36 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluation Team
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As a value-added exhibitor service, World of Concrete 2019 provided selected exhibiting companies 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 effective exhibiting practices observed at World of Concrete 2019.

Enjoy!
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

**busybusy**
Among the hottest trends spotted at WOC’19, was the importance of integrating productivity into mobile devices. Busybusy takes advantage of this trend using their bold overhead sign to state exactly what they do.

**Pure Safety Group**
The flooring at PSG (which sells safety harnesses for suspended workers) really caught our eye. It’s a photo taken from a scaffold high above street level - - looking straight down. A great way to grab attention.
Creative Attention-Grabbing Techniques

**Syntech**

Here’s an excellent example of how to use a flat panel - placed right on the perimeter - calling out the reason why people should stop at your booth, with an interesting character that forces you to look.

**Badger Forms**

This is an excellent example of bringing creativity to your top tier sign. Badger Forms thoughtfully placed their top sign on an angle facing the front of the hall, then used lighting to draw attention to their booth.
Creative Attention-Grabbing Techniques

Duraflex

This exhibit was a real show stopper. The green lighting was perfectly placed around the booth to draw visitors’ eyes to Duraflex’s products and messaging.

Acumatica

Engaging and impossible to ignore, Acumatica invited visitors to “Whack Away Your Outdated Technology” with a familiar carnival game, set up in a competitive format. This initial message was supported with demos around the exhibit.
Machinery Trader

One of the simplest and most effective ways to draw attention to your booth is to use strong lighting. Machinery Trader did a great job with their well-imaged and messaged backdrop.
XYPEX Chemical Corporation

Dramatic lighting, unique shapes, familiar concrete gray colors & textures, and crystal clear, color-coordinated navigation helped the XYPEX exhibit to stand out from its neighbors.
Creative Attention-Grabbing Techniques

Schönox, HPS North America

Dramatic lighting and a lime green sports car highlighted the exhibit. However, this car was also autographed by each of Schönox’s customers and VIPs, creating a strong brand impression.
Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration
Prazi USA

Here’s a clean and simple example of a small inline exhibit using cautionary yellow and black colors along with a strong and clear call to action driving visitors to check out their tool.

Mono Slab EZ Form LLC

The Mono Slab banner sign states why you should stop and talk to them. Their crystal clear headline is supported by deeper dive copy informing how they can save customers time, labor, and money.
Calling out important features and benefits on displayed products is a smart way to draw attention to key selling points. This also lets visitors know exactly why you decided to feature the products you did.

Underserved segments within your product line can provide unique points of difference. Keen Utility’s banner stand showcases not only their products, but an understanding of who they are designed for.
Amerimix

A big, bold claim, backed up by a simple easy-to-understand infographic. These elements combine to quickly and visually educate attendees about their solution.

Oman Systems, Inc.

“NEW” is one of the most powerful words to use on your exhibit. This continues to be the #1 reason why visitors come to WOC year after year -- to see “What’s New.”
Amerimix

Another example from Amerimix: a simple yet forceful statement that grabs your attention, and perfectly describes what Amerimix wants you to know about their service commitment.

Lanair Heaters

Here’s a great example of a small exhibit using colorful imagery, a clear description of what they do and the three key benefits of using their product.
The Bulk Bag Company

This small booth is a clinic on how to design your backdrop with imagery and clear quick-read copy communicating the “what, why and who.” Finishing it off is a well-placed demo right on the perimeter of the booth.

Commerce Bank

This exhibit answers the two main questions in the mind of a visitor - - What do you do? and Why should I care? Commerce Bank uses well-placed and large colorful message blocks to quickly answer those questions.
Effective Visual Communications

International

Although International sells trucks, they understand it’s about differentiating their trucks and offering a key benefit. International did a great job with their theme of “It’s Uptime” which resonates well with operators.

Magni

Top-tier signage should communicate more than just who you are… It should also address what you do. Magni did an excellent job with their top-tier sign to answer both primary questions.
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
Site 2020

Live demos are the #1 way attendees want to engage at trade shows. Site 2020 had a live touch screen to operate their sample safety arm. Visitors who completed the demo were entered to win a lobster dinner.

Topcon

Full-size excavators don’t fit into most booths, so Topcon created a fully-functioning miniature digger in its exhibit. The controls and display panel mirrored the actual demo in the mini-sandbox, giving visitors the full picture.
Engaging & Informative Presentations / Demonstrations

Verizon Connect
Professionally produced live theater can be an extremely engaging and efficient way to get your message out to a broad audience. Verizon’s theater in a small footprint (20x30) did just that – drawing nice crowds.

GPS Insight
Another proven attention grabber is to use an “Illusionist” like GPS did. Magician Scott Tokar did a great job weaving the company’s story into his magic tricks, then handing off the spellbound visitors to booth personnel.
Ineigh, Inc.

This exhibit made great use of multiple iPads to engage visitors in an interactive way. Since most software requires some hands-on time before a visitor “gets it,” Ineigh made it easy and fun to interact with their product line.

Sunfab Hydraulics, Inc.

Here’s an excellent example of using a large flat panel, placed right next to your description of what you do. An effective way to educate visitors about your products, and provide a deeper dive into your product line.
Simex s.r.l.

Here’s an excellent example of featuring a video presentation next to the product. The well-written descriptive static copy was also placed on the product itself, and the video showcased the product in action.

John Deere

Customers want to quickly know what the key features and benefits of products are. John Deere knocked it out of the park with the “Elevate Your Control” graphic smartly placed in the bucket of the vehicle.
Proline Decorative Concrete Products

Show me don’t tell me. This exhibit featured a live demonstration, where staffers showed the crowd how to easily turn their concrete pours into a variety of interesting designs and patterns.
Grainger

Attendees come to tradeshows to learn. Grainger offered an outstanding safety experience called the “Fatal Four.” On the small island booth all four corners of the booth communicated a top source of injuries with well-placed A/V to help raise workers’ safety awareness.
Effective Staffing Practices

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

The team at ETI took full advantage of the education and coaching made available by World of Concrete. Webinars, Resource Center info, and tips passed along to them were used to full effect -- AND IT SHOWED!

United Mineral Chemical Corp.

Staff attire was designed to "STOP" attendee traffic. The UMC team perfectly played the role of traffic stoppers wearing the familiar yellow and orange safety vests.
Inline Success:
Small Booths that Rock!
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Muscle Wall

Here’s an excellent small in-line booth. Muscle Wall used a large image, a descriptive product name, well-placed A/V, and a demo right on the perimeter of the booth to draw visitors’ attention and engage them.

Hutchinson Industries

Here’s a inline booth that really rocks. From using an oversize tire integrated into the back wall, a high-quality exhibit build, to demos right on the perimeter with well-placed informative messaging. A job well done.
Inline Success: Small Booths that Rock!

Schaeffer’s Specialized Lubricants

Wow! Is is possible to pass this booth without a look? Schaeffer’s booth uses strong branding, well-placed imagery, crystal clear value propositions, and brightly integrated colors. This exhibit executes high on all levels.
Thank You for Exhibiting at World of Concrete 2019!

Mark your calendar now for the upcoming World of Concrete 2020, Feb 4-7, 2020, at the 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!