

2023 EXHIBITOR BEST OF SHOW CONTEST WINNERS REPORT

Judging Criteria:

- **Booth Creativity:** Grabs attention and stands out through use of color, lighting, imagery, materials, A/V, props, etc.
- **Message Effectiveness:** Quickly and visually communicates company and/or product/service messaging.
- **Visitor Engagement:** Offers visitors informative interactive learning experiences.
- **Booth Staff:** Apparel, body language and positive behaviors.

Winners by Category:

Best Large Island (1,000 sf. +): XYLEM #1408

Xylem's large and incredibly well-designed booth was almost a show within a show. Top-tier structures, signage and large props helped control sight lines and demanded attention.

The theme of "Let's Solve Water" invited visitors and promised a solution-focused experience. Solution centers placed around the booth engaged and educated visitors around specific themes like MOVE, TREAT, MAINTAIN, OPTIMIZE, MEASURE and more.

Each solution center had clear value propositions and informative static product displays that were well supported with A/V.

In-booth theatre presentations offered a one-to-many learning experience. They creatively collected data about what areas of impact water professionals were dedicated to solving with a pick and drop a colored ball into their logo interactive experience.

The booth staff was easily identified through branded apparel and were proactive in engaging attendees in and around the booth.



Large Island Honorable Mentions: Mueller, Sulzer, Borger, Aqua Aerobics

Best Small Island (up to 900 sf.): VEGA #4444



The VEGA booth stood out from the crowd by breaking the mold of the many blue and white exhibits with a bold yellow and black color theme. The metal box like frame with lighted company logo on top helped grab attention and control viewer sightlines.

The messaging was large, concise and well-placed, while also quickly and visually answering “what they do” and “why” water professionals should be interested in radar versus ultrasonic.

Multiple high-quality product displays were smartly placed around the booth using a cut-out view approach to encourage visitors to look in to learn. Most were supported with A/V delivering product information. One display even

had a LED panel on the floor simulating running water.

The booth staffing level was appropriate. They were easily identified with branded apparel and were proactive in engaging people in and near the booth.

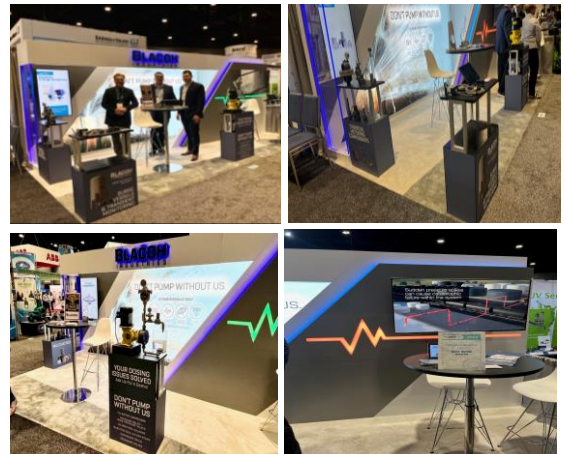
Honorable Mentions: Pyxis, Old Castle, KSB, Hach, Badger Meter, Hayward.

Best Inline: Blacoh Industries #954

Blacoh Industries booth was chosen as best inline because of a high-quality well-designed exhibit using sharp angles and intriguing and variable lighting accents that demanded attention.

The graphics were well-placed and the copy asked water professionals if there system was at risk.

Excellent product displays around the booth placed for easy access contained informative copy and a call to action ask for a demo. A/V was well-placed and delivered information and engaging messaging.



The booth staff wore business attire and were energetic about engaging and educating visitors.

Honorable Mentions: 3M, Subterra, VorTech, Asteria, FORD.

[Thank You for Exhibiting at WEFTEC 2023](#)

We hope this contest and report inspires you to bring your creativity and great execution to next year's WEFTEC so we can award your company a winner too.