



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

By Lsa Goodman and Bob Milam with Competitive Edge

As a value-added exhibitor service, WEFTEC 2021 provided new exhibiting companies, advertisers and sponsors with the TSE Gold 100 award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for additional 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 or best. They only represent a sampling of many effective exhibiting practices we observed at WEFTEC 2021.
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



Xylem

Bright lighting, a large curved LED wall, and well-marked demo stations provided a dramatic stage for Xylem's presence. Every element was perfectly positioned draw visitors in, keep them there, and take advantage of their excellent location near the show's entrance.

Creative Attention-Grabbing Techniques



RDP Technologies

Unique wood textures and multiple video monitors, stood out and created interest for RDP's visitors. The well-staged demo areas were all supported by active video giving visitors lots of interesting ways to interact with and learn about RDP's products.

Creative Attention-Grabbing Techniques



Induron

Motion is often overlooked as a way to draw attention. Induron mounted their product sign on a tall rod that rocked back and forth. This was enough to make visitors look. Then, the exhibit's headline invited them in for a deeper dive into how their products work.

Creative Attention-Grabbing Techniques



Watergen

This booth had it all! Dramatic lighting, bold clear headlines with intriguing messages, well-placed videos and supporting messages, and interactive demo stations making drinking water on the spot to prove their claims. They even brought an RV to show mobility, then used it as a meeting room.

Creative Attention-Grabbing Techniques



Endress + Hauser

Endress + Hauser used a very unique top structure to demand attention. They intergrated their brand color throughout the exhibit creating a strong brand impression.



John Cockerill

Knowing your objectives is a key to success. John Cockerill wanted to hold meetings in their exhibit, so they created five unique spaces of varying privacy within their exhibit to do this.

Creative Attention-Grabbing Techniques



Swan Analytical Instruments

Using large pipes as a table base and light canopy, Swan took a creative approach to their exhibit architecture, and generated a lot of attention and conversations along the way.



Heron Innovators

Heron used a unique dual approach to attract and engage visitors. The right side delivered basic info, while the left side invited relaxed conversation. A winning combination.



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



Voda ai

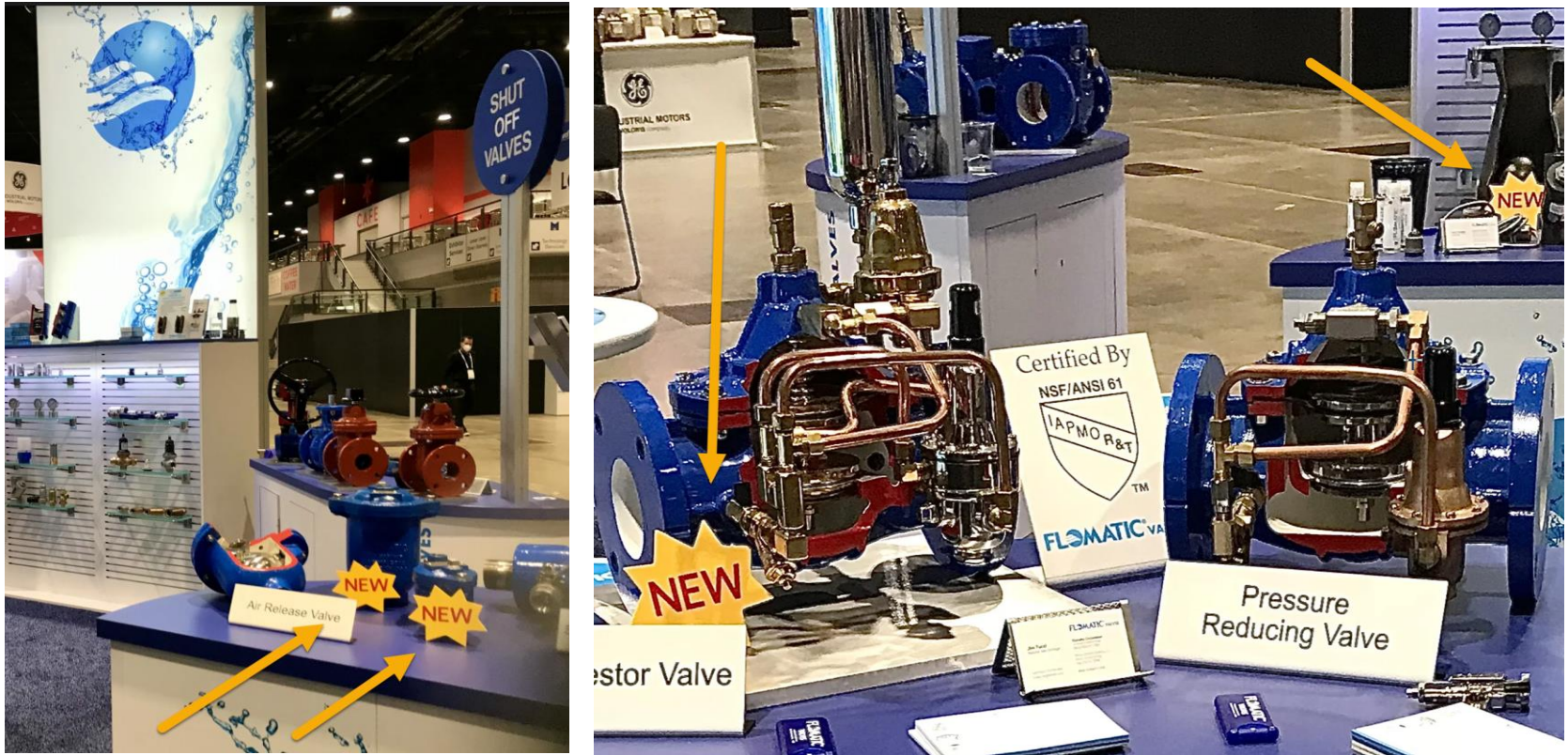
By using a brief, clear headline, then creatively lighting it from below, Voda ai caught your eye. Banners and signs promoted their upcoming demos, inviting guests to return.



Krohne

Accent lighting quickly drew your eye toward each product station, supported by video messages throughout the exhibit. Very effective! Simple, but great impact!

Effective Visual Communications



Flomatic Valves

Crystal clear messaging with signage presenting NEW products is eye-catching, communicating quickly and effectively to attendees seeking to find “What’s NEW”.

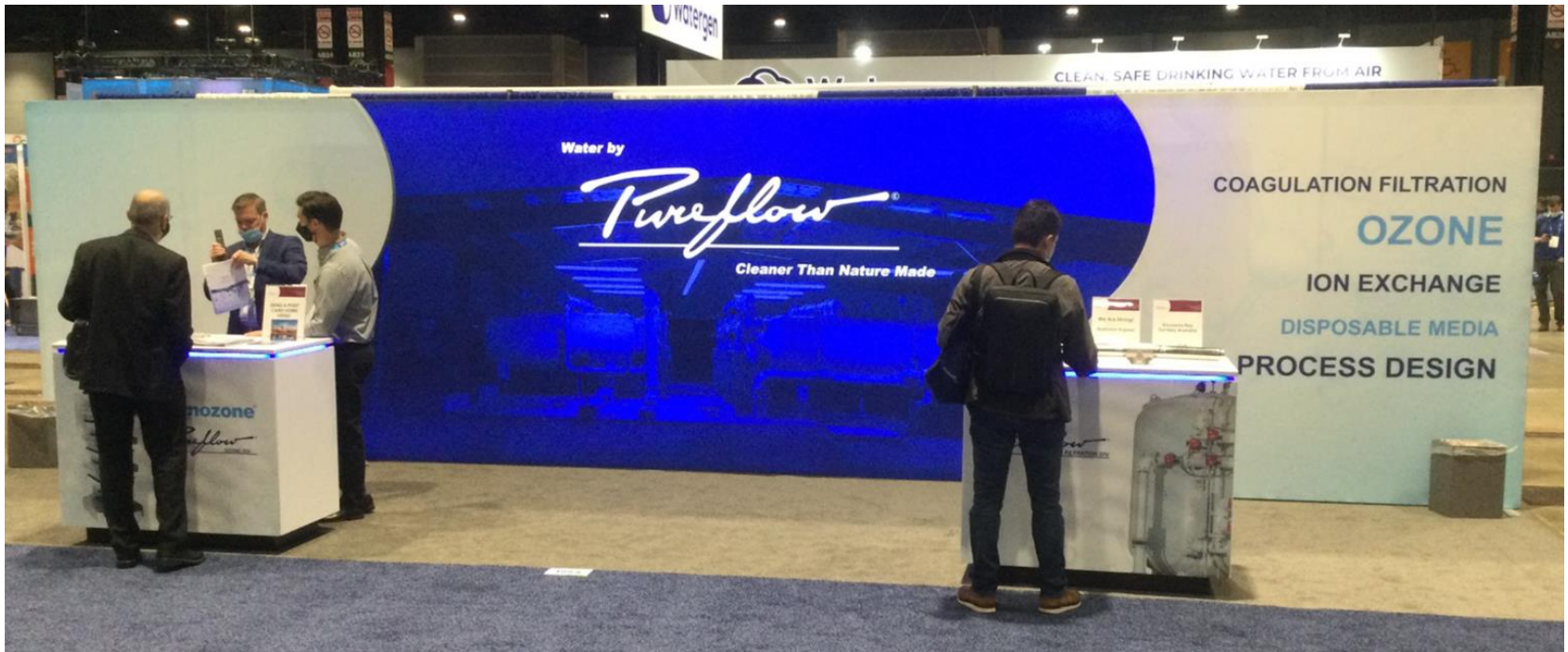
Effective Visual Communications



Vaughan

From the top tier sign to the carpet -- everything in Vaughan's exhibit is bright green. Lively demos brought their products to life, and cutaway models allowed visitors to see inside their products and touch them. Each product was staged at the perfect height to encourage visitors to linger longer without fatigue, and background videos told the product story. Well done.

Effective Visual Communications



Pureflow

Using strong color contrast on their back wall, coupled with clear simple statements about what they do, Pureflow effectively informed visitors. The thoughtful placement of their counters allowed their staff to interact with visitors without blocking or obscuring any of their messages -- an important aspect of successful and effective trade show exhibiting.

Effective Visual Communications



Raven Lining Systems

Where you place your messages is equally as important as what they say. Here, Raven Lining Systems have placed their key messages well above eye level, ensuring that visitors can see and read their key messages even when the exhibit is crowded.



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



Endress & Hauser

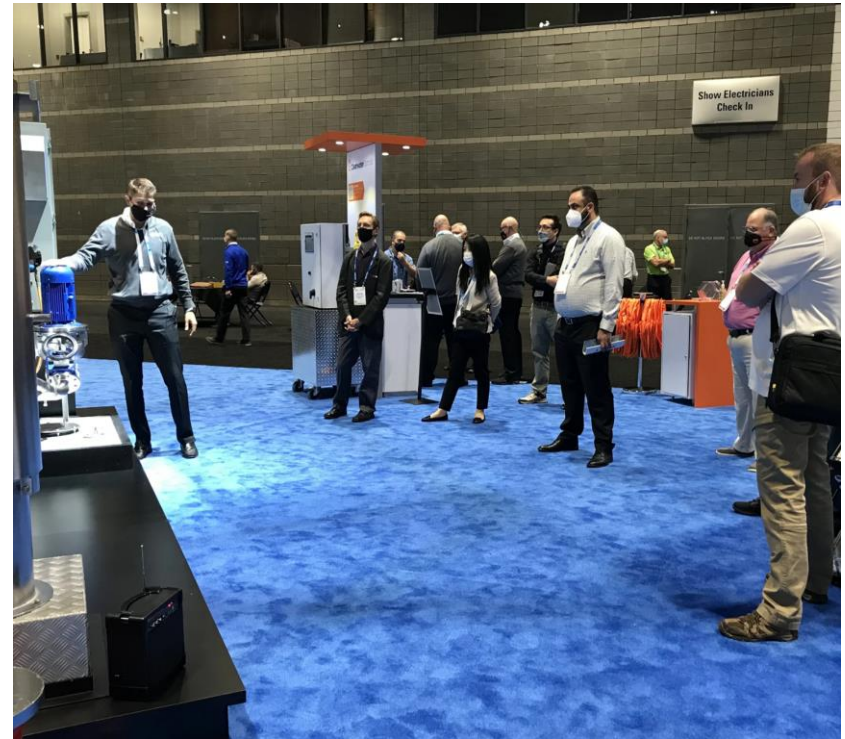
This exhibit showed exactly how to deliver great impact in small spaces. Each station presented products labeled and supported by in-depth information which attendees could access in different ways. By using QR codes, Endress & Hauser offered a very effective digital takeaway.

Engaging & Informative Presentations / Demonstrations



DXP Enterprises

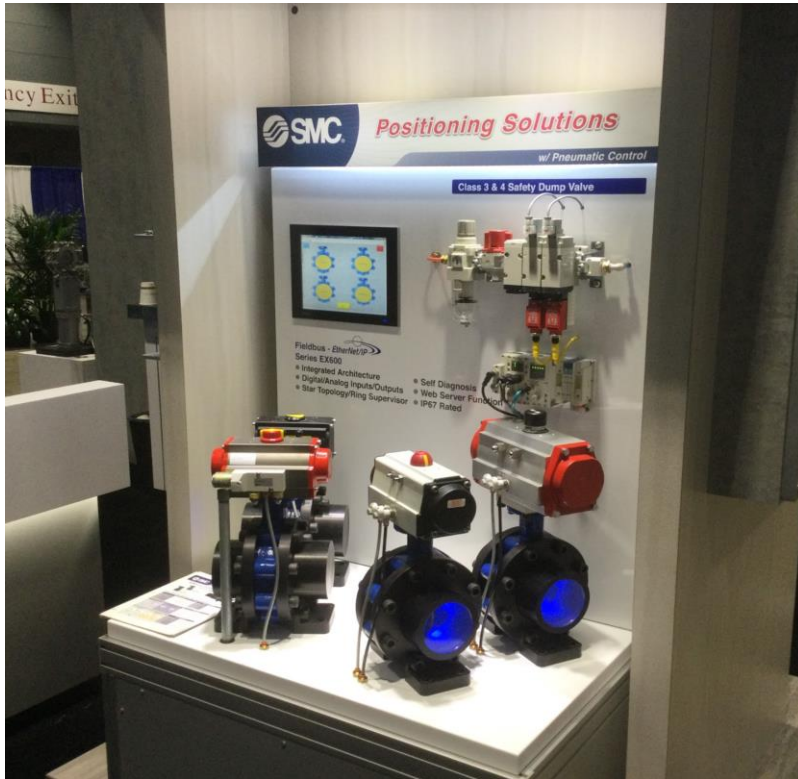
A/V presentation placed near the aisle draws attention. This format offers great visual support of key messages, especially when staff may be assisting others.



Clearwater Technology

By using the open space within their exhibit for product demos, then adding a spotlight on the presenter, Clearwater created a theater like experience for their visitors.

Engaging & Informative Presentations / Demonstrations



SMC

Good demos provide context to help visitors understand the what, why and how of what they're seeing. SMC did it well with print, video, lighting and staging. Well thought out.



NEOTEC UV

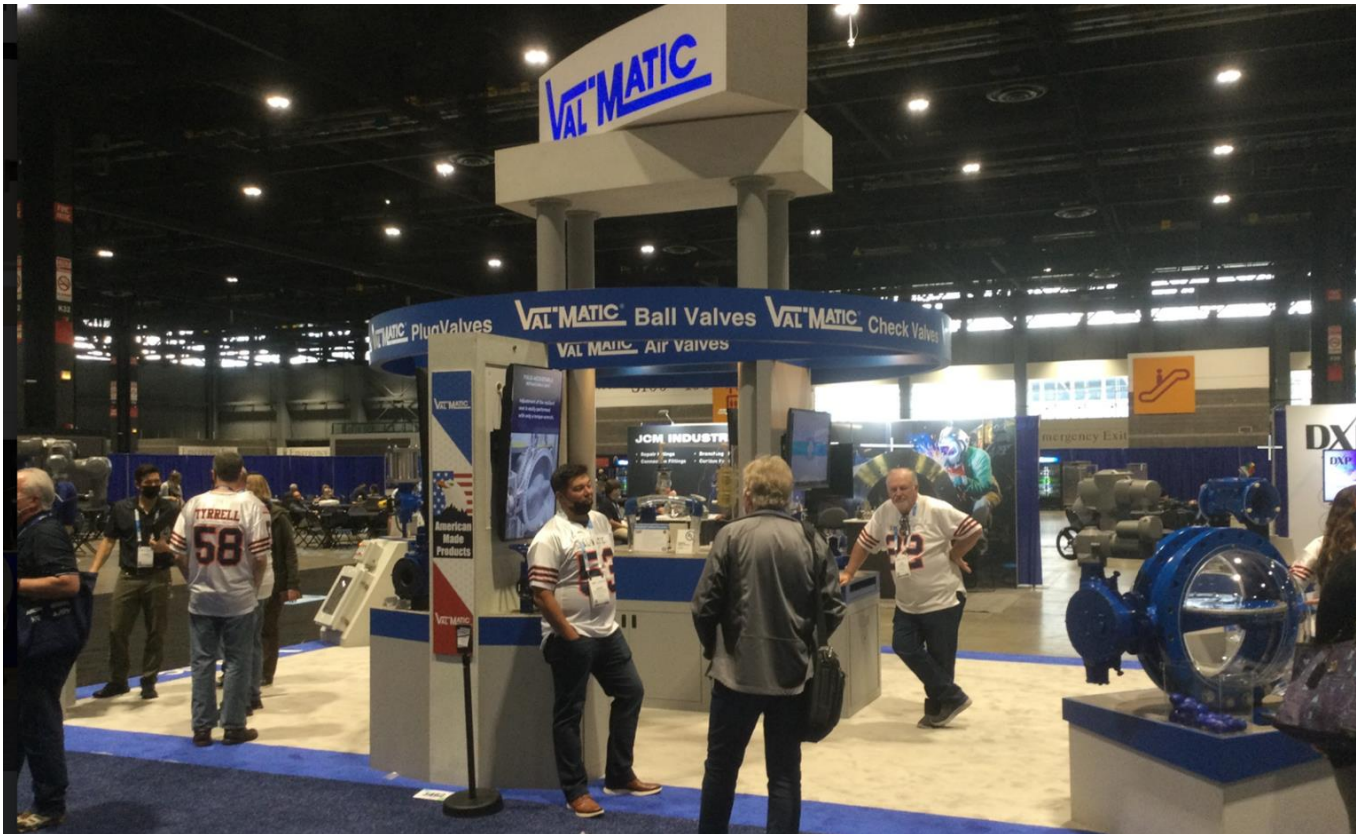
Dramatic well-positioned video pedestals invited visitors to explore up to six different product presentations running concurrently. A very efficient use of their small exhibit footprint.



Effective Staffing Practices

- Easy to Identify Staff Apparel or Identification
- Cool & Creative Staff Apparel
- Impressive Staff Behaviors

Effective Staffing Practices



Val Matic

Instantly recognizable in their Chicago-themed jerseys, the Val-Matic staff took their uniforms one step further, personalizing each jersey with the staffer's own last name. A winner!

Effective Staffing Practices



Exertherm

"It must be the shoes." The bright red shoes worn by Exertherm's staff were eye popping, offering easy identification and the perfect complement to the exhibit's color and the company's brand.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Flomatic Valves

Round bright blue signs positioned high above each product station quickly told visitors where they could find things as they approached the Flomatic Valves exhibit. Smart, easy and effective.



In-Line Success: Small Booths that Rock!

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Pyxis

This small exhibit draws attention, near and far. The brand colors are carried through the floor, back wall, and hanging sign. There's easy access to the touch screen demo areas, and the staff is all wearing branded apparel. The overhead sign adds visibility and easy exhibitor identification all across the exhibit hall.

In-Line Success: Small Booths that Rock!



DN Tanks

Using a well lit, light colored wood backdrop, DN Tanks created an intimate and comfortable exhibit, complete with built-in conversation pits, and two video presentations. In a sea of exhibits that were mostly blue and green, this contrasting exhibit created a warm, inviting and relaxed vibe, one that beckoned visitors stay awhile and refresh themselves.

In-Line Success: Small Booths that Rock!



Smart D Technologies

Bright colors, large scale imagery, and a clean open space define this small exhibit. The messaging is simple and well placed for easy visibility, with no obstacles blocking navigation.



Gross-Wen Technologies

Located in the Innovation Pavilion, Gross-Wen delivered great impact, using a bright color scheme, bold messaging, and video in a compact, but easy-to-understand format.

In-Line Success: Small Booths that Rock!



S.S.I.

Icons are often overlooked as a way to quickly communicate with visitors. S.S.I.'s "Stop Signs" instantly convey what their products do, and also what they want visitors to do -- STOP.



Michels

Michels adapted their larger 20x20 exhibit to fit perfectly in this 10x10 footprint, pulling the brand colors into their carpet and furnishings. A well-captioned video topped it off.



Thank You for Exhibiting at WEFTEC 2021!

***Mark your calendar now for the upcoming WEFTEC 2022
October 10-12, 2022, Morial Convention Center, New Orleans, LA***

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



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