



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

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As a value-added exhibitor service, WEFTEC 2023 provided selected exhibiting companies with the award-winning E<sup>3</sup> 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 many effective exhibiting practices we observed at WEFTEC 2023. *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



### Meltric

The booth stood out not just by great imagery, lighting and graphics, but also sample products hanging on panels around the booth. The color scheme of the booth was backlit and designed using variant shades of blue. The tagline and copy immediately answered the “what do you do?” question. The staff was proactive and helped draw attention.

## Creative Attention-Grabbing Techniques



### Börger

Looking for a demo on-the-go? This mobile van is an exhibit space on wheels... with dedicated learning spaces and product demonstration areas for visitors to explore and learn more about the company. Interested in future tours? Simply scan the QR code provided to schedule an interactive trailer tour and demonstration. A great addition to this booth.

## Creative Attention-Grabbing Techniques



### Crane Pumps

It is hard to miss this oversized hashtag message well placed toward the aisle. Adjacent signage directs attendees to place themselves in their story, and within their exhibit. With each post to social media, attendees enter a drawing to win a prize as well as becoming a brand ambassador. Simple, fun, and attention-grabbing!

## Creative Attention-Grabbing Techniques



### Wager

When you want to make sure your exhibit gets seen, combining lighting and bold colors is a surefire strategy. By using a strong combination of blue and green colors with lighting throughout the exhibit this unique booth was hard not to notice.

## Creative Attention-Grabbing Techniques



### MentorAPM

Got coffee? MentorAPM does! Playful messaging in this campaign drew attendees to their exhibit to “see what’s brewing” - to join them for coffee, and listen to a quick presentation about mission, management, and utility asset management.

## Creative Attention-Grabbing Techniques



### Teledyne Water

Want to play? Win Prizes? Jump, dance, and learn? At Teledyne Water, attendees did just that when their ISCO duck made an appearance, drawing interest from attendees! This playful character urged attendees to follow the company on social media, spin the wheel for a prize, and scan their QR code for product information - very effective!



# 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



### Hach

Seeing new products is one of the primary reasons attendees visit the exhibit hall. The Hach exhibit placed new products on the perimeter, boldly marked them in yellow, and kept knowledgeable staff nearby to help draw attention.

## Effective Visual Communications



### Badger Meter

Bold colors, clean lines, bright lights, and thoughtful placement of high-quality product displays help Badger Meter engage and educate attendees about their “Badger Meter is Smart Water” solutions.

## Effective Visual Communications



### Aquagga

Aquagga used a well-designed backlit display featuring an informative PowerPoint. The PowerPoint stand was covered with fabric in a tent shape. An informative appearance with just the right amount of data and photo support. Well done!

## Effective Visual Communications



### Rydlyme

Rydlyme's before and after photographs were especially compelling. This was supported by a small demonstration of the product which ensured that more attendees would visit the booth to learn more. All the information was supported by a pop-up literature rack in the back that provided fulfillment for those that wanted to learn more.

## Effective Visual Communications



### ATC Diversified Electronics

In addition to the crystal clear value propositions and messaging, the monitor in the center of the booth communicated key company information. The demos and PowerPoint were effective at educating prospects about the company, products and services. Clean and eye catching, overall very well done.

## Effective Visual Communications



### Toray

Toray made it easy to tell what they sell. Pictures illustrated the product line. High level message established their relationship to the target audience. Toray also provided sufficient space for attendees to enter the booth in order to interact with the staff. Good job.

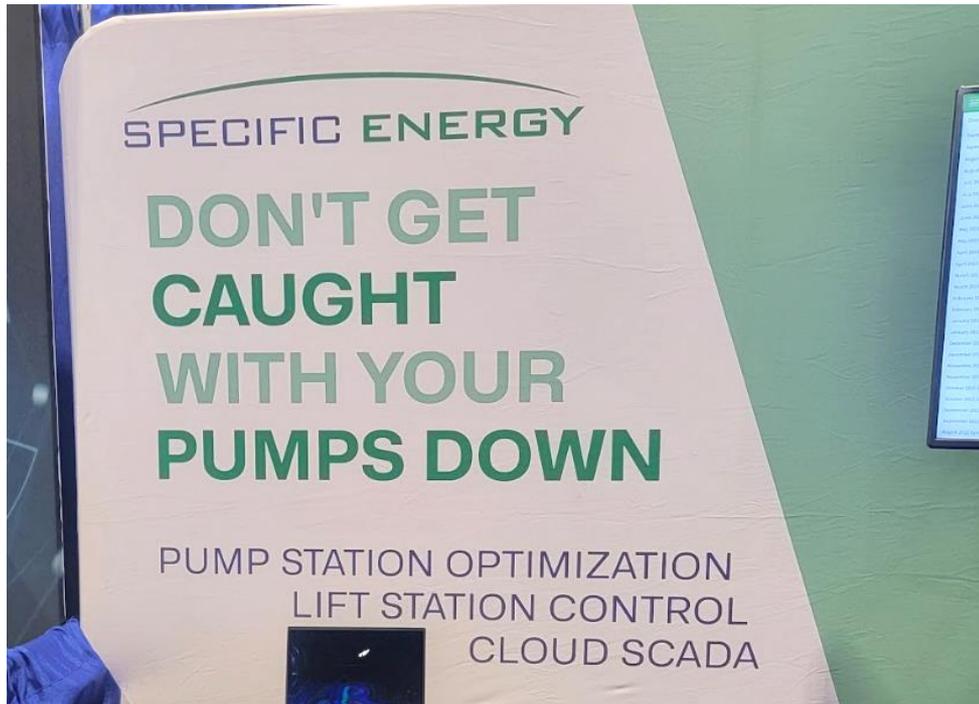
## Effective Visual Communications



### Gorman-Rupp Pumps

Often, small details can speak volumes within an exhibit! Simply, the addition of a small, brightly-colored sign presenting this NEW product uses messaging and color to attract attention, enticing attendees to explore deeper and ask questions of staff.

## Effective Visual Communications



### Specific Energy

A well-crafted headline can be very effective, make attendees chuckle, and hit home with a powerful value statement. Specific Energy captured all that while telling visitors who they are, what they do, and why you should care.

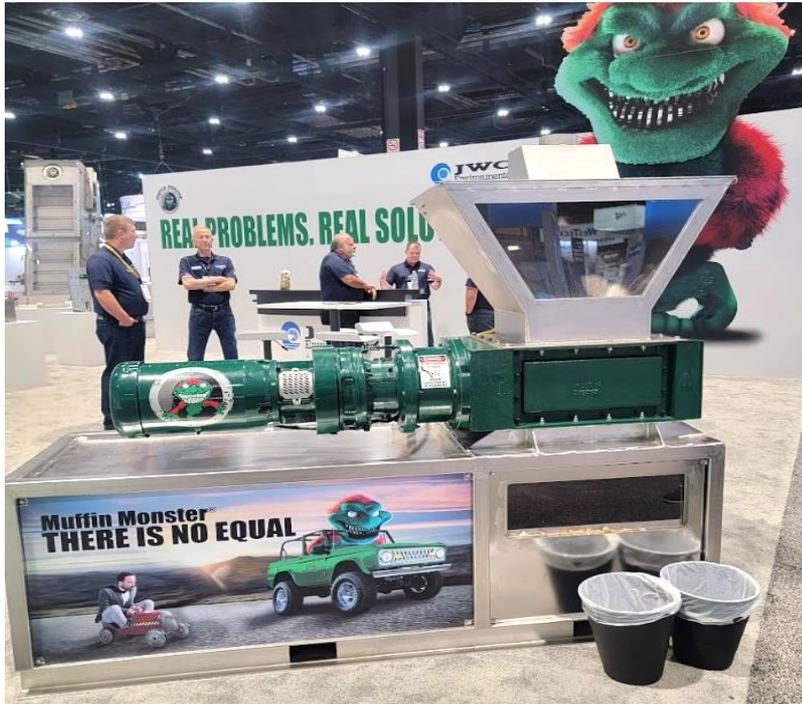
## Effective Visual Communications



### Prime Solutions

Looking across the North Hall, one could not miss the upper tier banner above Prime Solution's exhibit - at first for its bright color, but then for its humorous and powerful brand statement. This value proposition is crystal clear, presenting exactly what they do! They spread their humor, offering stickers, T-shirts, and glasses to reinforce their messaging.

## Effective Visual Communications



### JWC Environmental

A well chosen mascot can create instant memorability for a company and its products. JWC's "Monster" was a perfect choice to communicate the toughness of their solutions, while highlighting the difficulty of their problems they attack.



# 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



### Industrial Flow Solutions

Staging a demo that is compelling and engaging using elements that are usually not seen -- can be a real tough challenge for many exhibitors. Industrial Flow Solutions did a great job of mounting their demos on pedestal bases and using transparent parts. Well done.

## Engaging & Informative Presentations / Demonstrations



### Pyxis

Interactive product stations were well promoted with clear copy and used bright blue and orange to colors to draw your eye. The imagery was effective at promoting the products and services and encouraging attendees to stop to learn more.

## Engaging & Informative Presentations / Demonstrations



### VorTech

VorTech's well-placed product demos were supported by copy that communicated the value of their products and how these technologies support the needs of water professionals.

## Engaging & Informative Presentations / Demonstrations



### Liberty Pumps

Product displays placed on the corners, each well-labeled with product name for easy identification, visually connected the solutions throughout the exhibit. These stations are used for product discussions, creating a more valuable attendee learning experience.

## Engaging & Informative Presentations / Demonstrations



### **Nidec/US Motors**

Dedicated areas within the Nidec/US Motors exhibit provided ample space for attendees to stand during presentations about product and regulatory issues impacting business and the industry. Thoughtful design and great execution!

## Engaging & Informative Presentations / Demonstrations



### Environment One

With a new product introduction, the Environment One exhibit had much to offer! Fortunately, presenters were scheduled to go live for product presentations. Dedicated space within the exhibit offered plenty of room for interested attendees to listen and learn!

## Engaging & Informative Presentations / Demonstrations



### Xylem

Xylem's attention to detail is evident throughout their exhibit! Their product stations are outstanding, presenting products grouped by application, identified by color, placed in well-defined solution areas, and clearly marked at eye-level to help create ease for visibility and flow.



# Effective Staffing Practices

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

## Effective Staffing Practices



### **Ovivo USA**

Looking for staff at Ovivo USA? Here, staff are identified through apparel in their corporate color - wearing purple lanyards, badges, ties and accessories, as well as dress shirts. These together, exemplify how small details within an exhibit can have great impact!

## Effective Staffing Practices



### Mueller

Red shirts worn by staff within the Mueller exhibit present a strong brand statement. Across the aisles, this unified color statement helps identify staff placed throughout the exhibit.

## Effective Staffing Practices



### Screenco Systems

Screenco Systems staffers wore bright green shirts in a bright green booth. The apparel was eye catching -- you couldn't miss them. They were very responsive to the audience. Excellent staffers.

## Effective Staffing Practices



### Herc Rentals

Herc Rental found a great sweet spot, by both allowing the freedom of apparel choice for their staff, while maintaining a strong brand look within their range of choices. Well done.

## Effective Staffing Practices



### JWC Environmental

JWC added a nice touch to their uniforms, by highlighting their company's 50th anniversary on the sleeve of their shirts, calling attention to their company's longevity.



# Smart Exhibit Access & Attendee Navigation

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

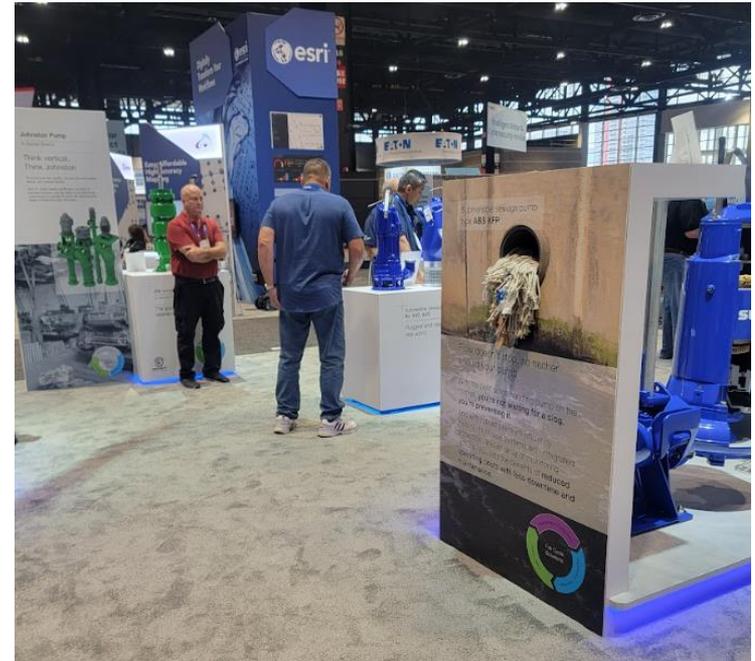
## Smart Exhibit Access & Attendee Navigation



### Aqua Aerobic Systems

A great method for helping visitors navigate your products and services, is to use simple and repeatable icons and signs that are easily and quickly identifiable. Aqua Aerobic Systems' simple blue buttons, help visitors to quickly choose and find exactly what they want.

## Smart Exhibit Access & Attendee Navigation



### Sulzur

Combining 3-dimensional touches to their printed product explanations, Sulzur brings their messages to life throughout their exhibit. This added dimensionality is exactly what trade shows are all about, adding sensory experiences that must be seen in person and live. Excellent.



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

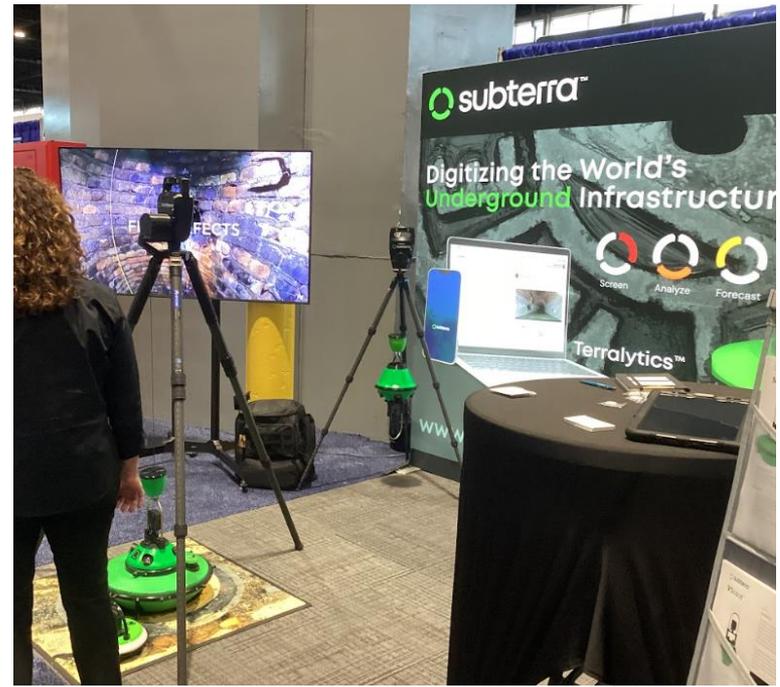
## In-Line Success: Small Booths that Rock!



### Blacoh

This small exhibit delivers big on multiple levels! The space is open and well lit, uses the corner effectively, branding is bold and easy to identify, messaging is clear - placed on all areas of the perimeter, and demonstration areas are easy to access. Together, each design element highlights the company's story, improving the attendee experience.

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



### Subterra

Digitizing the World's Underground Infrastructure -- supported by photos that demonstrated how the digitizer worked. The lime green products were an eye-catcher, attracting attendees to the booth. The staff apparel identified the Subterra Reps, who were effective at encouraging the audience to learn more. For a first time exhibitor this was a home run.

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



### Emec

This inline exhibit makes a large impact on the show floor due to thoughtful design, enticing facts, and powerful brand statement. The space is bright and open, with concise messaging at eye-level and designated demonstration areas. Staff are well-placed, wearing corporate colors for greater visibility. Together, these enrich the attendee experience.

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



### PermaStore

PermaStore's small inline exhibit is a clinic on how to design, light, and present relevant company information. The clean crisp design provided the perfect backdrop for their effective A/V presentations, while offering ample open space for customer and prospect discussions.

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



### Carylon

Outstanding 10x20 exhibit, open and easy to access. Excellent informative graphics that told what Carylon sold. This was supported by an integral video/slide show that reinforced key messages. The colors, layout and dimensional mountain scenes in the background along with a high level message ensured attendees sat up and took notice.

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



### Clean Water Technology

Clean Water Technology created an exhibit that had it all. Attendees were aware of the content using QR codes to relay information. Graphics on the back wall were simple and easily provided information about the company's product service offering. The staff was well integrated into the strategy and were very helpful to the audience. A memorable exhibit for all the right reasons.

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



### **Keller America Inc.**

Bright visuals, bold copy, and warm wooden tones define this exhibit space. To-the-point messaging, supported by a large scale model offers opportunities for interactive storytelling. This space is open and inviting, with personal items out of sight, offering ease of navigation.



**Thank You for Exhibiting at**

**WEFTEC 2023!**

***Mark your calendar now for WEFTEC 2024,  
October 7-9, 2024, in 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