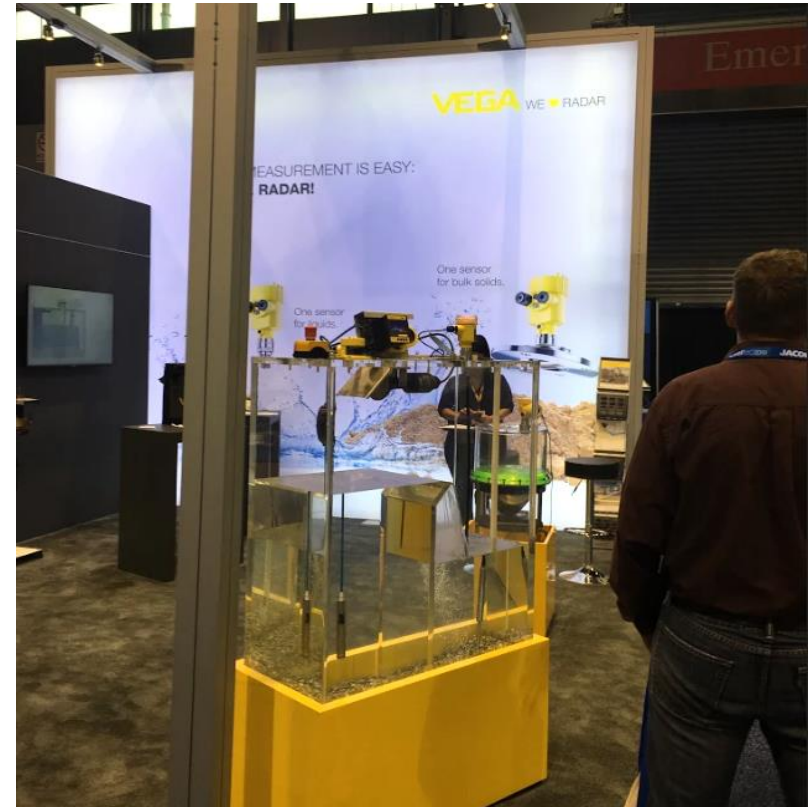
## Creative Attention-Grabbing Techniques



### Evoqua Water Technologies LLC

Evoqua featured a stunning water wall which demanded attention of attendees. The waterfall used changing LED lights in changing patterns from the Evoqua logo, to water droplets, to falling rain. In addition, a kiosk featured an LED with changing lights along with falling water with bubbles. A unique and powerful way to grab attention.

## Creative Attention-Grabbing Techniques



### **VEGA Americas, Inc.**

Vega's large backlit wall it was a strong attention grabber. It quickly communicated their value proposition and product benefits in a visually interesting and concise manner. Products were placed on the perimeter to entice attendees to stop and learn about their measurement solutions.

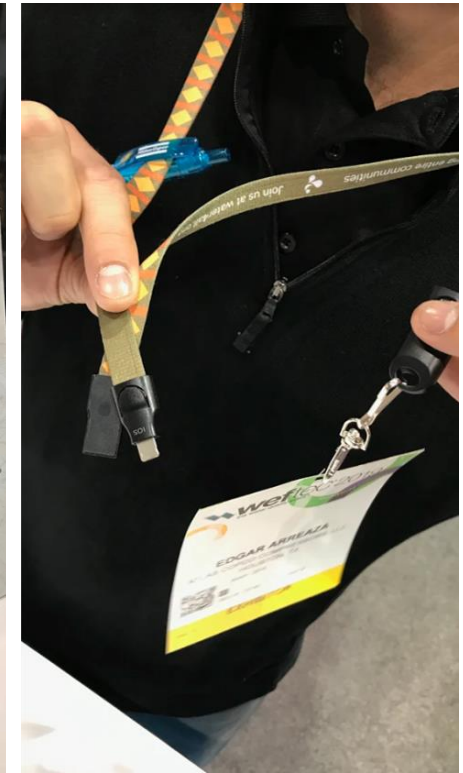
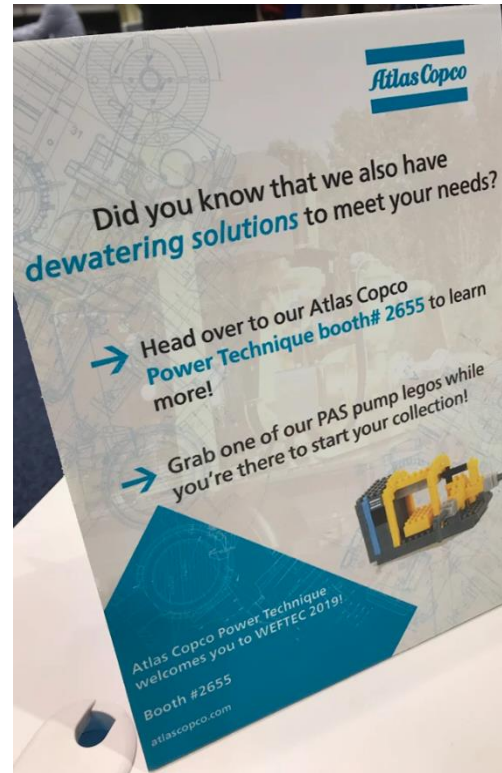
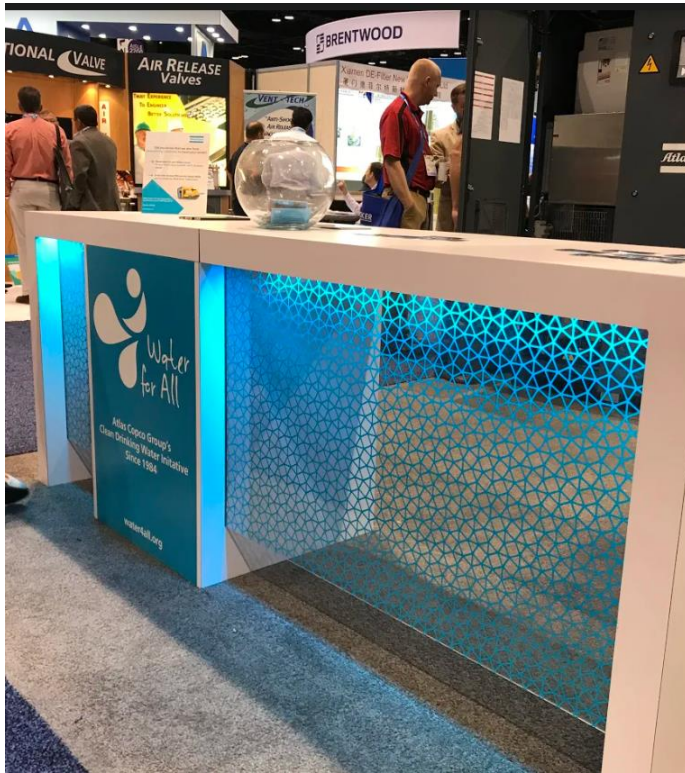
## Creative Attention-Grabbing Techniques



### DelVal Flow Controls USA

Delval's headline quickly communicated who they are, what they do and why the audience should care. The attention grabber was a holographic animation showing the motion of the valve. It was a real eye catcher that attracted people into the booth to look at the displayed products.

## Creative Attention-Grabbing Techniques



### Atlas Copco Power Technique LLC

A unique illuminated counter display and well-placed sign engaged, informed and directed visitors to areas within their exhibit to learn more. To reinforce the visitor experience, attendees received a PAS pump Lego and their lanyards doubled as lightning cable chargers, a clever brand reminder.

## Creative Attention-Grabbing Techniques



### **Kemira Chemicals Inc.**

One of the fastest ways to make sure your booth gets noticed is to light it up. Kemira did an outstanding job of using a large backlit graphic panel that drew the eye, while quickly communicating their value proposition. A large monitor pointed attendees toward a touchscreen to learn more about their products and solutions.



## Creative Attention-Grabbing Techniques



### Eaton

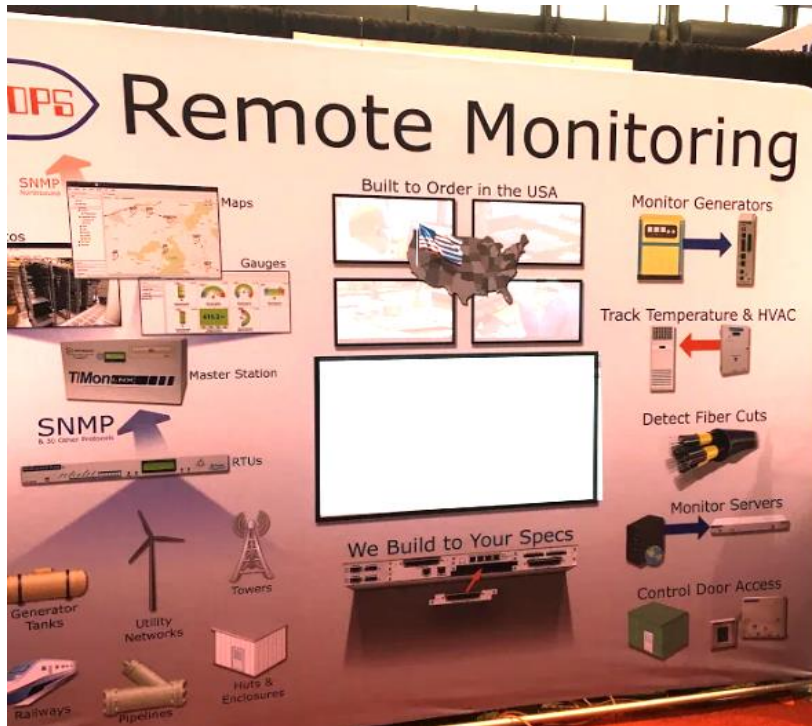
Eaton used a unique angled circular top-tier sign to stand out from the crowd. It helped define their space and deliver their message.



### Dräger Inc.

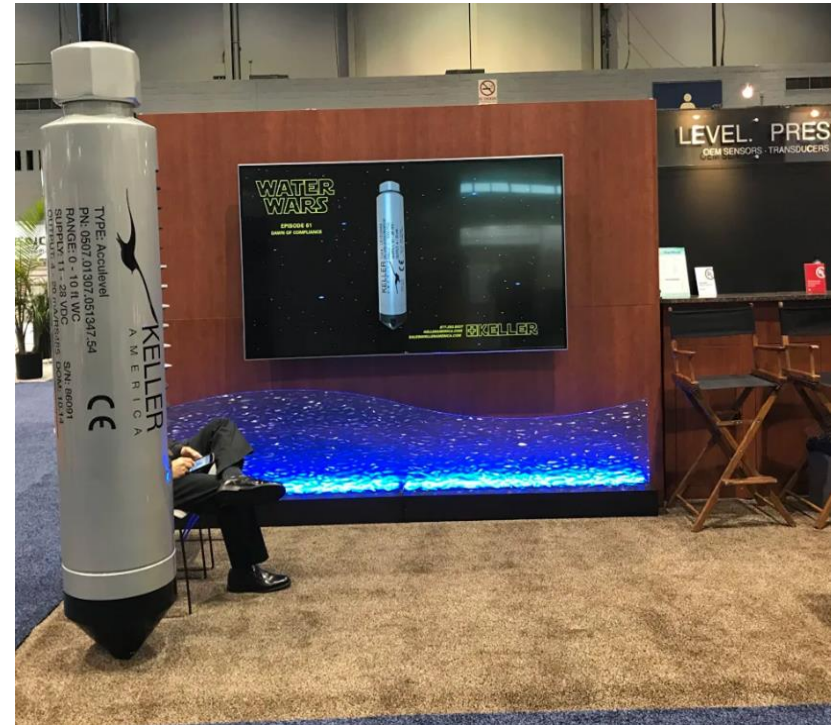
Dräger used a large image of a person using their product on the back wall and, right in front of it, a unique cut-out character holding the device. A unique way to grab attention.

## Creative Attention-Grabbing Techniques



### DPS Telecom Inc.

DPS creatively used video projection to grab attendee attention in a unique way. They split their videos into five apparently “solo videos.” Amazingly - they were all being sent from just one projector.



### Keller America, Inc.

Keller America used an oversize product prop to draw attention. The prop was well placed and supported with a large flat panel that educated visitors about the product.

## Creative Attention-Grabbing Techniques



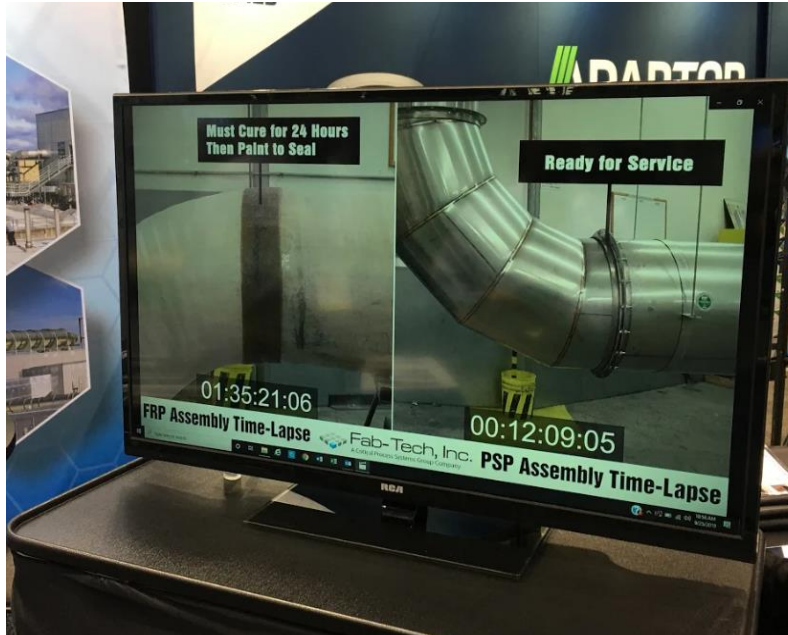
### Pumps and Controls

Smart use of color is a powerful way to grab attention. Pumps and Controls did a great job of using strong yellow and black, which are cautionary colors, to make sure attendees take notice.

# 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



## Fab-Tech, Inc.

Fab-Tech did an excellent job of using a time lapse video to quickly and convincingly help visitors understand one of the core benefits of their solution.



## Wolong Electric

The entire back wall was an eye-catching illuminated graphic. The clear, understandable messages communicated their advantages and global reach, simply and with great impact!

## Effective Visual Communications



### Liberty Pumps

Great use of multi-tier branding. The top sign had the company name and what they offer. At eye level, overall benefits were highlighted. Finally, product areas detailed each product.



### Clearas Water Recovery

Great graphic backwall to engage, inform and showcase their abilities. The static graphic leads the viewer to how their product works and shows the application on video. It was a great way to learn more about their products.

## Effective Visual Communications



### Heron Innovators

Here's a great example of putting all the principles of effectiveness into one booth. The top-tier circular sign quickly communicated who they are and what they do. It drew your eyes down toward a well lit sign with their core value proposition. This encouraged attendees to stop and learn more about the solution by watching the video on the back wall. Then, a static sign delivered key feature and benefit messages. They also smartly placed their product display on the perimeter.

## Effective Visual Communications



### Gardner Denver, Inc.

In an environment where exhibitors are competing for the time and attention of the audience, products must be creatively showcased. This is exactly what Gardner Denver did with their product as art equipment display. All displays included strong lighting, high-level messaging and detailed features/benefits to make it easy for attendees to find what they need and learn more about Gardner Denver's product line.



# 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



### ILC Dover

Now here's an outstanding example of staging your product demonstration to quickly and visually tell your story in clear and informative manner.

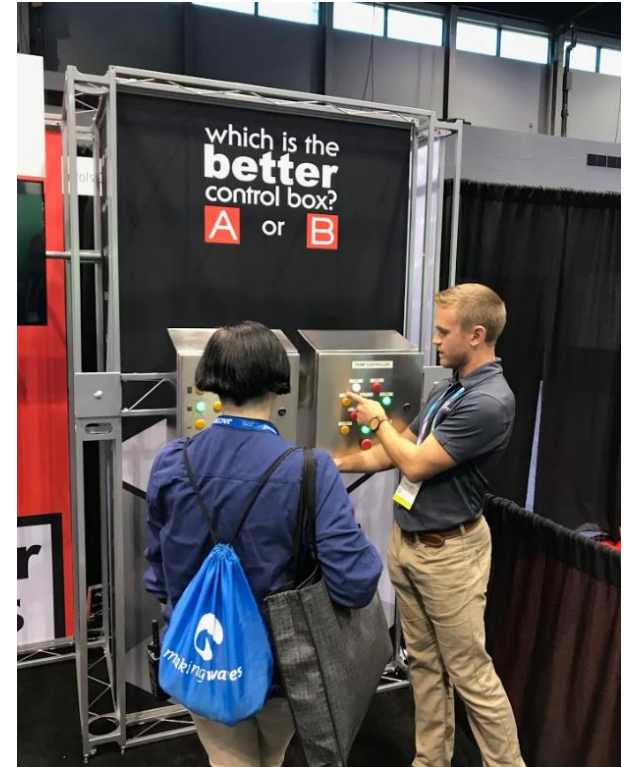
## Engaging & Informative Presentations / Demonstrations



### AquaVenture Holdings

In addition to a strong lighting, AquaVenture Holdings installed a water bar so attendees had the opportunity to taste the difference using three different dispensers to reinforce the delivery systems. The entire message was delivered visually and interactively through the use of taglines, videos, sampling, graphics, and staff.

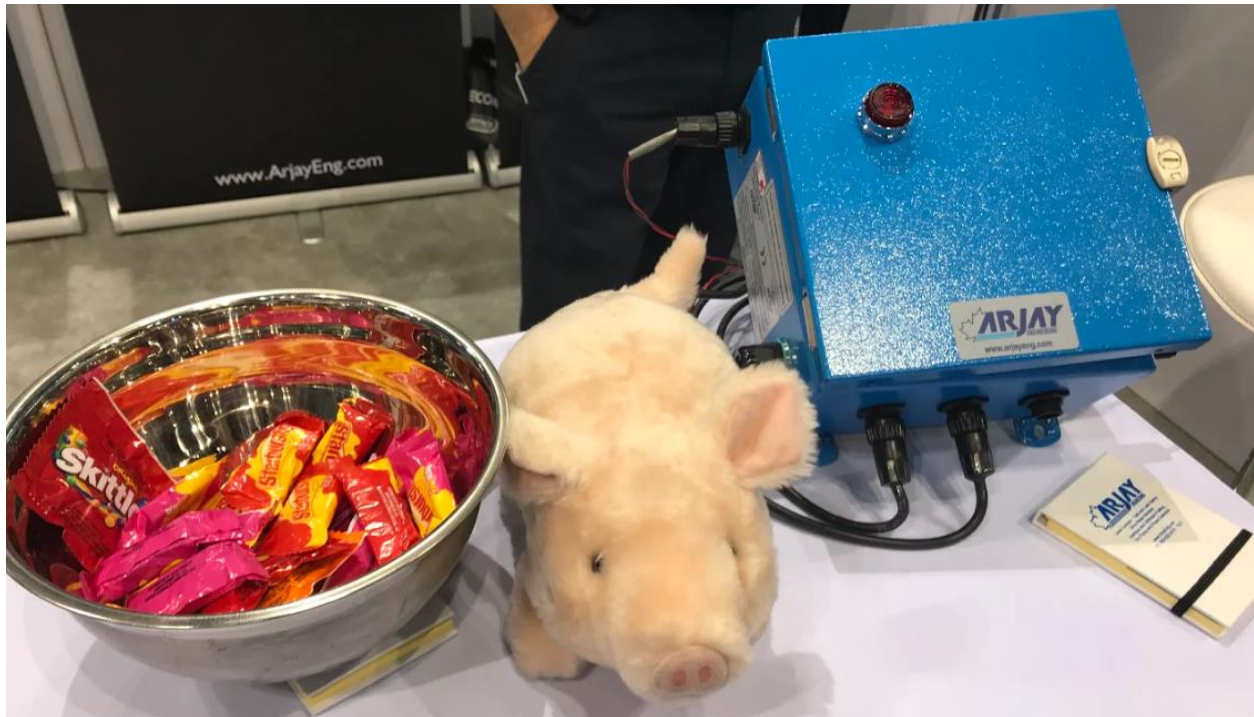
## Engaging & Informative Presentations / Demonstrations



### The Industrial Controls Company

Smart use of a well placed call to action graphic to provoke attendees to engage. This 10' x 10' exhibit informed attendees about their product while challenging them to test and see for themselves if their value proposition was true.

## Engaging & Informative Presentations / Demonstrations



### **Arjay Engineering Ltd.**

Arjay creates warning devices for dealing with liquid spills. They came up with a unique way to engage attendees. When an attendee would grab a piece of candy, the metal bowl would activate the device's warning signal and the pig would squeal and move. It really surprised attendees and made them try to figure out what they did to make the pig move. A clever way to make people stop, then easily educate attendees about their products.

## Engaging & Informative Presentations / Demonstrations



### Franklin Electric

Franklin Electric did an amazing job of presenting their solutions in multiple formats. The “Power Sewer” silhouette vignette was a real attention grabber. Products were elegantly displayed on multiple tiers supported by clear feature and benefit graphics. The “Pioneer Prime” augmented reality activity invited visitors to pick a product, put it under a screen, then the flat panel displayed details on the features and benefits of the product. These are state of the art presentations!

## Engaging & Informative Presentations / Demonstrations



### Bedford Reinforced Plastics

Bedford did an outstanding job of creating an informative product vignette. Well placed signage quickly communicated the key points of differentiation and core benefits.



### Noren Thermal Solutions

Noren had a small display to demonstrate their heat exchangers. After the demo, I was invited to try it. This firsthand experience cemented their message. Engaging and memorable.



## **In-Line Success: Small Booths that Rock!**



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### Cole-Parmer

Cole-Parmer delivered information in a small space without becoming crowded, boring or redundant. A mascot told their story visually, and toy replicas were handed out in the booth. A great job of effective storytelling.



# **Before & After: Changes Exhibitors Made**

## Before & After: Changes Exhibitors Made



**BEFORE**



**AFTER**

### MELTRIC Corporation

Meltric's main display included pictures with captions to put the products into context, but the curved counter was blocking pictures and copy on the display. When staff stood behind it they hid even more information. A simple shift of the desk into the booth alleviated this problem so attendees could see everything on the display. A small adjustment = a successful change.

## Before & After: Changes Exhibitors Made



**BEFORE**



**AFTER**

### **Aquafix, Inc.**

Aquafix's main panel in the middle had a second option printed on the inside, communicating what the company did. With one small adjustment Aquafix was able to establish their products and services in a prominent place in the booth. This change required little effort for successful results. Note the dayglo lab coats which also attracted their fair share of attention.



## Thank You for Exhibiting at WEFTEC 2019!

***Mark your calendar now for WEFTEC 2020, October 3-7, 2020,  
Ernest N. Morial Convention Center, New Orleans, Louisiana.***

Bring your creativity and excellent execution so we can feature your exhibit in this report next time!



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