



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

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As a value-added exhibitor service, World of Concrete provided new exhibiting companies with a complimentary E³ Exhibiting Effectiveness Evaluation. To add value for all exhibitors, the E³ team looked for booths that displayed imaginative, creative, effective and/or unusual ideas. Feel free to use these ideas as springboards to improve your exhibit.

Note: The ideas in this report are in no particular order and are not ranked good, better, best. These only represent a sampling of effective exhibiting practices we observed at World of Concrete 2016 that at a glance stood out among many exceptional exhibits at the show. *Enjoy!*



1. Mopro: Despite a lack of visible eye level signage, the Mopro team compensated by effective and relentless staff engagement. Their demos were always busy throughout the show, thanks to their focus and efforts of their staff.



2. TigerLoc: An engaging Twitter campaign was used to get attendees to tweet about their new product, after taking a selfie in front of their "step and repeat" logo wall. They also added a "New Product" sign to their exhibit.



3. CEI Enterprises: Effectively used scale models and dual facing video – the outward facing screen attracted visitors, while the inner facing screen (see arrow) was effectively used to educate visitors inside the exhibit.



4. Porraver: Unique use of suspended spheres as both a design element, and a communication medium for their key message points.



5. Atlas EPS: Used color and simple clear statements, placed at exactly the right height, to communicate their two product lines, allowing passers-by to determine whether they should stop and engage.



6. Marshalltown: Stopped traffic with this incredible sand sculpture, which tied in with their concrete smoothing technology. Art as attraction.



7. Verizon: Bright, attractive lighting, clear benefit statements, well-staged video demos, and an interactive Plinko game experience helped Verizon capture lots of potential leads from their 10x20 space.



8. Subaru: Effectively combined live cutaway models, printed take away information, and iPad kiosks to deliver information about their products – in any manner the visitor chose.



9. DeWalt: DeWalt's prove your claim demonstration of their dust extraction technology clearly communicated the value proposition.



10. Hutchinson: High quality inline exhibit property with great lighting and branding. Product demo displays with informative signage was excellent.



11. MacNeilus: Lifesize cut-out of mixer intrigued and attracted interested attendees who could walk through and see firsthand the quality of their product.



12. Digga: Excellent well-placed signage asked a relevant question to engage attendees. Large backlit signage near product demos informed attendees about product features and benefits.



13. Kyocera: Effectively communicated ruggedness through exhibit property and compelling demo of phones submerged in water. Powerful way to prove their claim.



14. Diamond Products: Super-effective and creative use of angled top signage to communicated dual messaging about company and product.



15. Diamond Products: When presenting multiple products it's import to use mid-level signage to help visitors quickly find what they are looking for.



16. Topcon Excavating Solutions: Motion and sound draw attention. Topcon's mini backhoe demo was a BIG draw.



17. Gehl: Another excellent example of getting more mileage from your top tier sign. This 3 sided sign effectively used the outside and the inside for messaging and imagery.



18. Gehl: Large well-placed touch screens near equipment encouraged attendees to learn more about their products in an interactive manner. Takeaway literature was easily accessible right below the touch screen.



19. Alliance: The creatively intertwined placement of pumpers not only had attendees looking, but also wondering how they were able to do this.



20. International: Now this is how you introduce a new truck with pizzazz. Raised platform, powerful lighting, excellent large signage... a real show stopper!



21. Air CTI: Creatively made their product serve a dual purpose: a demo unit and a counter. Cool!



22. Vibco: Great use of red as an attention grabbing color and well-placed icon compelled people to look.



23. Tool Safe: An attention grabbing demo is worth a thousand words. Tool Safe's staff dropped tools on the floor to immediately show the benefit of their innovative safety product.



24. busybusy: A very well executed in-line booth using well-placed branding, imagery, lighting and a very proactive attractive booth staff to get their share of visitors.



25. ExakTime: Having done over 15,000 exhibit evaluations, this may be one of the most dramatic and effective examples we've ever seen of understanding your customer's pain points and dramatically pressing those buttons from so many angles.



Thank You for Exhibiting at World of Concrete

Mark your calendar now for January 17-20, 2017

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