



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

*By Jefferson Davis, JillAnn Down, and Bob Milam*

As a value-added exhibitor service, World of Concrete has traditionally provided new exhibiting companies with the award winning E<sup>3</sup> Exhibiting Effectiveness Evaluation.

In 2021, no formal evaluations were conducted, however evaluators still attended and looked for exhibits throughout the show displaying 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 exhibits more effective as companies return to live exhibiting.

**Note:** The ideas are presented in no particular order. They only represent a sampling of effective exhibiting practices observed at World of Concrete 2021. *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



### BIK Hydraulics

Suspending your overhead sign from your product not only saves rigging costs, but it communicates exactly what your product can do. Excellent job.



### Quikrete

Incorporating a live studio, Quikrete broadcast directly from their booth, extending their presence beyond the show to visitors who weren't able to attend.

## Creative Attention-Grabbing Techniques



### Mack Trucks

Mack used innovative technology to engage visitors, promote and showcase their products using Augmented Reality on iPad based tablets. Visitors were able to design their own Mack Truck and send a picture to their email. That's super cool and highly personalized visitor engagement.



## Creative Attention-Grabbing Techniques



### Lyons Manufacturing

Sometimes, the latest is not necessarily the greatest. Here, Lyons effectively uses old-school neon to make their signage stand out. This is a smart way to use an older lighting style to draw attention. In a sea of LED and backlit exhibits, these little jewels really shine brightly.



# 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



### ZipLevel

Clear headlines, placed perfectly above eye level, together with supporting bullet point features and benefits effectively communicated ZipLevel's value and unique selling propositions. When you combine that with the attention-commanding black & yellow color scheme, the message pops.



## Effective Visual Communications

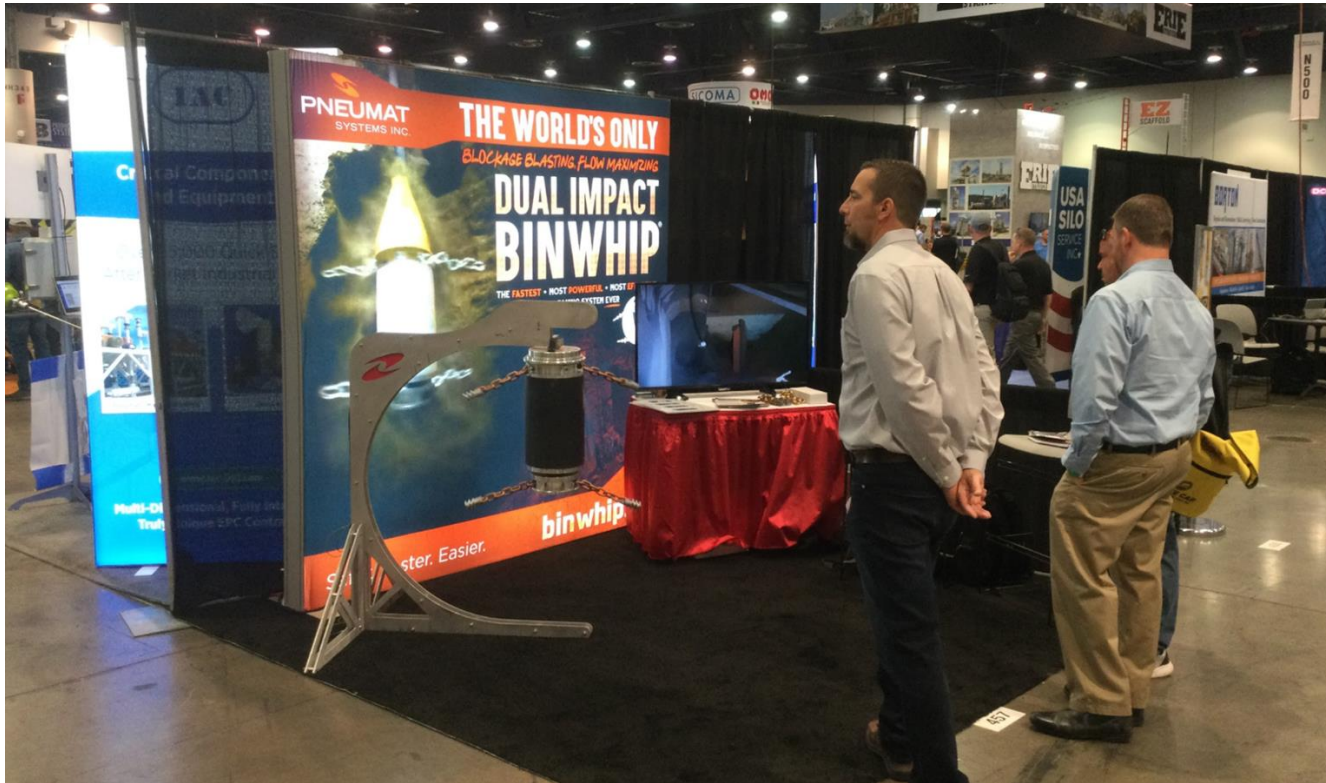


### Hendrickson

Hendrickson's cutaway wheel model effectively showed visitors the inner workings of the wheels. Accompanied by an explainer video, it made an effective corner display. When you combine multiple media methods, the result is often greater than the sum of the parts.



## Effective Visual Communications



### Pneumat Systems, Inc.

When you've got an innovation that no one else has, a clear, straightforward and bold claim is a great approach to take. Pneumat's claim fills the bill perfectly in their small yet well-focused exhibit, which is effectively back lit. Well done.

## Effective Visual Communications



### Explorer Software Inc.

Explorer did a very nice job of separating their messaging into brief, succinct points. Visitors may only be interested in a single aspect of an exhibitor's product, so it's wise to help them understand exactly what a product can do. Then the overall headline, "Software Made Easy" makes sense.



## 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



### Johnson Levels

We wondered whether visitors would feel safe and comfortable enough to enter into an exhibit space to watch a live demo. After seeing exhibits like this, we now understand it's the story that drives attention, and will help exhibitors re-connect with their audience. Well done.



## Engaging & Informative Presentations / Demonstrations



### Hilti

We noted the scheduled demos of Hilti's new robotic drilling tool, and were curious to see if this would also draw a crowd. It was exciting to watch as 100+ visitors assembled to watch, listen, learn and ask questions. This multi-sensory interactive approach really engaged people.

## Engaging & Informative Presentations / Demonstrations



### Safety Anchor Post Systems

Good demos bring products to life. SAPS has never been timid about showing exactly how theirs function, taking their demo to life, and even going so far as to “wear their gear” to enable visitors to understand how all the pieces hook together in their system.



## Engaging & Informative Presentations / Demonstrations



### Simple Strap

Presentations and demonstrations are the #1 way attendees want to engage with exhibitors. It's hard to duplicate the quality of learning experience in any other way. Simple Strap takes good advantage of this, by showing visitors exactly what their product does. We've missed seeing live demos and how powerful they can be. Nice job, Simple Strap.



# Effective Staffing Practices

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



## Effective Staffing Practices



### Hilti

The bright red shirts are a tradition for Hilti at World of Concrete. This year, Hilti took extra care to make sure each staffer's name tag was readily visible, and easy to read. This helped visitors feel welcomed right away, taking the edge off awkward introductions.

## Effective Staffing Practices



### Acumatica

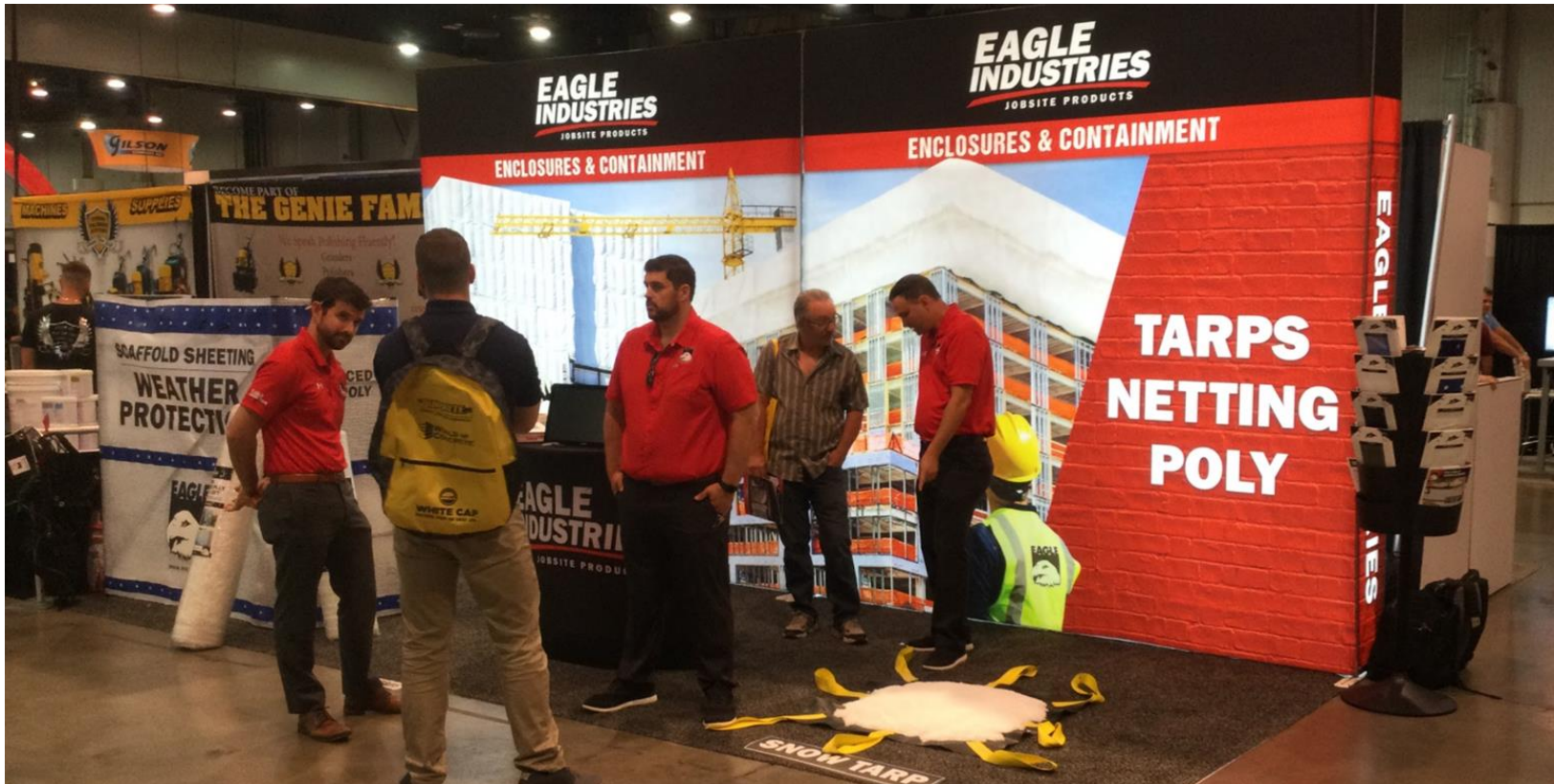
The “Digital Only” show badges were a challenge for some people. Lots of folks wound up with low batteries throughout the day. So, Acumatica came up with a great idea. They posted a sign saying, “Print your Badge. Save Your Phone.” Then, using a bluetooth printer, they made visitors a hard copy badge, while engaging them in conversion. Nice touch to help visitors.



## **In-Line Success: Booths that Rock!**



## In-Line Success: Booths that Rock!



### Eagle Industries

This exhibit has it all. Clear and simple communication, brightly lit signage, and enough open space to directly demo their products. A simple combination, well executed by Eagle Industries.





## Smart Exhibit Access and Attendee Navigation

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

## Smart Exhibit Access & Attendee Navigation



### HBC Radiomatic

Using double-sided kiosks, HBC helped visitors quickly find what they were looking for. Each kiosk featured video, and products displayed on bottom-lit, angled shelves. Very effective.



*Your Evaluation Team:  
Bob Milam, Jill Ann Down, Jefferson Davis*

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

***Mark your calendar now for the upcoming World of Concrete 2022***

***Exposition: January 18-20, 2022***

***Education: January 17-20, 2022***

***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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