



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

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As a value-added exhibitor service, WEFTEC 2022 provided selected exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. We want to congratulate the 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 2022. *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



DeZurik

One of the most powerful ways to make sure your booth gets noticed is to use strong lighting. These backlit exhibit graphics forced visitors to look, so they quickly understood what this company does.

Creative Attention-Grabbing Techniques



Teledyne ISCO

Nothing like a cool cartoon mascot to capture the imagination of attendees and enhance booth traffic. The duck directing attendees to the different product areas was not only an eye catcher but was also effective at delivering product information. Fun and informative.

Creative Attention-Grabbing Techniques



KSB

You asked ... we delivered. KSB used oversize statements to communicate the benefits of the company's top products. From props to motors and more, oversized statements created an exciting image about each that brought attendees to the booth. The stands with bright blue edge lighting topped off what were attractive displays.

Creative Attention-Grabbing Techniques



G & R Pumps

One of the main reasons people attend tradeshow is to see what's new. When you have something new, it's not only a good idea to feature it on the perimeter of the booth in an elegant display, but also adding the starburst sign breaks the blue color palette and causes people to notice it.

Creative Attention-Grabbing Techniques



DeZurik

When offering a giveaway, it's always a good idea to have it carry your brand identity, but equally important is to make it useful. DeZurik did a great job by giving attendees rain ponchos enclosed in the little ball with a hook that made it easier to carry.

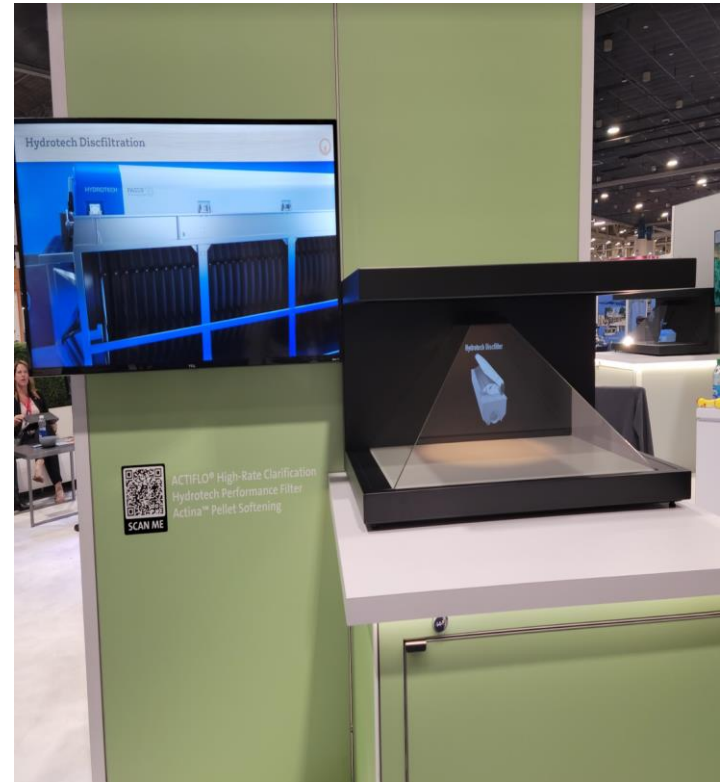
Creative Attention-Grabbing Techniques



Wager USA

The combination of color and lighting can be a powerful technique to make your exhibit stand out from the crowd and draw visitors' eyes. Wager USA's unique booth was firing on all cylinders with their visually compelling green and blue lighting theme.

Creative Attention-Grabbing Techniques



Veolia

Stunning new booth distinguished itself with hologram product images supported by informative product PowerPoints. The PowerPoints integrated copy with 3D images that communicated the benefits of Veolia's broad and sophisticated product line.

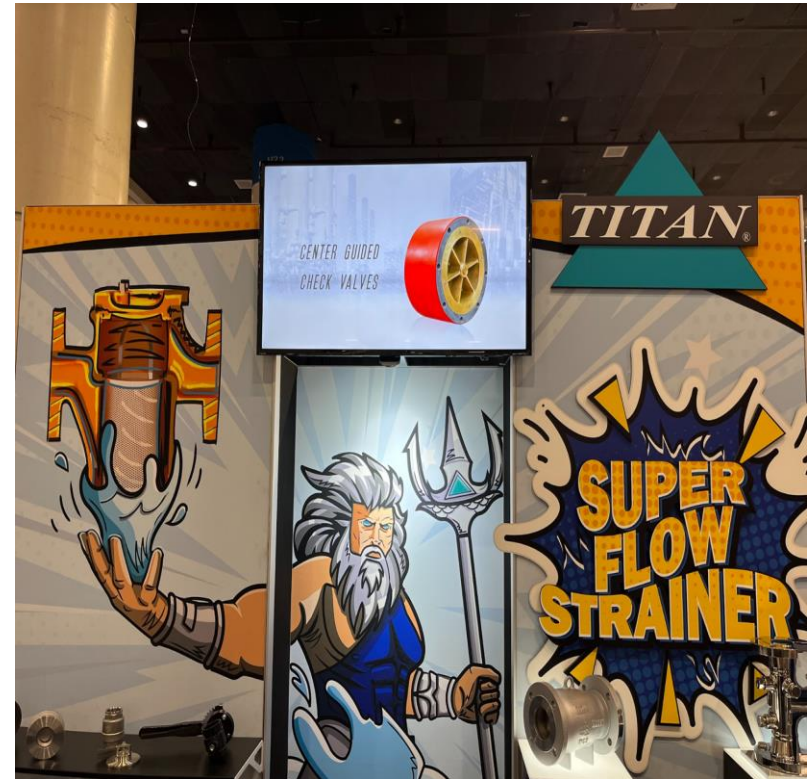
Creative Attention-Grabbing Techniques



JWC Environmental

There's nothing like a red haired monster to get some attention for the booth and gain an identity at the show. The monster popped up everywhere ensuring the booth increased awareness of products, services and solutions.

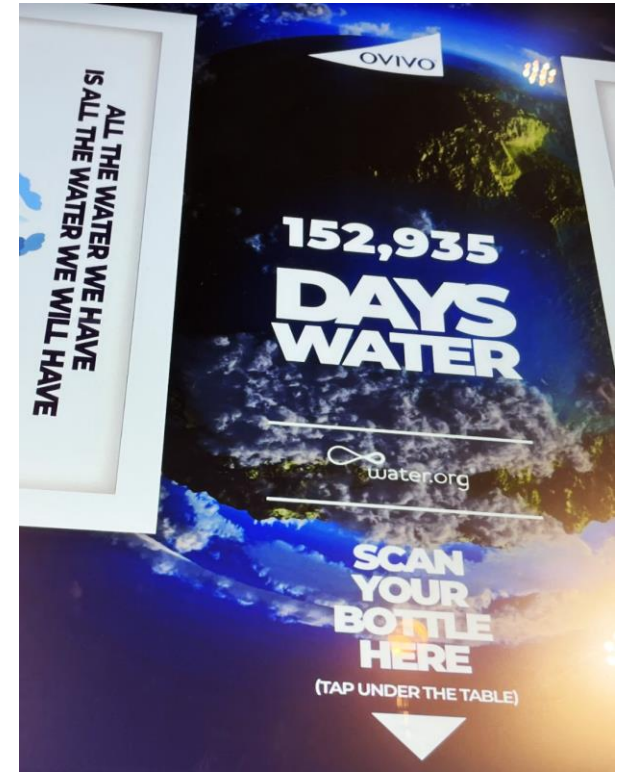
Creative Attention-Grabbing Techniques



Titan Flow Control

Comic illustration and bold colors draw attendee interest and provide strong visual impact. Very effective - using illustration for product presentation and creativity for attendee recall, differentiating this exhibit from others in the exhibit hall.

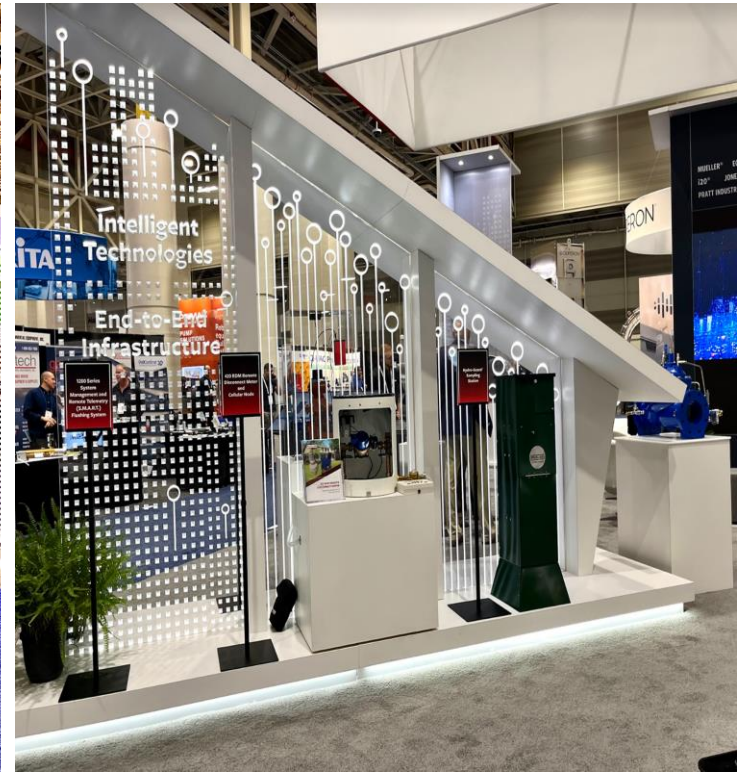
Creative Attention-Grabbing Techniques



Ovivo

Ovivo presented a unique in-booth promotion - offering water bottles which provide one person with access to one year of clean water. A center kiosk, showing pledge growth becomes an interactive talking point for staff, connecting their promotion to their services. Very effective!

Creative Attention-Grabbing Techniques



Mueller Water Products

Pattern and light floating on glass panels offer great visual interest while highlighting products placed within exhibit. When placed on each side of center table, glass panels become more dramatic.

Creative Attention-Grabbing Techniques



GF Piping Systems

Upper tier signage is eye-catching! Using a central focal point, messaging and motion draw attendee interest from across the hall. The three dimensional cube effectively communicated product offerings and presented graphics in multiple directions for maximum visibility.



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



Mass Transfer Systems

Promoting multiple brands under one company umbrella can be a difficult task. MTS did a great job by placing the brand logos in their top circular sign and using motion to give them all equal billing.

Effective Visual Communications



ProMinent

When you have a nondescript company name, your top tier sign can and should do more than just communicate the name. Here's an excellent example of how a company used their top tier sign to communicate what they do and call out their problems and benefits. To make it more impactful, they promoted new and had the sign rotating to draw more attention.

Effective Visual Communications



Montrose Environmental Group

This small exhibit backdrop is a clinic on how to grab attention, communicate a core message, and back it up with data and relevant images. Very well done!.

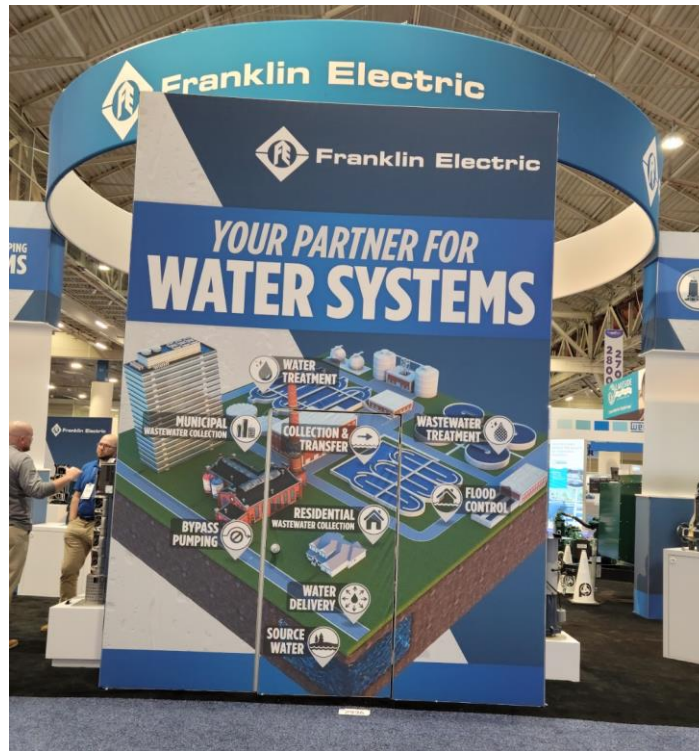
Effective Visual Communications



Aerzen

Communicating a clear call to action in your exhibit graphics can be an effective way to draw exhibitors in for conversations. You can't say it much better than this exhibitor did.

Effective Visual Communications



Franklin Electric

Sometimes a combination of 2 and 3 D creates compelling visuals and effectively communicates a message. Franklin Electric efficiently conveyed this through a workman inspecting a sewer. So lifelike, attendees did a double-take as they passed by and stopped at the booth to learn more.

Effective Visual Communications



Sentry Press

Here's a great example of how to communicate a value proposition to visitors, compelling and challenging them to want to ask "how do you do that?".

Effective Visual Communications



KSB

Understanding your customers pain points and being able to communicate your solution in as few words as possible takes a lot of skill. KSB knocked it out of the park with their well-placed problem/solution copy.

Effective Visual Communications



Penn Valley Pumps

Here's a great example of how an exhibitor developed an overarching product message and then delivered it in a visually, easy to process manner.

Effective Visual Communications



Aquafortis

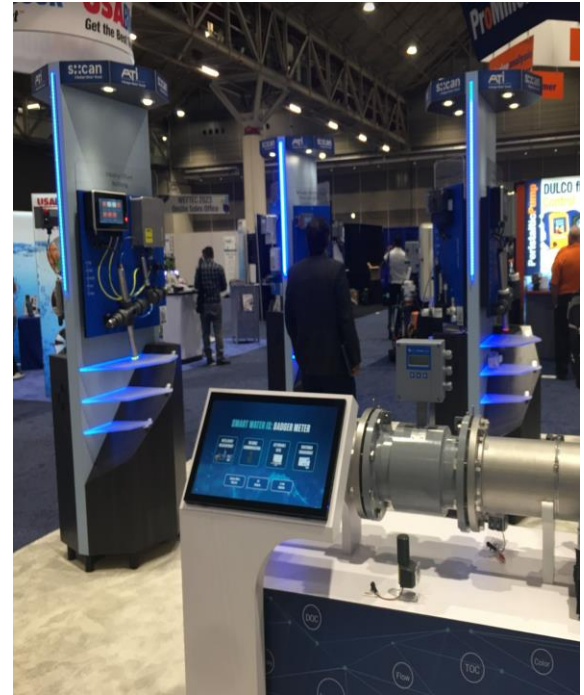
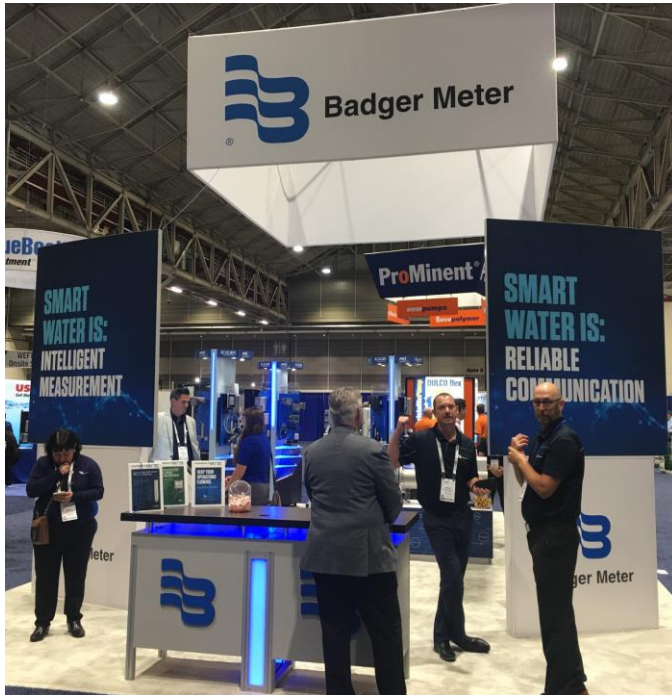
When using a flat panel video it's important that attendees be able to process the information. Here's a great example of how the company used large well-placed captions to deliver the product messaging.



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



Badger Meter

Here's an example of a theme very well executed throughout the booth. Badger Meter used the "Smart Water is ..." and then built it around three message points: intelligent measurement, reliable communication, and available now. A well-designed touch screen interactive guided visitors to learn more about the various solutions. High quality product displays engaged visitors to see and learn more about the various products.

Engaging & Informative Presentations / Demonstrations



ChlorTainer

It can be expensive to lug Big Iron into the exhibit hall. Yet when you have a interesting product, you really want to be able to show it to your audience. Developing a scale model is one of the most effective things you can do.

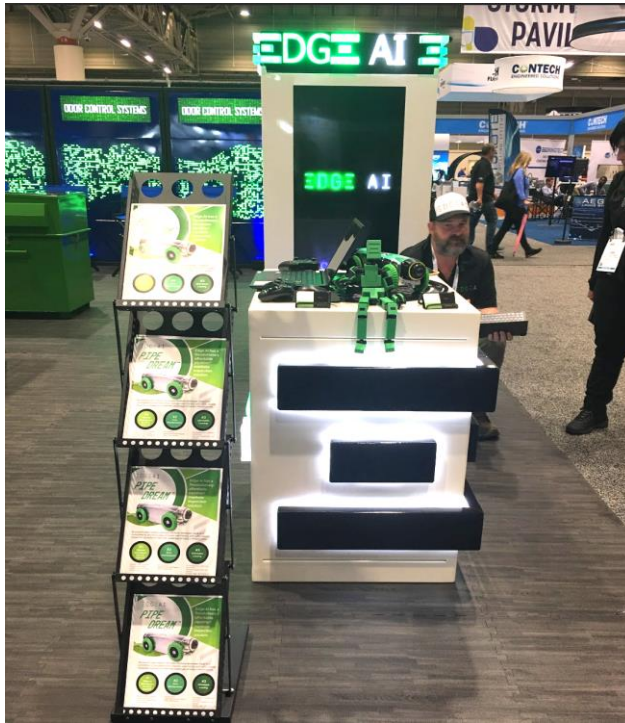
Engaging & Informative Presentations / Demonstrations



Nice N Clean

A mighty 10 x10 booth, Nice N Clean showed how a simple demonstration supported by an informative video was enough to encourage prospects to change brands. Oh and did I mention get others to change brands too.

Engaging & Informative Presentations / Demonstrations



WAGER USA

The number one way attendees want to interact with an exhibit is through a demonstration. Wager USA knocked it out of the park with their demo aptly called .. ."a pipe dream." Taking it one step further, the remote controlled camera was enclosed in a tube which demonstrated in real time how the product works. Outstanding execution.

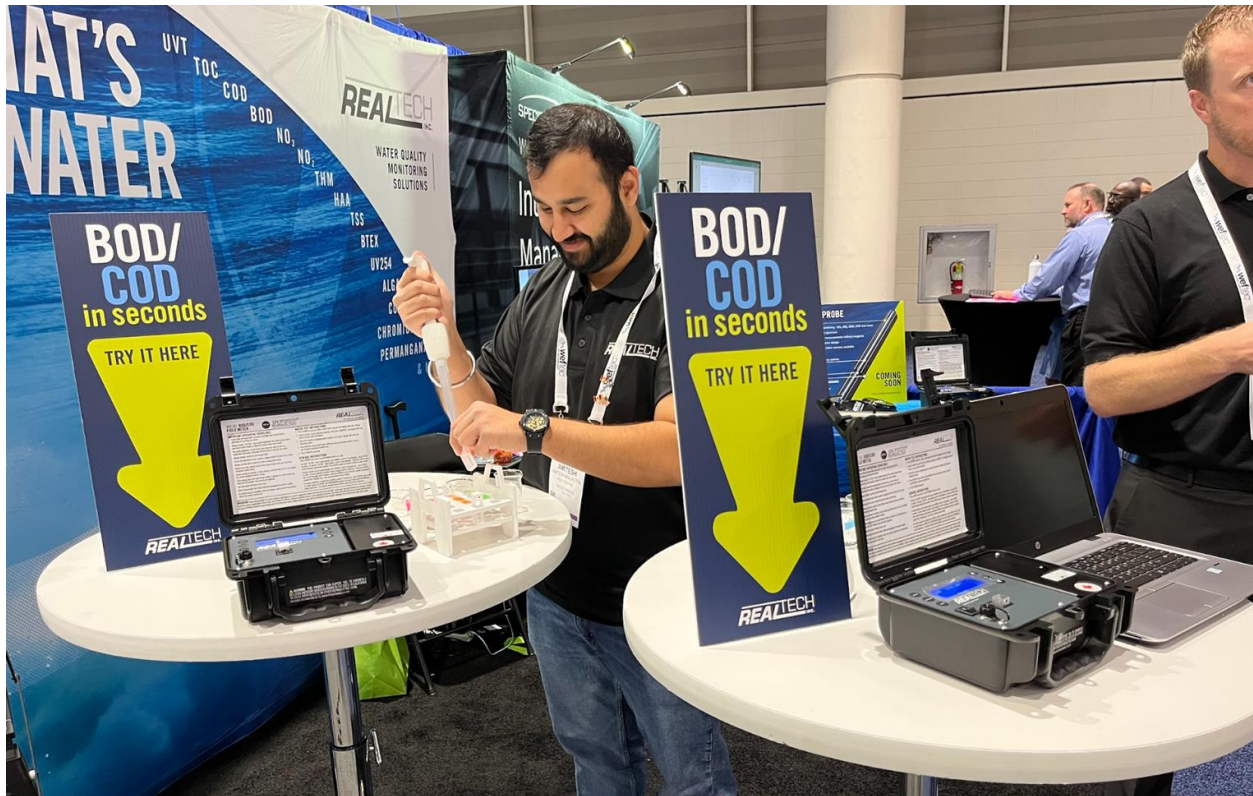
Engaging & Informative Presentations / Demonstrations



Peerless Pump

For exhibitors, providing takeaway information in multiple forms can enrich the attendee experience and their knowledge of company products and services. For Peerless Pump, a large QR code placed high on the main presentation wall, offers maximum visibility and ease for attendees to access company information in digital format.

Engaging & Informative Presentations / Demonstrations



Real Tech

Attendees seek engagement at trade shows - they want to learn about products/services, and experience new methods through demonstrations. At Real Tech, the bold “Try It Here” signage invites attendees into the experience to see how quickly their product works. Very effective!

Engaging & Informative Presentations / Demonstrations



Nexom

Thoughtful placement of product stations offer ease of navigation for attendees moving around stations and throughout the exhibit. Bold, mid-level signage is placed effectively, designating products presented at each station.

Engaging & Informative Presentations / Demonstrations



Crom

Using virtual reality for demonstration, Crom offers attendees a unique sensory experience through their presentation about concrete tanks and infrastructure. Attendees engage, learn, and discover, resulting in a more memorable attendee experience within the exhibit.



Effective Staffing Practices

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

Effective Staffing Practices



Crane Pumps & Systems

At Crane Pumps & Systems, attendees could easily identify staff, as all were wearing branded apparel. Together, they presented a unified appearance within their exhibit. Variety for apparel through style and color added dimension to staff identification and presentation.



Before and After: Changes Exhibitors Made

Before and After: Changes Exhibitors Made



BEFORE



AFTER

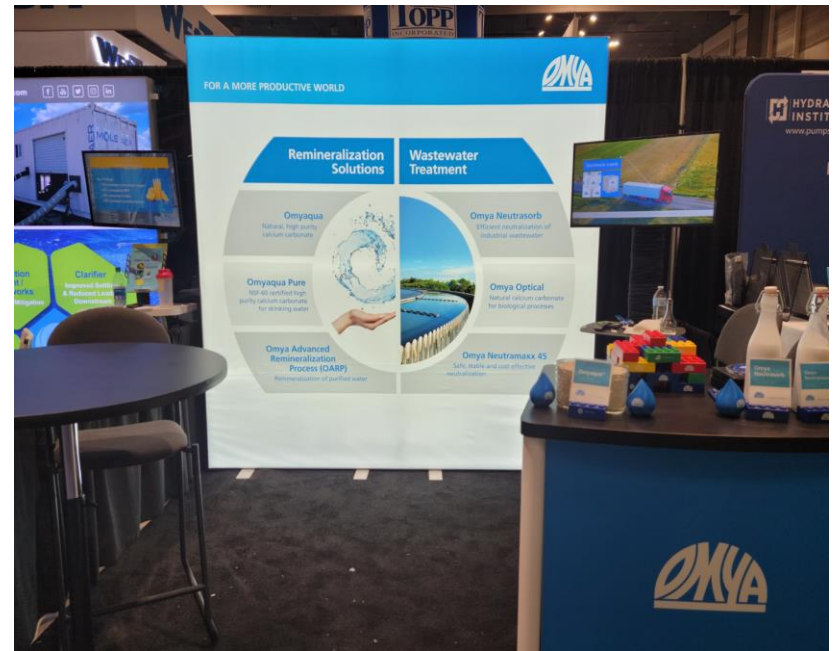
Aquaread

For inline exhibits, a corner location allows exhibitors to present messaging to attendees on both sides of exhibit. For Aquaread, by simply rotating kiosks facing one aisle to facing the corners, attendees can now see branding from multiple directions.

Before and After: Changes Exhibitors Made



BEFORE



AFTER

Omya

Omya started with chairs all blocking copy on the backdrop. Simply by moving a few chairs and some clutter it was possible to read the most important messages. Within 5 minutes the staff started to get multiple inquiries about the products and services.

Before and After: Changes Exhibitors Made



BEFORE



AFTER

Flexaseal

Sometimes simple moves can help open up a booth and make it possible to see all the visuals and messaging. Simply moving a sign and a table opened everything up.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



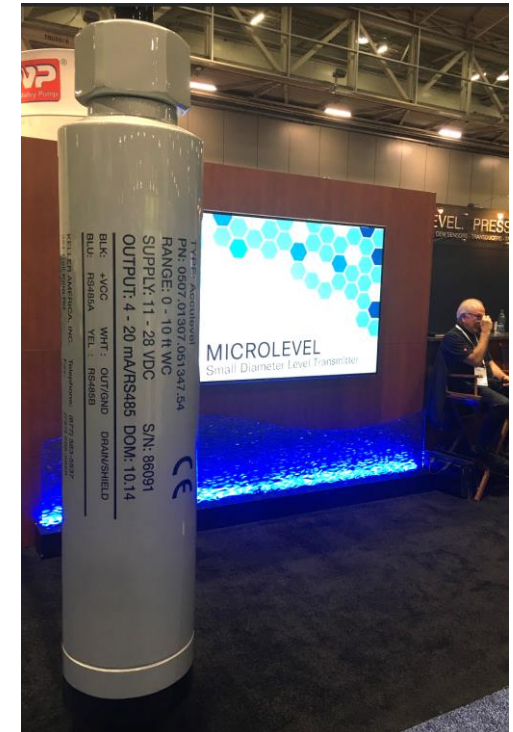
Hach

When presenting multiple solutions it's important to make it easy for attendees to find what they're interested in. Hach did a great job of placing mid-level directional signage spotlighting the various solutions centers in the booth. This is an outstanding job of placing all of their new solutions right on the perimeter of the booth and tagging them with yellow call out signage. Finally, the special carpeting and bottom lighting draw your eyes to the new product area.



In-Line Success: Small Booths that Rock!

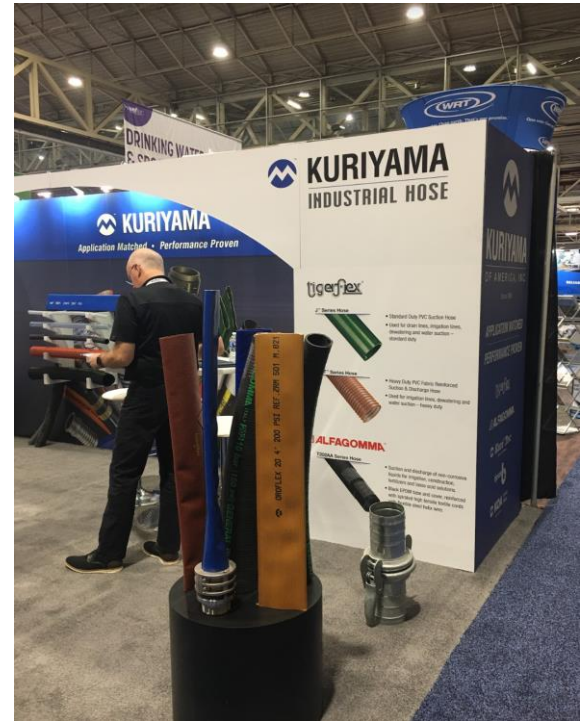
In-Line Success: Small Booths that Rock!



Keller America

Who says small has to be second rate? Here's an great example of how to use a high-quality exhibit property, oversized well-placed audiovisual, an oversized scale model, along with blue lighting simulating water to make sure your small exhibit stands out from the crowd.

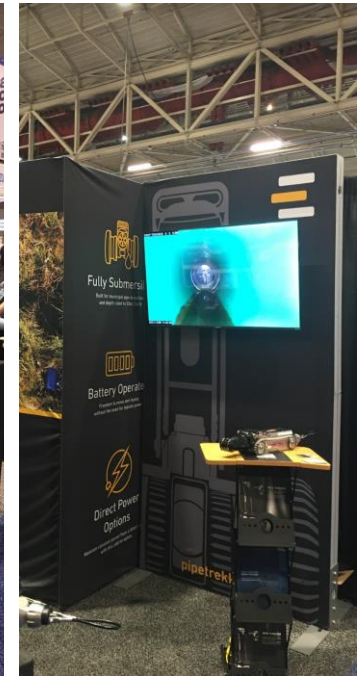
In-Line Success: Small Booths that Rock!



Kuriyama

Here's a small booth firing on all cylinders. From the creative use of a unique exhibit structure, to clear company branding telling exactly what the company does and what their core value proposition is. Well-placed product displays with informative feature benefits signage located near the perimeter made this small exhibit really stand out from the crowd.

In-Line Success: Small Booths that Rock!



Pipe Trekker

Wow, another example of a great booth that is executing on extremely high levels. A unique color scheme of black stood out in a sea of white and blue booths. The graphics quickly answered the who and what questions. Having a live submersed product demo forced visitors to look at their booth.

In-Line Success: Small Booths that Rock!



Membrion

Sometimes the best booths come in small packages. Membrion encapsulated this concept. With stunning lighting, an entertaining and educational video, edge lighting on the round table, informative photos and a quick demo, Membrion showed the bigger booths how to do it right.



**Thank You for Exhibiting at
WEFTEC 2022!**

***Mark your calendar now for WEFTEC 2023,
October 2 - 4, 2023, in Chicago, IL***

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



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