

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

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As a value-added exhibitor service, World of Concrete again provided new exhibiting companies with a complimentary E<sup>3</sup> Exhibiting Effectiveness Evaluation. To acknowledge exhibitors who displayed imaginative, creative, effective and/or unusual ideas, and serve as a show specific educational resource, we prepared this photographic report.

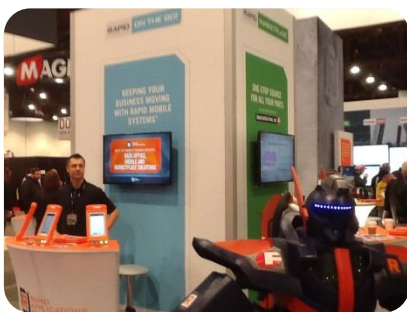
**Note:** The ideas in this report are in no particular order and are not ranked good, better, best. These only represent a sampling of many effective exhibiting practices we observed at World of Concrete 2017 that at a glance stood out at the show. *Enjoy!*



**1. ExacTime:** They did it again! Large well-placed signs pushed customer's pain buttons --- with a little "sheet" added humor. Also the large graphic panels effectively controlled visual sightlines.



**2. Calculated Industries:** A well placed, crystal clear value proposition quickly answered the WIIFM question in attendee's minds.



**3. Rapid Applications:** Effectively used color blocking to emphasize different products. A well-placed genius bar demo station made it easy for visitors to interact with their products.



**4. AT&T Fleet Complete:** Excellent job of visually answering the what, why and who questions in the mind of attendees. Also, smartly kept sightline to graphics open in this small booth.



**5. IronGuard Safety Products:** When your products are themed around safety, can you think of a better color palette than yellow and black... we can't.



**6. RR USA:** Eye-catching colorful back wall used large line drawings and good lighting to quickly let attendees know what they sell.



**7. Tema Isenmann:** Excellent product demo kiosk included quick read feature benefit copy and an interactive demo experience to quickly understand the product.



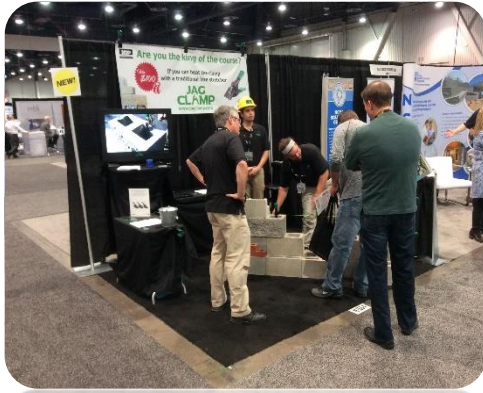
**8. VIBCO:** Small doesn't have to be second rate as proven by this edgy innovative inline booth. Used urban style graphics, unique apparel and a very engaging booth staff to get their fair share of traffic.



**9. Holcombe Mixers:** Smart use of a well-placed flat panel quickly educated visitors about their products and concrete mixing process.



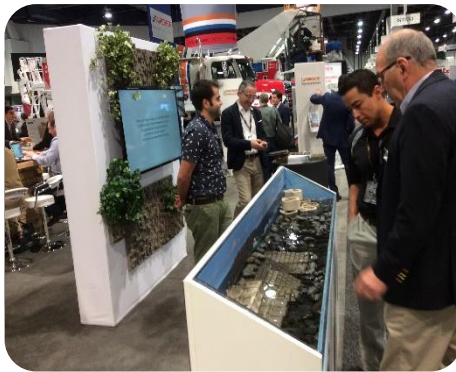
**10. Norton:** Thoughtful and creative execution of strength and job site muscle messaging with a giant barbell hanging above the booth.



**11. Jag Clamp:** Excellent live demonstration and challenge attracted visitors to the simple and effective demos of their product.



**12. Trinic:** With an exhibit built entirely from its product, Trinic also showed the versatility and range of product performance through two engaging demonstrations, one with fire, and one with wine.



**13. Besser:** What better way to show off their products designed to create sustainable reef environments, than to create a mini aquarium. Highly engaging!



**14. Safety Anchor Post Systems:** Using the tips and advice given during their 2016 E3 evaluation, 2<sup>nd</sup> year exhibitor SAPS clarified their messages and engaged their audience, tripling their leads in 2017.



**15. Jackjaw Extractors:** Crystal clear graphics, a powerful & simple demo, and great branded staff uniforms combine for an impactful small exhibit.



**16. Gilson:** Gilson drew immediate attention to their new products with an eight-foot-tall, back-lit sign.



**17. Zippkool:** Clear and concise graphics list not only the features, but also the benefits derived by using the Zippkool product line.



**18. Laticrete:** Large, well-placed and clearly labeled demonstration stage was effectively promoted by the accompanying agenda, which let visitors know when their demo of interest would be performed.



**19. TEI Rock Drills:** A simple sign placed next to their equipment identified the type, features, and benefits of the equipment on display, allowing visitors to self-navigate to their areas of interest.



**20. Laticrete:** This product pedestal integrated several media to tell their story. Signs, videos, literature, and step-up flooring allowed visitors to experience and compare their products.



**21. Brokk:** Unique product staging conveyed the environments where their products are used, and highlighted their new products – powerful.



**22. Vince Hagan:** Great use of scale models, coupled with clear, benefit-focused messages, drew attendees to this exhibit like a magnet.



**26. Sakrete:** Simple and to-the-point messaging delivered powerful confidence in a product that is familiar to the audience.



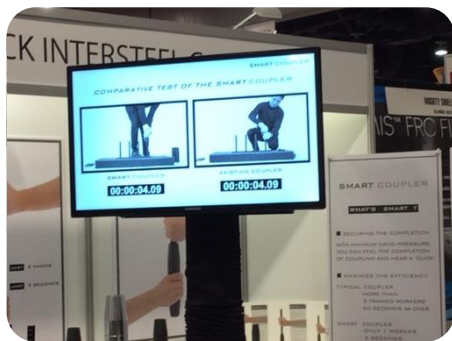
**27. Malta Dynamics:** Now here's a real attention-grabbing top viewing tier technique that also lets visitors know exactly what they do.



**28. RiveStop:** This booth proves small does not have to be second rate. Large backlit graphic communicated who and what. Five word value proposition placed above video demo with actual product made for a very effective small booth.



**29. GatorBar by Neuvokas Corp:** Two simple words instantaneously communicate the features of Gatorbar to the audience. This invites visitors to learn more about product.



**30. CK Intersteel:** Visual proof of improved product performance demonstrates reasons enough for attendees to stop for more information.



**31. Quikrete:** By placing emphasis on the primary feature and highlighting the audience's important benefit, Quikrete's on point message was crystal clear.



**32. Simpson Strong-Tie:** A contest that allows attendees to test their skills and speed drew attention while allowing features and benefits to be experienced.



**33. Fiskars:** This banner effectively uses a play on words to deliver key messaging important to attendees.



**34. Ekso Bionics:** Having multiple demonstrations going on within the outdoor space proactively drew an ongoing audience to ensure success.



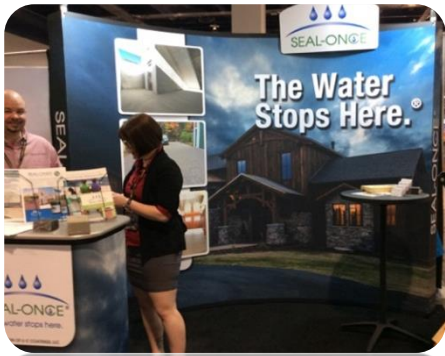
**35. SkillSaw:** A well-executed brand combined with multiple demonstration areas and enthusiastic (and clearly trained) staffers, made for a very effective delivery to attendees.



**36. Ace Apparel:** Going beyond the obvious comparisons with other apparel sellers, Ace made a simple statement that communicated THE main benefit.



**37. Fitzgerald Formliners:** Too often we see top signs with non-descript company names. Here's how you use a top sign to also deliver your value proposition all around the hall.



**38. Seal-Once:** Large simple graphics combined with crystal clear messaging effectively delivered their value proposition.



**39. Cimsa Cement:** Clever usage of the periodic table graphics were repeated throughout the exhibit and reinforced the strength of the brand.



**40. MCC:** Excellent staffing reinforced with simple and brand-supporting attire made these staffers approachable and effective.



**41. VitaFlex:** This 2<sup>nd</sup> year exhibitor appreciated the recognition of their success in their 2016 E3 report by choosing to wear their product again.

**Thank You for Exhibiting at World of Concrete!**

*Mark your calendar now for*

*January 23-26, 2018*

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