



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

By Jefferson Davis, Jill Ann Down, and Bob Milam

As a value-added exhibitor service, World of Concrete provides new exhibiting companies with the award winning E³ Exhibiting Effectiveness Evaluation.

While conducting the evaluations, we looked for exhibits throughout the show that displayed imaginative, creative, and effective ideas and practices. We want to congratulate featured exhibitors and hope all exhibitors look to these ideas as examples of how 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 effective exhibiting practices observed at World of Concrete 2018.

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



Vibco

Overt communication is the key to attracting attention and communicating your value proposition. Vibco does this very effectively by overtly inviting visitors to "LOOK."



Oak Creek Ranch

This is a great example of storytelling. By highlighting "This Year's Harvest," visitors can quickly visualize themselves "bagging the big one." So they stopped, asked questions, and engaged the company.

Creative Attention-Grabbing Techniques



ProEst

Color and lighting are two powerful ways to grab attendees' attention and integrate your brand identity while clearly defining your space. Here's an excellent inline example that also integrated their branding very well.



ProCore

Integrating a theme into your exhibit design and messaging is a powerful way to stand out from the crowd. ProCore accomplished this with their "Shift into High Gear" theme including a NASCAR automobile in the booth.

Creative Attention-Grabbing Techniques



Sensors & Software

Strong lighting and imagery are two powerful attention grabbers. Here's an excellent example of both in this small in-line exhibit.



Hilti

It's one thing to just put a bunch of tools on stands -- it's another thing to stage them in a way that instantly resonates with your target audience. Hilti hit the mark with their innovative and dramatic product displays.

Creative Attention-Grabbing Techniques



Kenco

Kenco dramatically staged their products -- not just in a simple exhibit -- but inside a demolished building. A brilliant way for people to get the full extent of their story.



Stego

Including elements of your company name and logo into your booth structure is a smart way to build memorability. At Stego, the distinctive “backbone” of their exhibit mirrored their brand identity.

Creative Attention-Grabbing Techniques



Schwing

It's a very tough task to integrate your brand identity and your value proposition in a visually attractive way -- one that immediately resonates with your audience. Schwing was up to the task with their 3D back wall with instantly familiar imagery and messaging.

Creative Attention-Grabbing Techniques



Sonoco

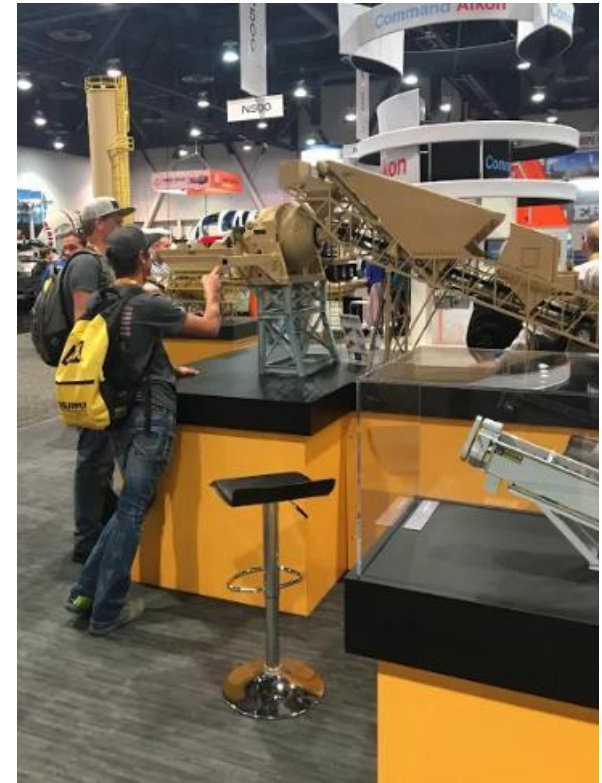
Creative ways of assembling and displaying your products goes a long way to reinforcing memorability. Sonoco does this with their “Star” and “Robotman” made of cardboard tubes.



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



Vince Hagan

What do you do when your product is too large to bring into the hall? You can do exactly what Vince Hagan has done -- shrink it down. Your visitors will feel like Gulliver in the land of the Lilliputians.

Effective Visual Communications



ConTech

If you want visitors to know what's inside, sometimes you have to get creative and create cutaway views to make the "innards" visible -- as ConTech did so elegantly.



Sakrete

Sakrete's exhibit architecture mimics the environment you might see at a construction job site. It's a brilliant way to position themselves as experts in the construction field.

Effective Visual Communications



RiveStop

Seeing “What’s New” is the number one reason attendees come to World of Concrete. If you can, highlight your “Newness” in your graphics the way RiveStop has done.



CemenTech

Here’s a great example of how to make your top tier sign do double duty, by having your identity on the outside and your value propositions on the inside.

Effective Visual Communications



John Deere

Here's an excellent example of elegantly staging a product in a super informative way while also having a "Call to Action" with a chance to win an earth shaper.



Target

Top-tier signs can do more than just say who you are. They can also communicate what you do and integrate your brand identity. Target did an excellent job doing all three.

Effective Visual Communications



Ineight

If you're not careful, a large exhibit can allow other companies to visually intrude in your space. Ineight did a great job controlling the visual sightlines of their booth with their three-tier exhibit graphics.



Allplan

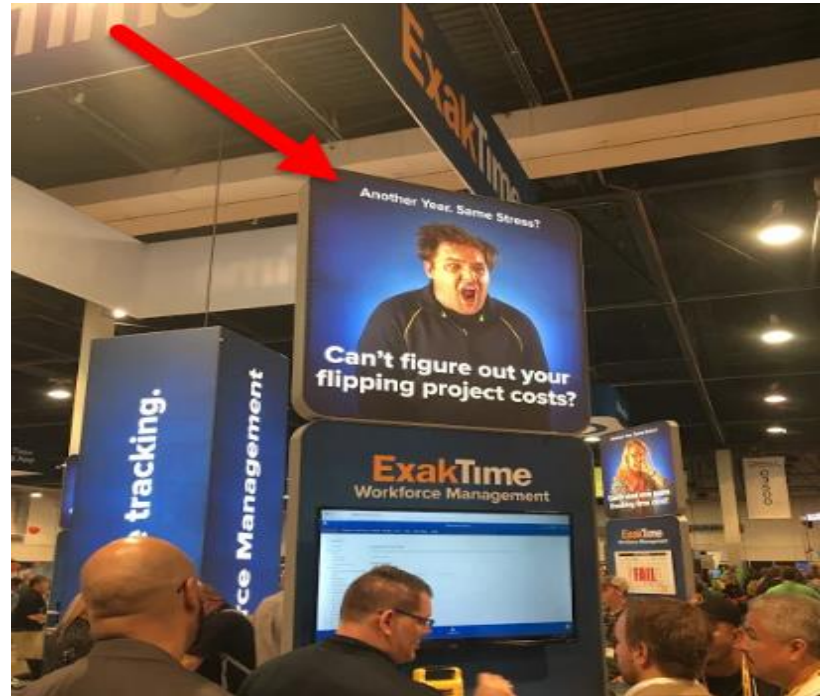
Integrating your brand identity into the physical exhibit property is a unique and visually attractive strategy. Allplan did an excellent job of doing this.

Effective Visual Communications



Stack Construction Technologies

Visually communicating your value proposition helps attendees determine if they're going to stop and engage. Stack hit the mark with their backlit large graphics.



ExakTime

ExakTime built upon last year's visual success, this time backlighting their signs and adding a question to make attendees wonder why they haven't dealt with this problem yet.

Effective Visual Communications



Proceq

It's important to quickly communicate what you do and who you are. Here is an excellent example of doing both with a unique and visually attractive exhibit design.



On Center Software

Here's a great example of an innovative exhibit design using backlit panels and circular signage with crystal clear messaging.

Effective Visual Communications



Besser

Besser does a great job of focusing attendees attention on their new products through the use of simple, easy to see signs.



Trimble

Trimble uses a strong claim and follows it up with a call to action to try their hands-on demo right on the corner of their small exhibit.



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



Slide Sledge

This demonstration is attention-getting and perfectly demonstrates all the capabilities of the Slide Sledge product. An excellent demonstration.



Besser

Besser has a series of very effective demonstration vignettes throughout their exhibit, many of which are accompanied by simple, easy to understand videos to engage people and keep them in their booth.

Engaging & Informative Presentations / Demonstrations



Trimble

It's important to quickly and visually communicate key messaging you want attendees to take away. Trimble did an excellent job with three static bullet points near their interactive A/V presentations.



Ineighat

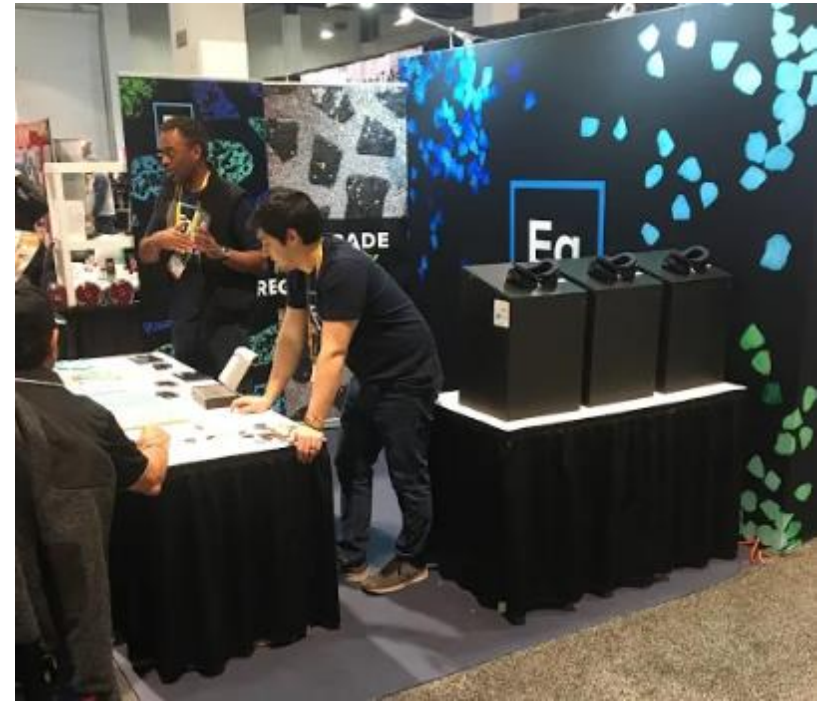
Attendees come to find solutions to problems. Here's an excellent example of using large interactive A/V to not only communicate the problem, but get the attendee to engage to learn more about the solution.

Engaging & Informative Presentations / Demonstrations



Ford

Attendees come to shows to learn. Providing small theater presentations is a great way to engage and quickly educate your attendees.



E/G Element Glo

This company sells glow-in-the-dark aggregate, so to show off their products they created a "peep show." How innovative is that?



Effective Staffing Practices

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

Effective Staffing Practices



Busy Busy

Staffing can be a powerful tool to grab attention. Busy Busy hit the mark by having staffers on the perimeter of the booth wearing branded apparel and bouncing branded balls as a way to grab attention and start conversations.

Effective Staffing Practices



Ready Set Pour

Combining attention grabbing apparel with a top can't-ignore-it prize, Ready Set Pour integrated their staff into the excitement of their exhibit, drawing crowds to the corner of the Hall.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Stabila

Outstanding execution of an in-line booth integrating strong branding with strong visuals and great product display. Also great job emphasizing new products in the booth.

In-Line Success: Small Booths that Rock!



Superior Mason Products

Using your product to build your display can be a very effective way to exhibit many different products in a small space.



Dripless

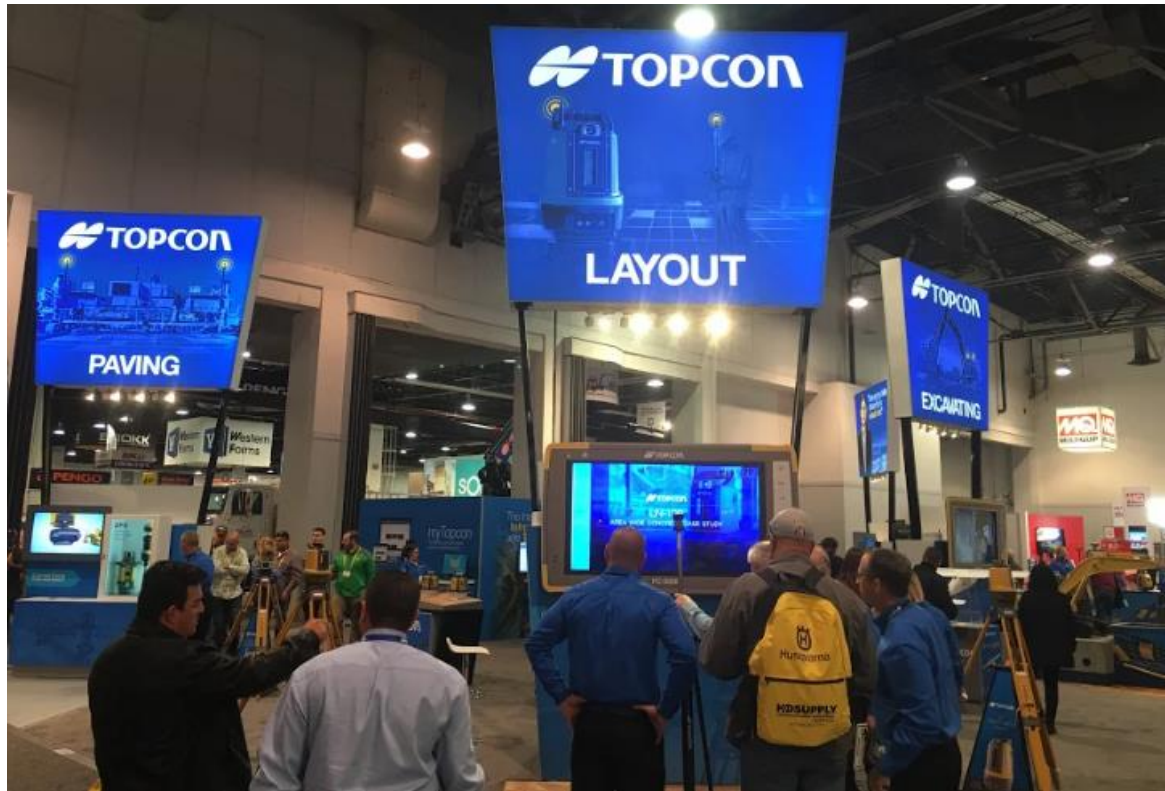
These guys from Dripless definitely brought their A game. A simple product benefit, combined with attention grabbing colors, made their booth rock.



Smart Exhibit Access and Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Topcon

Here's an excellent example of grouping different solutions, sorting by application, and having large well-lit signs to direct attendees to the right place in the booth. Very smart.

Smart Exhibit Access & Attendee Navigation



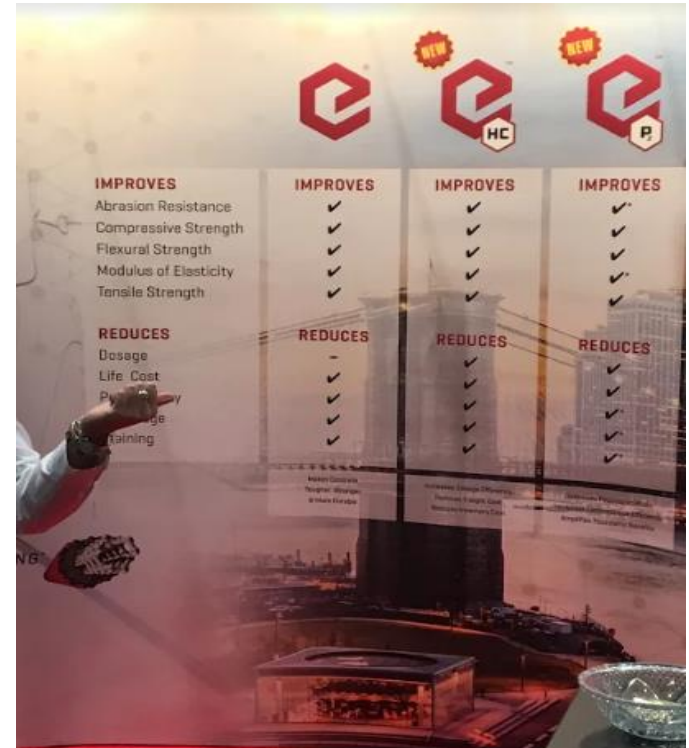
Diamond Products

In a booth with a lot of solutions, it's important that attendees can easily find what they're looking for. Diamond Products did an excellent job on their product kiosks with headers quickly guiding attendees to the right areas of the booth.



Before & After: How Exhibits Have Changed

Before & After



Edencrete

A first time exhibitor last year, Edencrete incorporated many of the solutions suggested by the E3 evaluation team, including color integration, and highlighting their new products. Now they're back with an expanded booth and even more business.

Before & After



Zippkool

Zippkool is another returning 2017 first time exhibitor who incorporated the E3 advice into their exhibit game. They have increased their exhibit size from a 10'x10' to a 10'x20' and focused on providing products with specific application to the concrete industry. Great job guys.



*Your Evaluation Team:
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Thank You for Exhibiting at World of Concrete 2018!

***Mark your calendar now for World of Concrete 2019
January 21-25, 2019, Las Vegas Convention Center, Las Vegas, NV***

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



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