



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

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As a value-added exhibitor service, WOC 2024 provided new exhibiting companies, co-sponsors and EAB members with the TSE Gold 100 award-winning E³ 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 many effective exhibiting practices observed at WOC 2024. *Enjoy!*



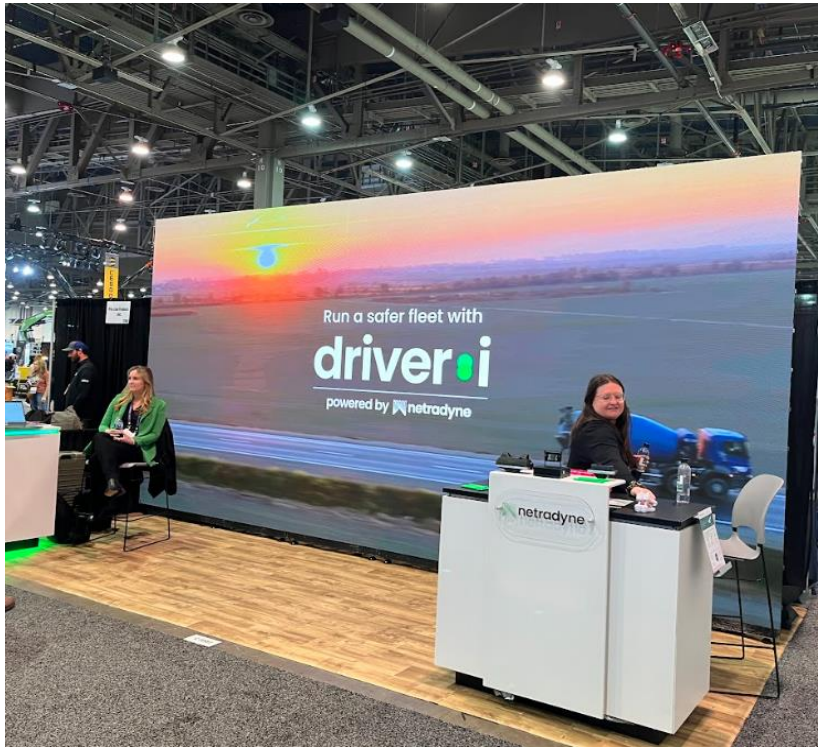
Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



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



Driver:I Powered by Netradyne

The combination of color, lighting, motion and large scale graphics is irresistible. This is the power of having an LED back wall versus a traditional exhibit property to stand out from the crowd and draw your fair share of attention.

Creative Attention-Grabbing Techniques



Diamond Vantage

This large booth was a visual masterpiece. The large circular sign drew attention and defined the space, while the diamond shaped counter - edge lit with blue lighting - pull your eyes down. The two-color carpet mirrored the Diamond image. Products were very well staged and the booth was open and easy to enter.

Creative Attention-Grabbing Techniques



Containment Pro bu Outback Washout LLC

The fastest way to make sure a small booth gets noticed is to light it up. When you use a large backlit exhibit property, you dramatically increase the number of attendees that see your booth.

Creative Attention-Grabbing Techniques



AMF Tools Co., LTD

A brightly lit exhibit with a crystal clear headline - visible to the aisle -- is a formula that works to draw attention to your exhibit. Well done AMF Tools.

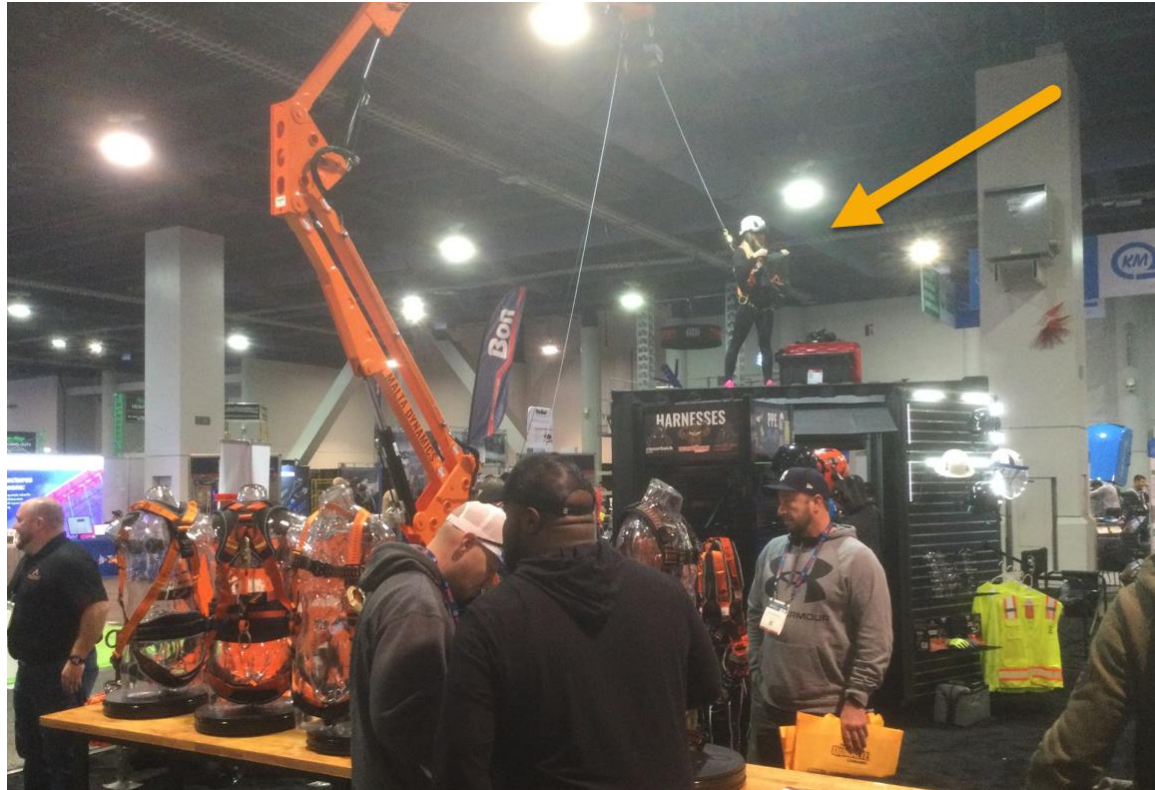
Creative Attention-Grabbing Techniques



Runyon

Flooring is often an afterthought to many exhibitors. But, as you can see here, Runyon used a black and white linoleum checkerboard ringed in red to stand out from the crowd. Excellent.

Creative Attention-Grabbing Techniques



Malta Dynamics

Malta Dynamics sells safety harnesses. What better way to grab attention, than to put a staff member in a seemingly perilous position. Clever, simple and definitely eye-catching.

Creative Attention-Grabbing Techniques



Feiyang Protech

High-quality booth construction, brilliant colors & lighting, along with a unique square-niche product display area all combined to draw attention to the Feiyang Protech exhibit.

Creative Attention-Grabbing Techniques



Concetti

Concetti makes flexible polymer forms. What better way to show this off than with an attention grabbing arch made from their product. It's an instant eye catcher!

Creative Attention-Grabbing Techniques



KIOTI Tractor

The striking red and black colors drew your eyes, but it was the large transformer like KIOTI display that was the showstopper. Attendees were stopping to take selfies with this imposing giant!

Creative Attention-Grabbing Techniques



Driftless Ranch

Sometimes, attracting attention is about transporting guests to another reality. Driftless Ranch achieved exactly that effect with their tower of big game trophy animals. This helped visitors visualize the type of experience they could have for themselves at Driftless Ranch.

Creative Attention-Grabbing Techniques



RWES by GNB Global, Inc.

Advances in LED video technology have made oversized video presentations much more affordable to all exhibitors. Here, RWES uses a full size LED video wall to display eye-catching images and messages that change every few seconds. An effective and captivating attention grabber.





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



READY JET

This savvy exhibitor did a great job inviting attendees to S.E.E. The Difference. The four sided backlit displays drew attention and used well-placed and quick-read bullet copy to deliver key product messages along with brief, but highly informative videos to clearly demonstrate what makes them different. This is how you tell your story.

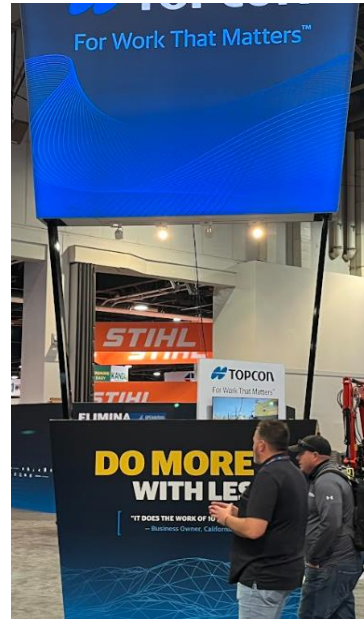
Effective Visual Communications



ElavateiQ, Inc.

When flat panels are not being used to present solutions, placing callout copy in the form of questions is a very effective way to grab the attention of your target audience.

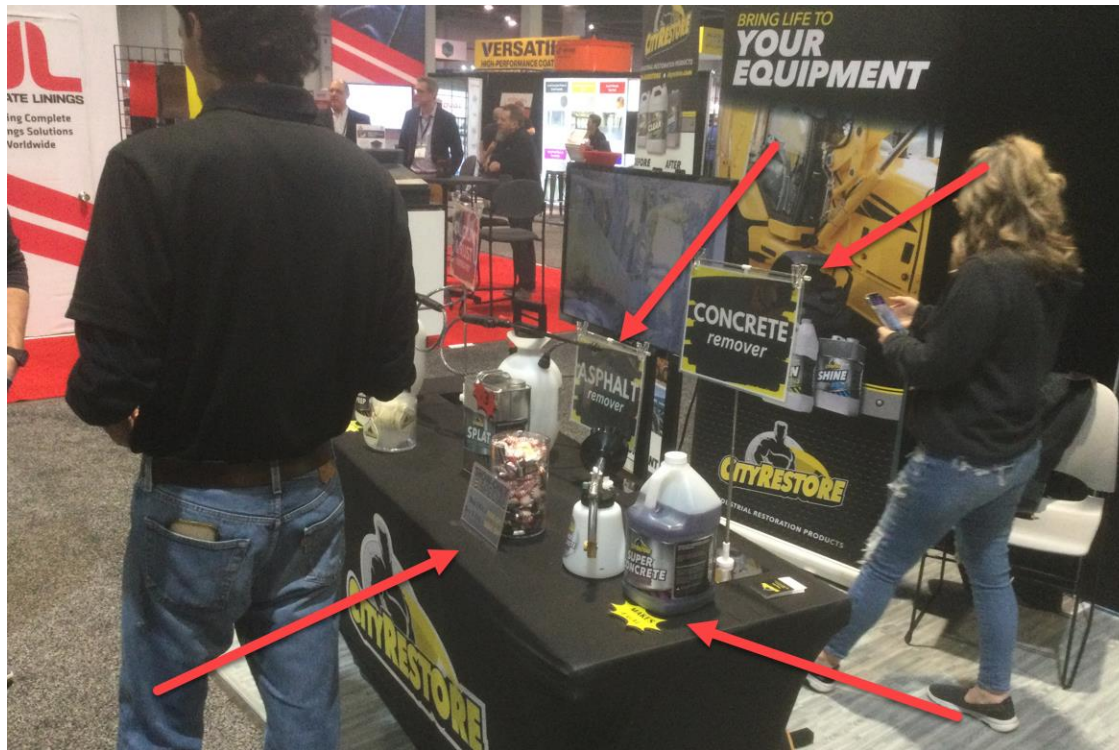
Effective Visual Communications



TOPCON

As always, Topcon puts on a clinic on how to use concise and well-placed copy to deliver key value propositions to concrete construction professionals. From “Do more with less” to “Eliminate guesswork” to “Faster and safer.” All of these messages drew the attention of attendees and encouraged them to engage with their well-staged product displays and demos to learn how.

Effective Visual Communications



City Restore Inc.

Clear product signs and labels, professionally printed, help attendees quickly identify the products they're interested to see. Additional labels near each product call out important features/benefits. This is great way to help visitors quickly assess exactly what you offer.

Effective Visual Communications



Sprayers Plus

Here's another great example of how to cover the 3 important message points: Who, What and Why. Sprayers Plus does this by focusing on one product, telling you what it is, what it does, and what benefits you should receive by using it. Excellent.

Effective Visual Communications



Eagle Industries – Tarp, Netting, Poly

Here's another great example of clear and impactful visual communication. All 3 major elements are succinctly covered in this copy. Who the company is -- what they do - and why you should care. All displayed in bold colors, on brightly lit fabric.

Effective Visual Communications



BusyBusy

In addition to who you are and what you do, attendees want to know “Why they should care” about your stuff. BusyBusy nails their key value in four direct and powerful words. Then, if you’re interested, you could scan the QR code to learn all the details. This is a powerful combination.

Effective Visual Communications



Englo Inc. Geo Wheel Washers

When trying to enhance memorability, it helps to have an iconic representation of your brand and what your product does. Englo's Dalmatian mascot serves to remind people of their product's ability to clean and remove the "spots." Besides, who can resist a cute Dalmatian?

Effective Visual Communications



FODS, LLC.

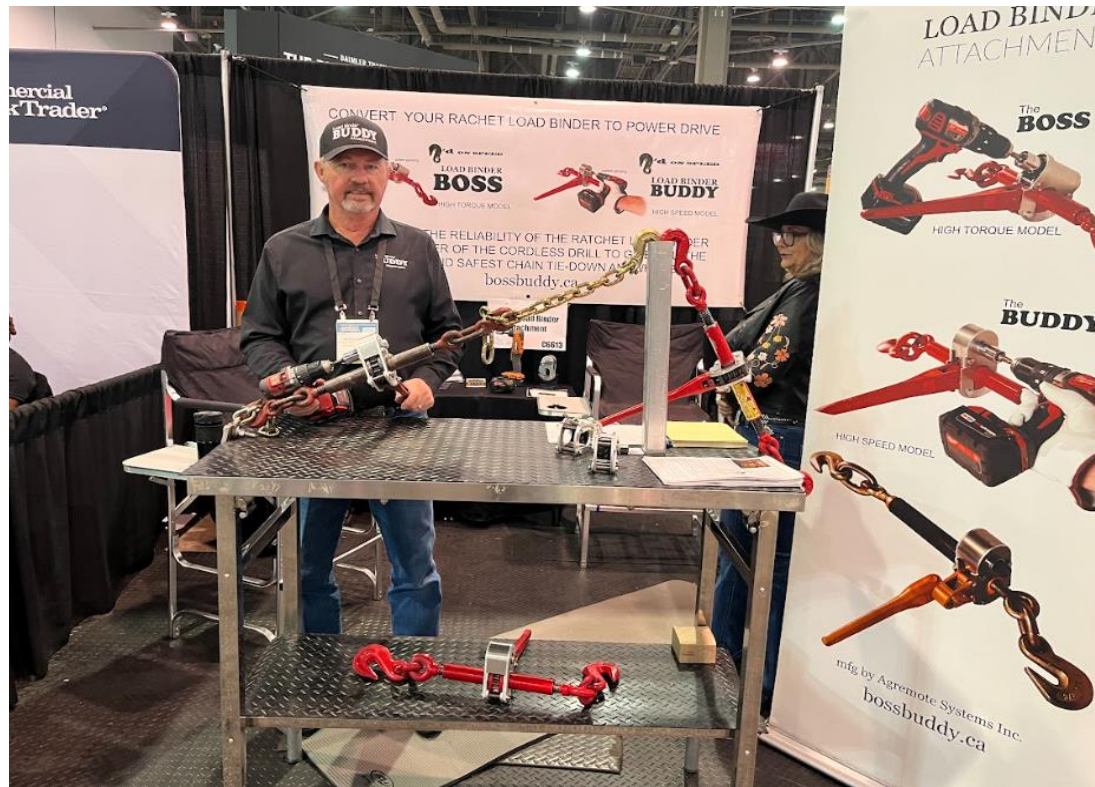
FODS makes a portable road bed that improves access to job sites while preventing vehicles from becoming bogged down in mud and muck. Their headline, color scheme choices and clarity of this value proposition shines through loud and clear in a few simple words.



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



Buddy Load Binder Attachment

An effective demonstration strategy is to prove your claims. Load Binder Boss did a great job of drawing attention to their live and somewhat noisy product demonstration that drew a lot of attention.

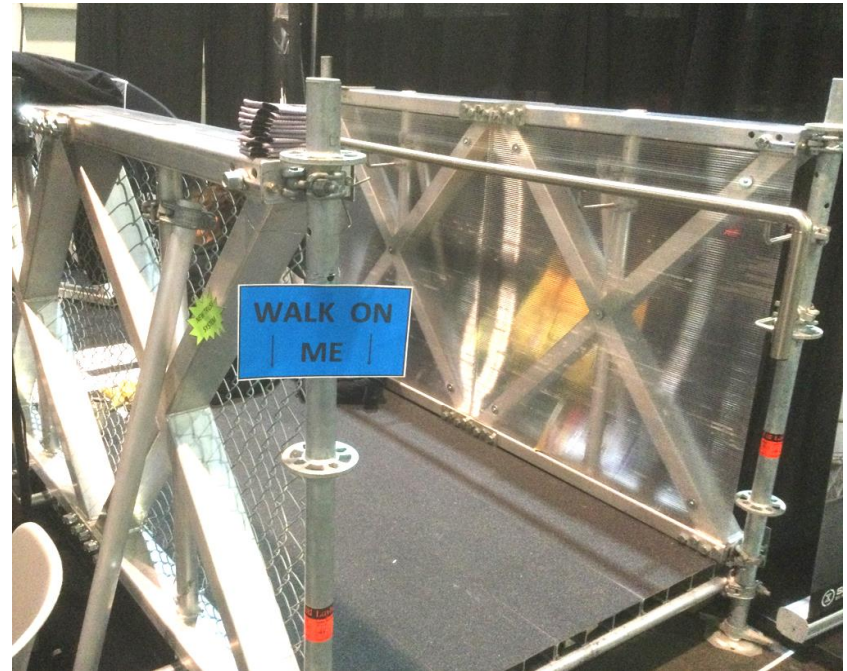
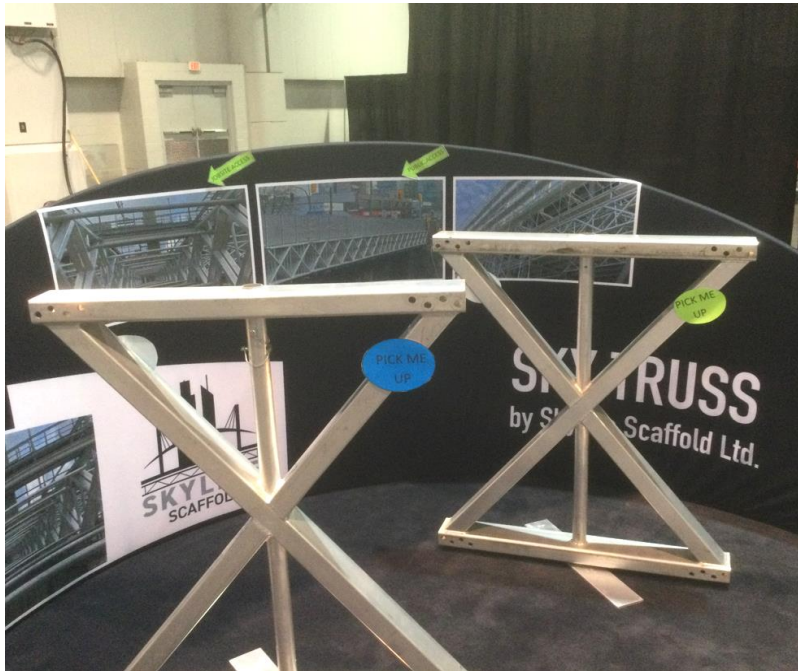
Engaging & Informative Presentations / Demonstrations



Multi-Seal

Here's another great example of an attention-grabbing demo that caused the majority of people passing the booth to stop and take notice of the booth staffer damaging a tire. Simple, creative, and highly-effective!

Engaging & Informative Presentations / Demonstrations



Skyline Scaffold Ltd.

One of the most powerful tools to use in face-to-face events like trade shows, is to get visitors to interact with your product by doing more than just look at it. But, sometimes people are hesitant about touching and standing on things. So, why not do what Sky Truss did, and put signs on your products inviting people to interact. Visual communication like this really works! Well done!

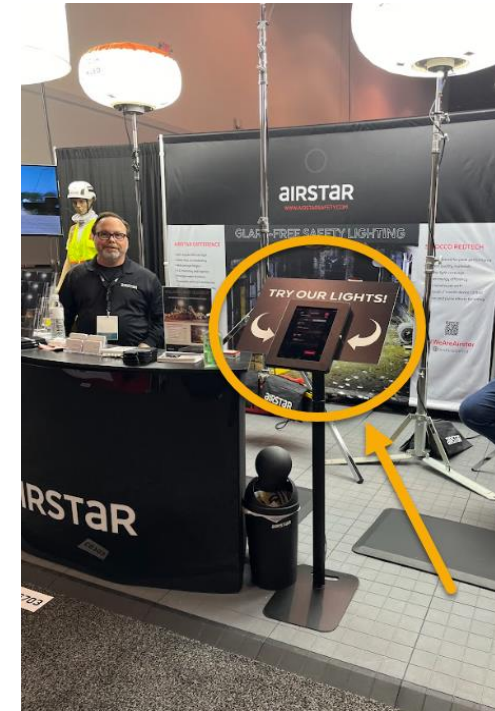
Engaging & Informative Presentations / Demonstrations



Vuba Stone

If your target audience is both competitive, and works with their hands, then a skills challenge may be just the thing to do. Here, Vuba Stone's "Golden Trowel Showdown" attracted tons of anxious show-goers who were looking forward to showing off their troweling skills. Great traffic builder.

Engaging & Informative Presentations / Demonstrations



Airstar America, Inc.

#1 way attendees want to interact with an exhibit is through some form of a demonstration/presentation. Airstar is an excellent example of placing multiple well identified lights at the top of the booth and providing an interactive panel so attendees could see what each light looked like when turned on by itself. Thoughtful, engaging and effective.

Engaging & Informative Presentations / Demonstrations



Hendrickson

When you want to position your products as high quality, there is no better way to do so than to elegantly stage the product on a museum style kiosk. Hendrickson also did a great job of providing quick read specifications, feature and benefit messages near each solution in the booth.

Engaging & Informative Presentations / Demonstrations



Revolution Concrete Mixers

Never assume attendees know what you're supposed to do in your booth. Here's a great example of having a clear call to action sign near the mixer saying "Want to kick the tires? Touch this screen."

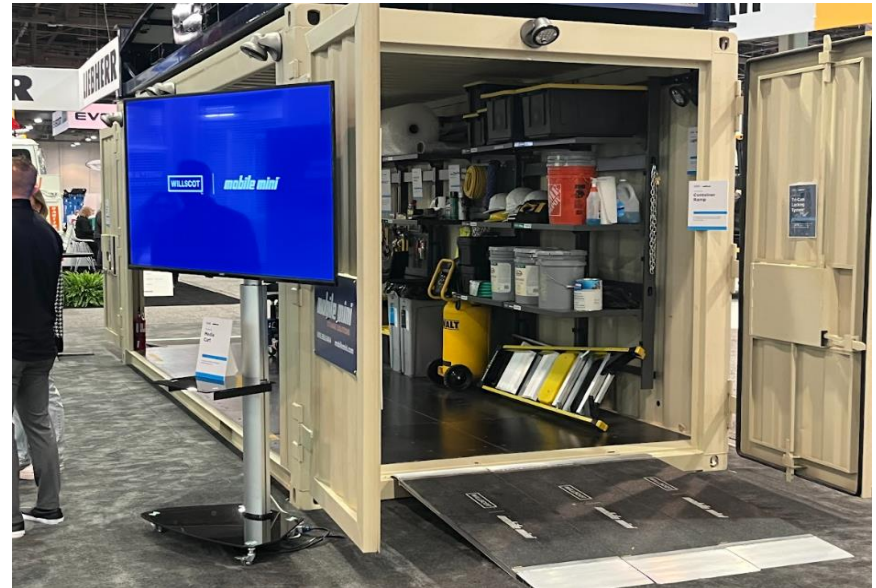
Engaging & Informative Presentations / Demonstrations



DY Concrete Pumps Inc.

While many exhibitors brought trucks into the exhibit hall, few did as good of a job of providing well-placed, highly-visible, and detailed product information to help visitors learn about their featured solutions as DY Concrete Pumps, Inc.

Engaging & Informative Presentations / Demonstrations



WILLSCOT

Now here's a creative and highly-effective exhibit that actually used their mobile mini units for their exhibit property. They also smartly placed a large two-sided LED walls on the perimeter to draw attention. And everywhere you looked, this booth had well-designed quick read product detailers to inform attendees about key features and benefits.

Engaging & Informative Presentations / Demonstrations



POWER CURBER

This is an excellent product information kiosk. Because they have such a large product that would be difficult to display, they created this attractive and highly informative information kiosk that includes photographs, benefit text bubbles, an interactive video, and a headset to listen to audio.

Engaging & Informative Presentations / Demonstrations



GRABO

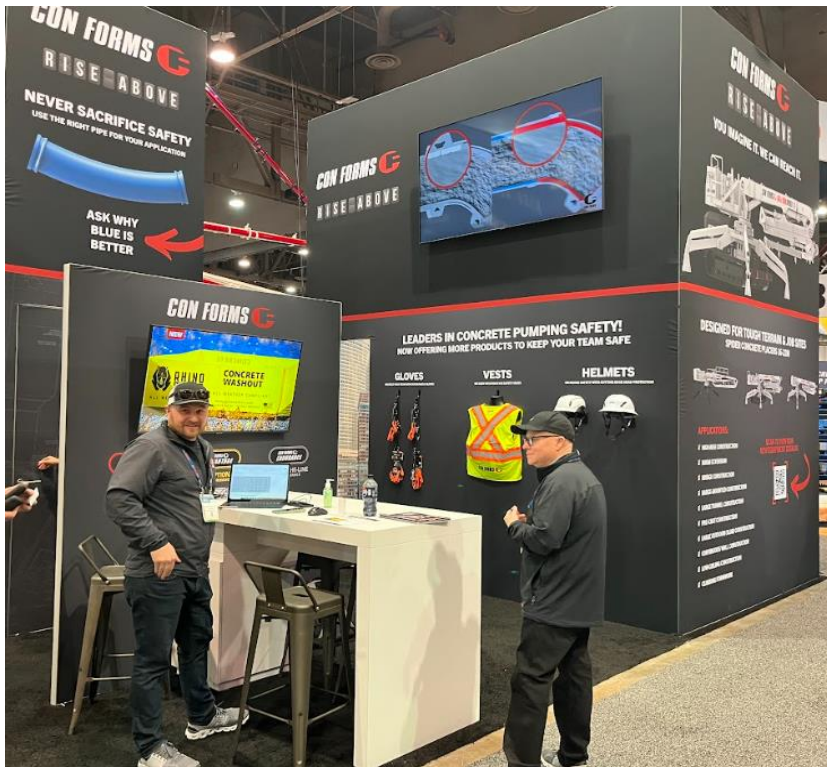
This is an excellent example of how to bring a product to life using a live demonstration. GRABO's heavy-lifting tools are easily understood when demonstrated in this way. Well done.



Smart Exhibit Access & Attendee Navigation

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

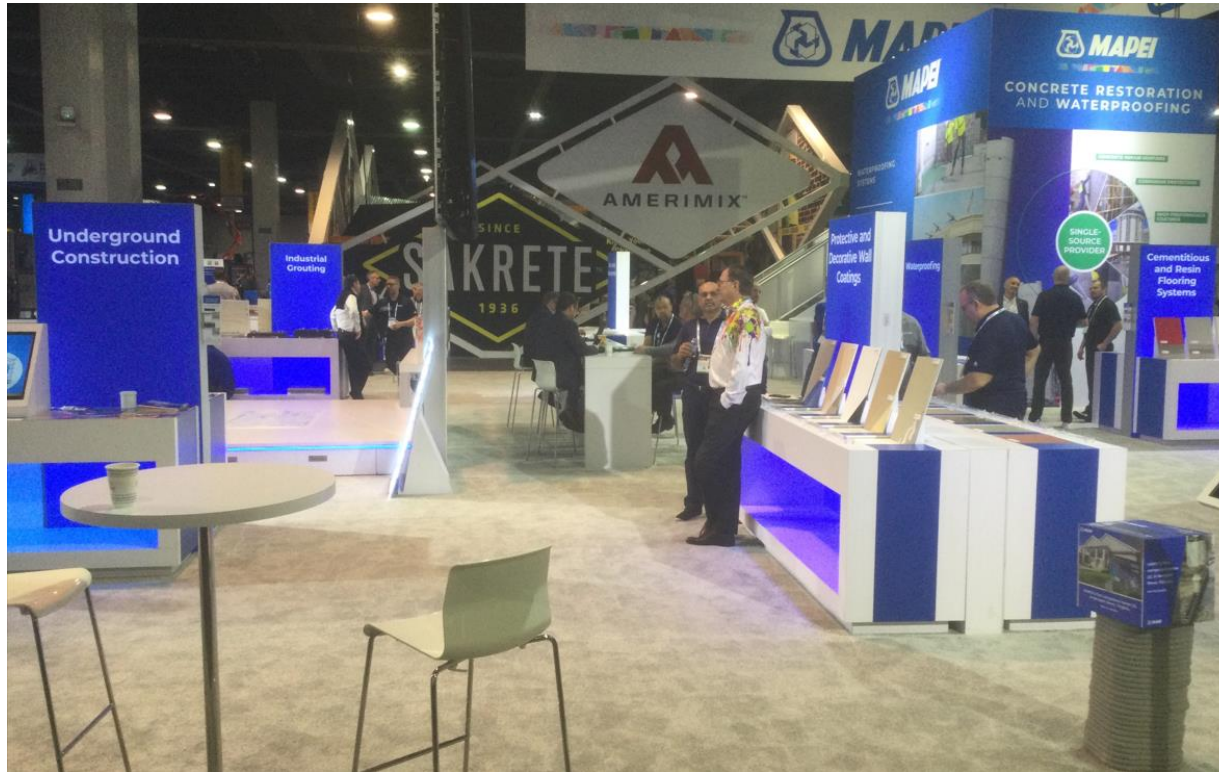
Smart Exhibit Access & Attendee Navigation



CON FORMS

Thoughtful and well-designed product staging with directional signage helps attendees quickly find the solutions they're looking for in your booth.

Smart Exhibit Access & Attendee Navigation



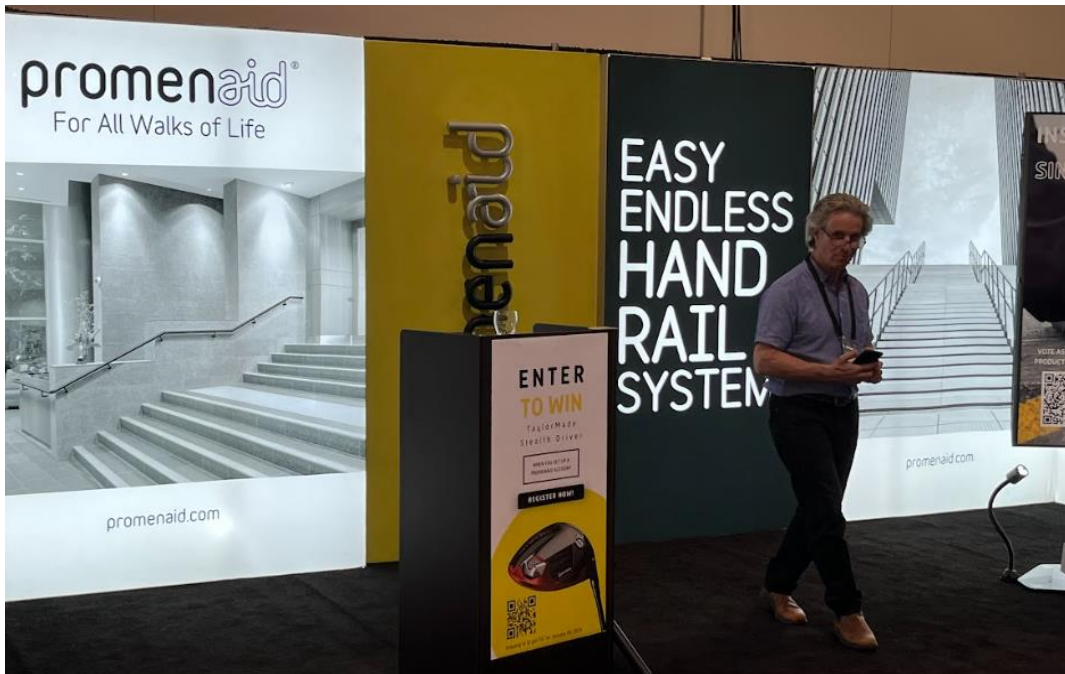
Mapei

In a large exhibit, finding a specific solution is challenging for visitors. Clearly identifying the products and areas within your exhibit make this process smooth and quick. The blue signs do exactly this for Mapei.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Promenaïd Handrails & Guardrails

Wow, this small booth made sure they got their fair share of attention and traffic. Using bright backlit images that quickly communicated what they do and the value of their rail systems with a yellow back wall panel with a flashing neon company name, this small booth was hard to miss. The show stopper was the demo which had a glass of water on a pole with the foundation rotating platform that made almost everyone stop to look. A clinic for small booth success!

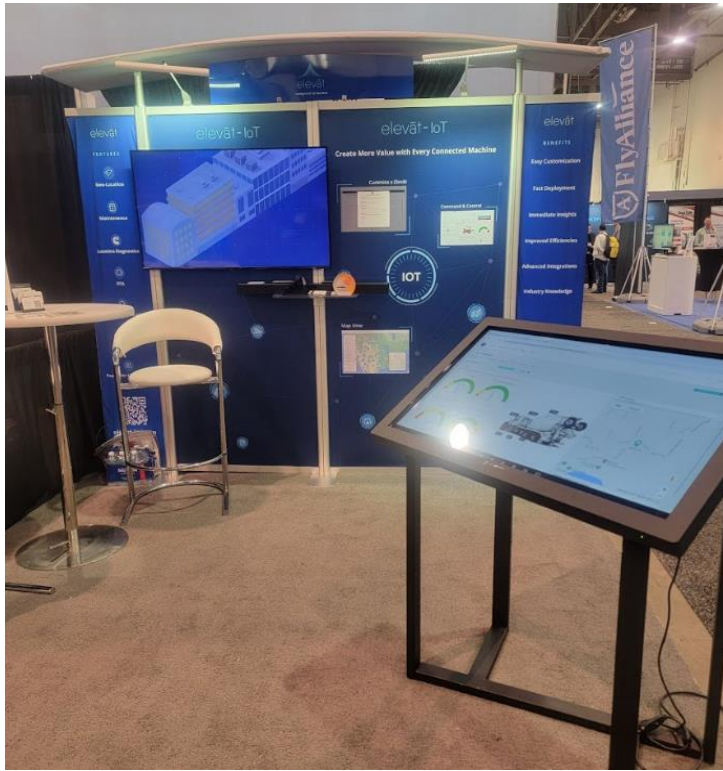
In-Line Success: Small Booths that Rock!



Securis by Velotec Sports, LLC

Here's a small booth that broke the mold of the many fabric and hardwall booths. By using simulated wood pallets, the property grabbed attention. Having a silhouette of a person falling with their helmet on pulled your eyes to the text bubble with fast facts to communicate the problem they help solve. Product staging was accessible, well-lit and labeled. The booth was easy to enter and exit. Great job!

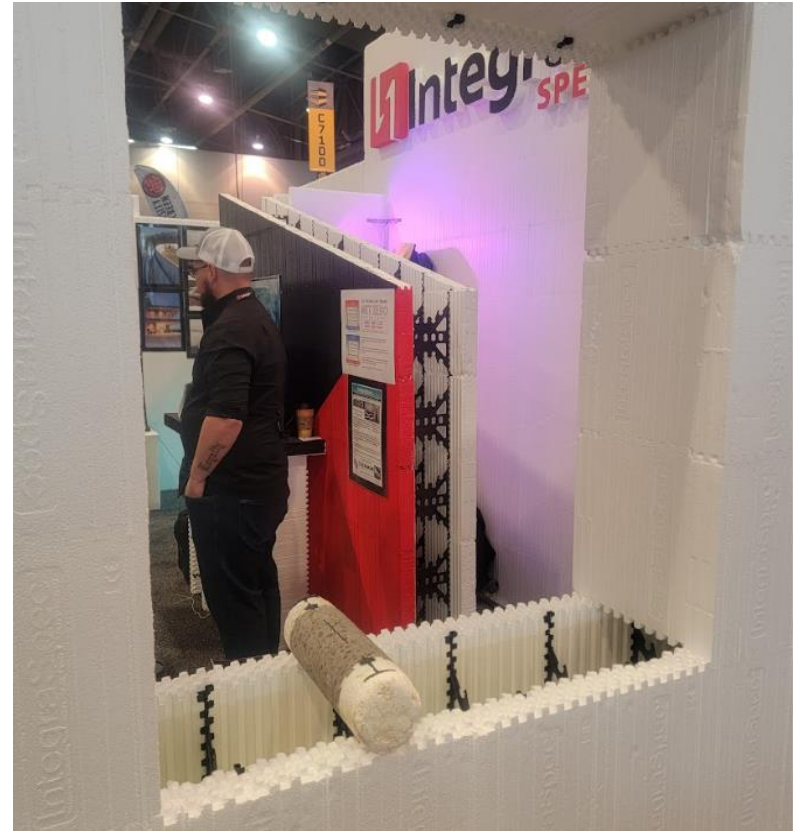
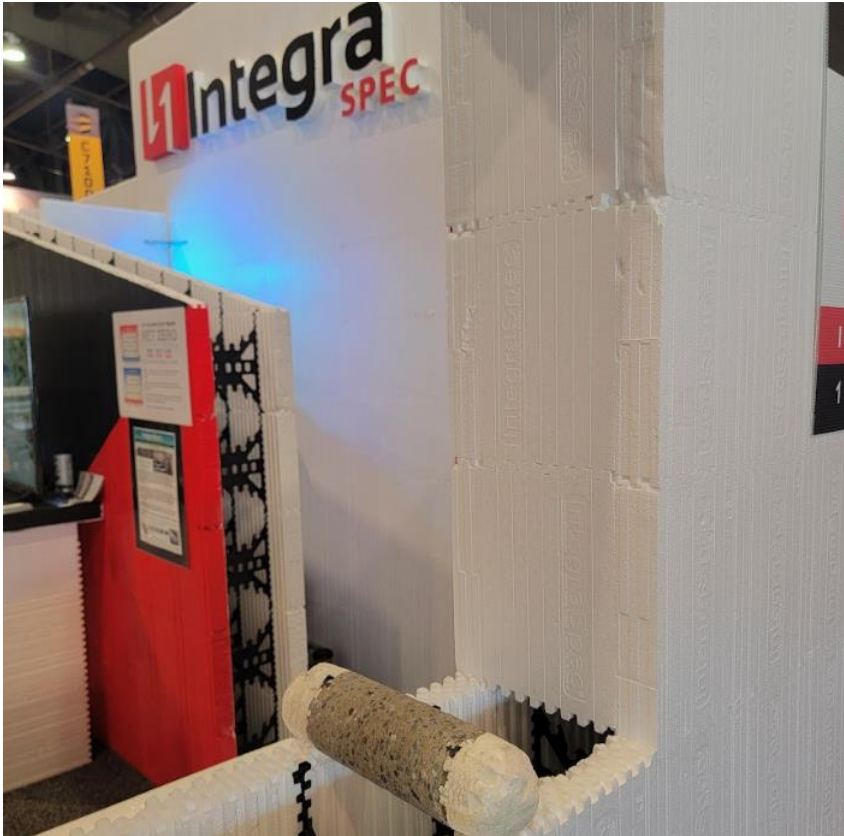
In-Line Success: Small Booths that Rock!



Elevat-IoT

Thoughtful lighting, clear & informative graphics and an effective demo all in a 10x10 exhibit space. Elevat-IoT managed to put a number of essential communication elements together into this space and it still feels open and inviting. Bigger isn't always better!

In-Line Success: Small Booths that Rock!



Integraspec ICF

The integra booth was built entirely with the company's materials -- making it a perfect showcase for what their products can do and how to use them.



Thank You for Exhibiting at WOC 2024!

***Mark your calendar now to attend the upcoming WOC 2025
January 21-23 in Las Vegas, NV***

And be sure to 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