



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

*By Jefferson Davis, and JillAnn Down of Competitive Edge.*

As a value-added exhibitor service, World of Concrete 2022 provided new exhibiting companies with the award-winning E<sup>3</sup> 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. They only represent a sampling of many effective exhibiting practices observed at World of Concrete 2022. *Enjoy!*



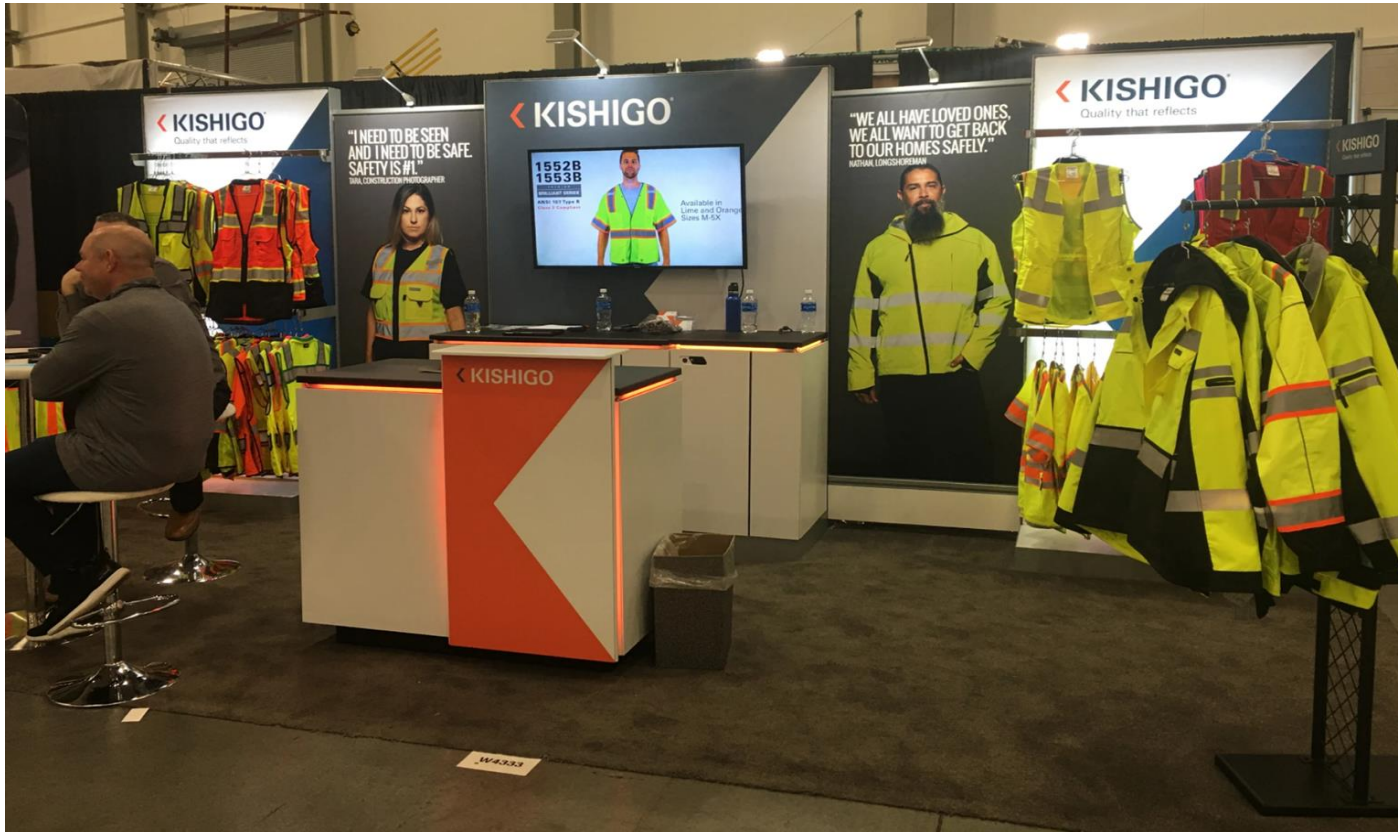
**Exhibiting Effectiveness Evaluation™**  
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



# 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



### Kishigo

One of the most effective ways a small exhibit can stand out from the crowd and grab its share of attention is to use lighting. Here's an example of a well lit booth that demanded attention.

## Creative Attention-Grabbing Techniques



### International Truck

While there were a lot of cement mixers in the West Hall, the International mixers really stood out by their smart use of powerful downlighting to make their white products extremely visible.

## Creative Attention-Grabbing Techniques



### Austin HOSE

Creatively combining a unique color scheme with unique graphics and font treatment is a powerful way to make your exhibit stand out. Austin HOSE's colorful backdrop and wrestler in the front had a unique and attention grabbing feel amongst exhibits in the West Hall.

## Creative Attention-Grabbing Techniques



### **DDM Concut**

When you're lost amid a sea of fabric hanging signs, it can be hard to make your top sign stand out. DDM knocked it out of the park by using edge lit acrylic to make their top sign unique and eye catching. They also answered the who and what questions, which all top signs should do.

## Creative Attention-Grabbing Techniques



### Evolution Wheel

Now here's an exhibit that really stands out from the crowd. Evolution Wheel converted a shipping container into an exhibit display. Using a bold and colorful backlit top sign with great downlighting this exhibit demanded visitors' attention. It also served double duty at show end, as they just slide in the displays, close the sides and it's ready to ship home. A great and creatively functional exhibit.

## Creative Attention-Grabbing Techniques

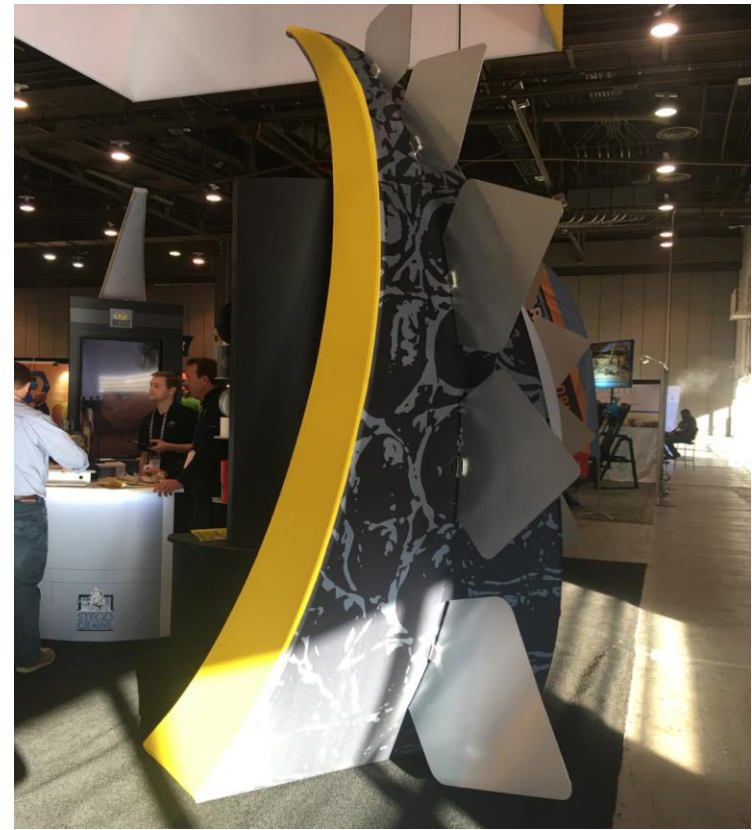


### Black Lab

Now here's an example of an exhibit integrating many principles of effectiveness. From the rotating top sign that explains who they are and what they do to the funnel that pulls your eyes down to the messaging and A/V. This exhibit really stood out among others in the hall.



## Creative Attention-Grabbing Techniques



### Stego

It's amazing what you can do with a fabric exhibit. Stego created an outstanding visually attractive booth by using curved fabric properties in the shape of horns of a stegosaurus on the back of them. It supported their branding and was definitely an eye-catcher.



# 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



### Salto

One of the most important messages your exhibit must visually communicate is your value proposition. Here's a great example of a small exhibitor who really nailed their value proposition.

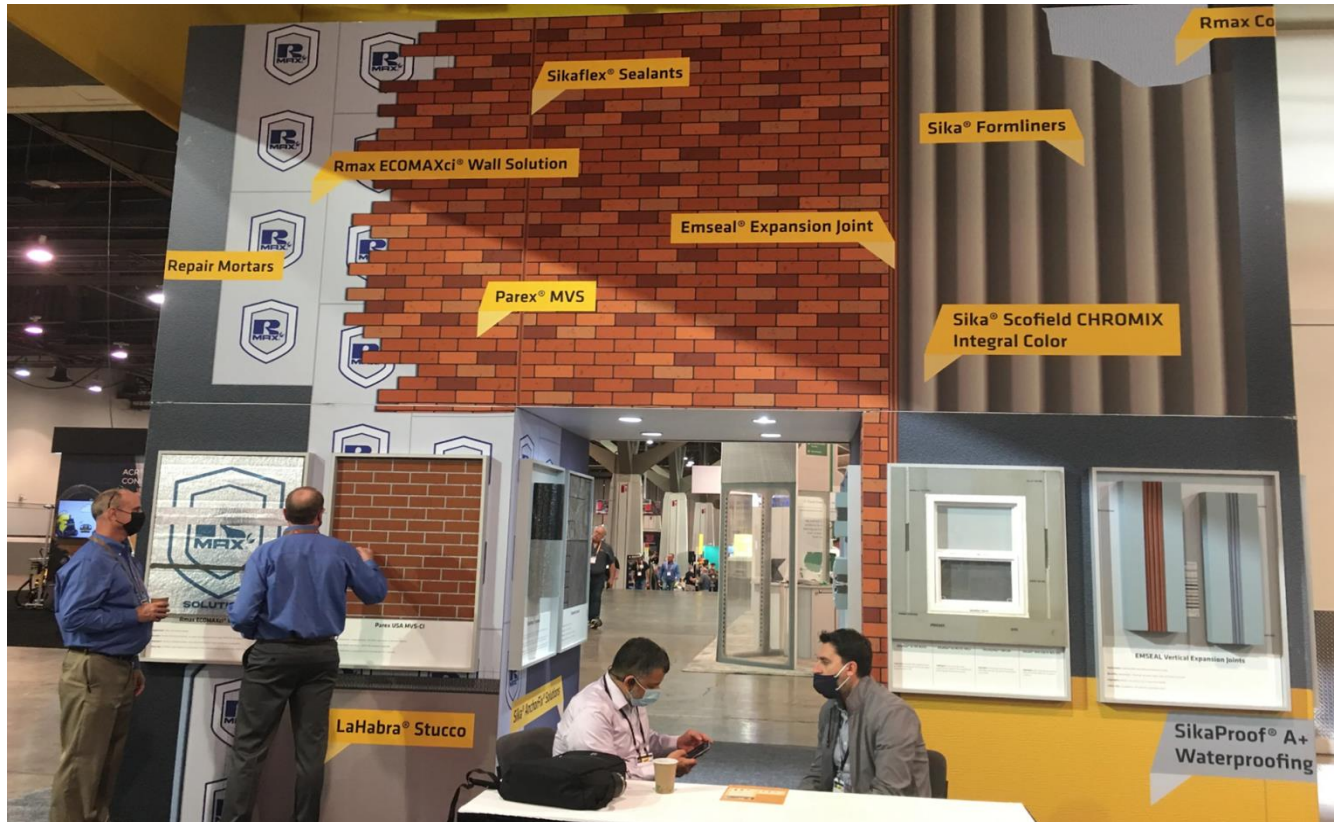
## Effective Visual Communications



### White Cap

When exhibiting to drive sales, one of the best things you can do is to create and promote a show special. White Cap not only knocked it out of the park with their unique product display, but used their flat panels to communicate their show special to visitors.

# Effective Visual Communications



## Sika

When you provide a lot of different solutions, sometimes it can be challenging to help visitors quickly understand how the solutions work together. Sika did an outstanding job by showing their solutions called out in a replica of a building facade.

## Effective Visual Communications



### LanAir

The human brain has a hard time resisting a question. Especially when it has to do with money. LanAir did a great job of placing a call-out question right in the center of their exhibit to grab attendees' attention.

# Effective Visual Communications



## Lucky Star Weaving

A small exhibit is like a billboard on a freeway. It must quickly and visually answer 3 questions in the mind of a visitor: Who you are; What you do; Why should I care. Lucky Star Weaving nailed it with a well-designed small backdrop that answered all 3 questions in a visually impactful manner.



# 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



### LiuGong

When displaying big iron, visitors often want more detail about the product than you're able to put in static signage. This exhibitor smartly placed QR codes on their product along with an interactive touchscreen to help visitors learn more about their equipment.

## Engaging & Informative Presentations / Demonstrations



### Richway

A well-executed product demo is worth 1,000 words. Richway did a great job by demonstrating the unique benefits of their cellular concrete with their action-inducing "Pick Me Up!" sign.

## Engaging & Informative Presentations / Demonstrations



### Gomaco

To help visitors quickly learn about the features and benefits of your product, it's important to have some form of visible signage. Gomaco did an outstanding job with their large pull-up banners that was were supported by a video of the product in use. Great execution!

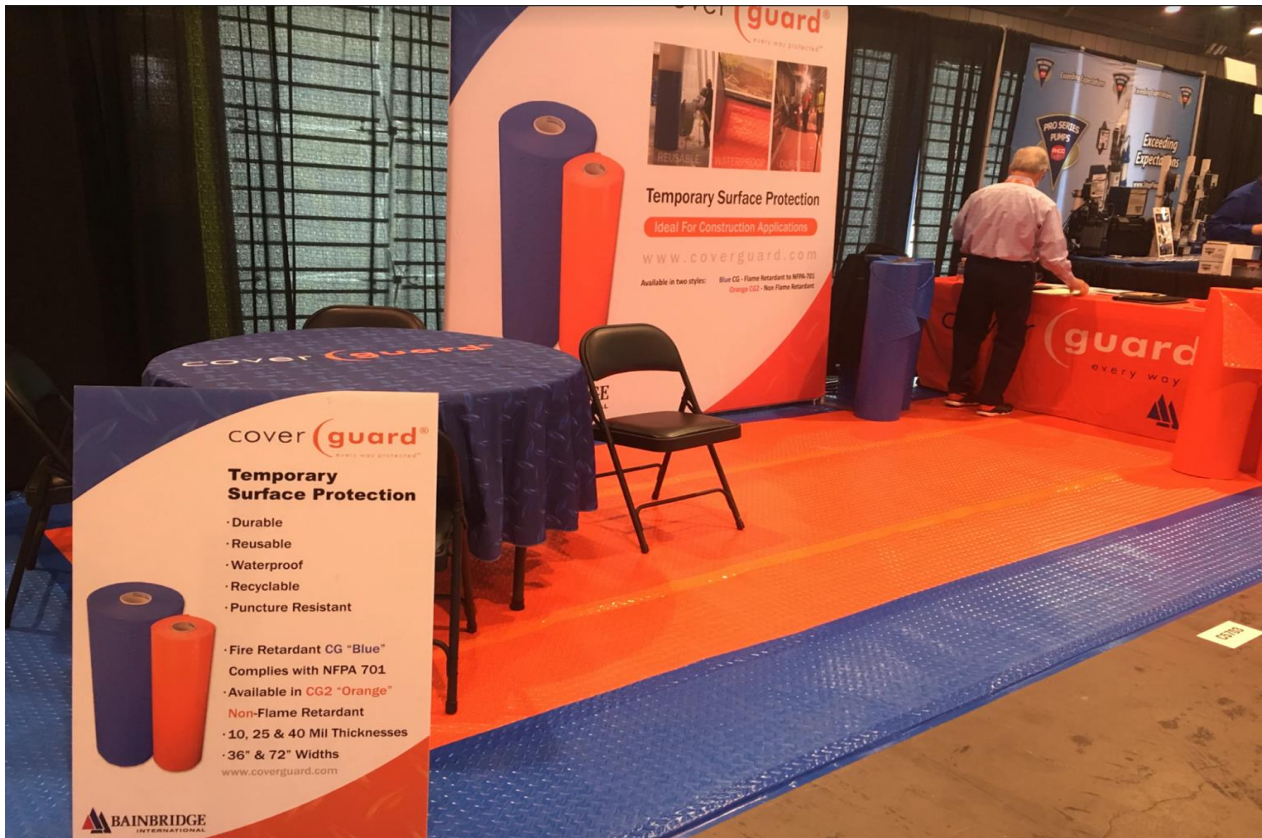
## Engaging & Informative Presentations / Demonstrations



### Concrete Pump Supply

Putting a little thought into staging your products in a elegant manner can make a huge difference as to how attendees view the quality of your products. Concrete Pump Supply did an outstanding job of staging products on high-quality kiosks near the perimeter of their booth.

## Engaging & Informative Presentations / Demonstrations



### Cover Guard

Now here's a creative way to demonstrate your product in action. Use it as the flooring in your exhibit. And to top it off, have a well-placed sign explaining the features & benefits of your product.

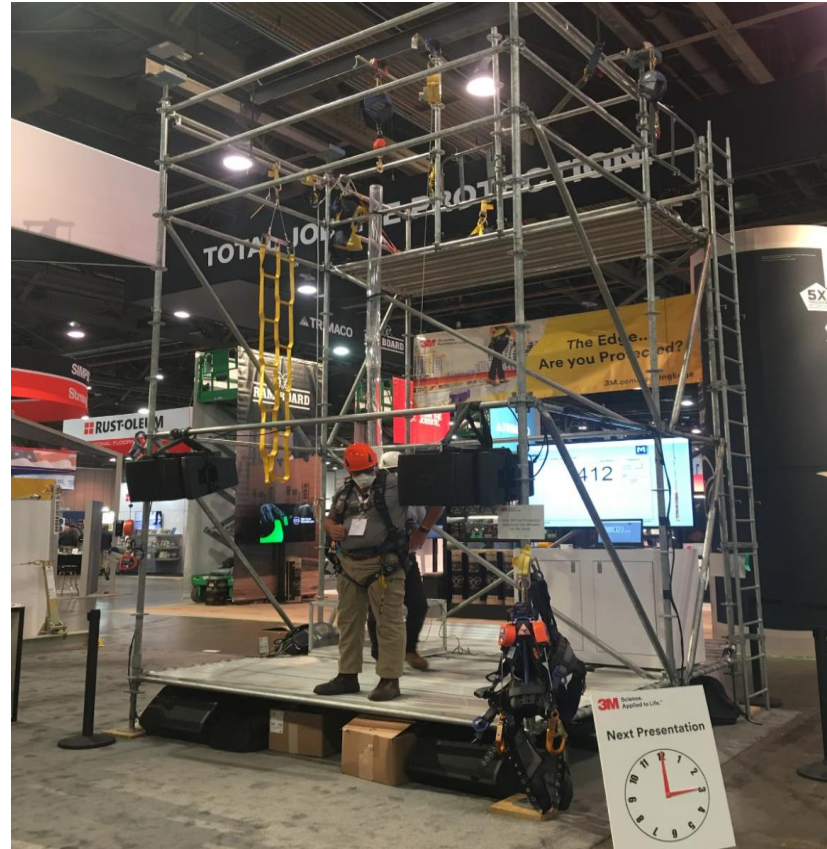
## Engaging & Informative Presentations / Demonstrations



### Huntsman Building Solutions

Construction people attend World of Concrete to learn. One of the most effective ways you can teach them quickly is to provide a visual product vignette with crystal clear messaging. Huntsman hit a home run with their visually attractive and informative GEOLIFT display.

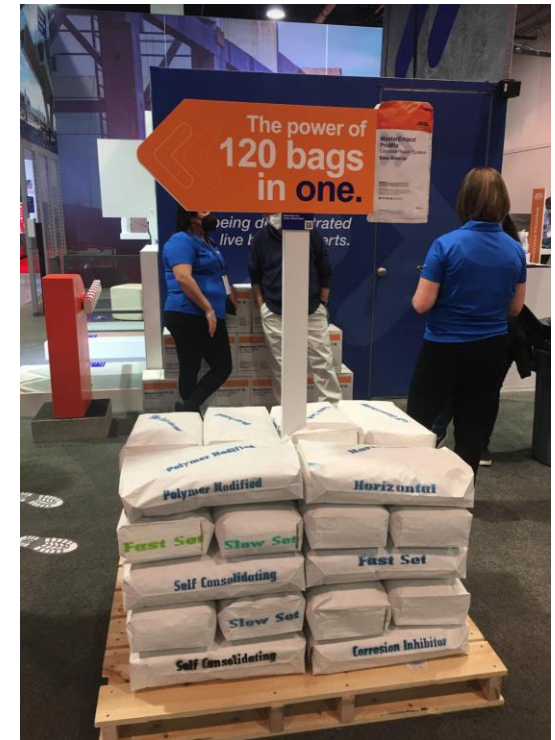
## Engaging & Informative Presentations / Demonstrations



### 3M

The #1 way attendees want to engage with exhibits is through presentations and demonstrations. 3M's timed Life Safety Demos were a huge hit with attendees.

## Engaging & Informative Presentations / Demonstrations



### Master Building Solutions

When introducing a new product, staging it can make all the difference in the world. Master Building Solutions hit the bullseye with high-quality product kiosks. At the top was the name of the solution. The A/V helped tell the story. There were QR codes to get additional information. And the product was elegantly staged on acrylic pedestals. This is a clinic on how to display products.



## Engaging & Informative Presentations / Demonstrations



### Sakrete

While a lot of companies use games to draw attendees, often it is non-selective. Sakrete's "Welcome to Fabulous Sakrete" game was only playable after you visited one or more of the pro Tip demo stations and got your coin. A smart play!



# Smart Exhibit Access and Attendee Navigation

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

## Smart Exhibit Access & Attendee Navigation



### Runyon Surface Prep

When displaying multiple products it's important to help attendees quickly understand what the application of the products are. Runyon did a great job by putting signage right at eye-level above each product to help attendees quickly find what they were interested in.

## Smart Exhibit Access & Attendee Navigation



### 3M

Visitors want to be able to quickly find the products they are interested in. 3M did an outstanding job of placing bright mid-level backlit signage to make it fast and easy for attendees to not only find what they were looking for, but to understand the value proposition for each too.



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

## In-Line Success: Booths that Rock!



### Hellberg

Who says a small exhibit has to be second rate? Here is an example of an incredibly well-designed small exhibit that had a big exhibit feel. A high-quality wooden back wall with backlit graphics, A/V, and illuminated product display cases drew attention and made a strong quality brand statement.

## In-Line Success: Booths that Rock!



### Blundstone

This small booth is a clinic on how to execute at a high-level. By using backlit graphics, great visuals, and quick-read features & benefits about their boots. This small, well-lit booth made a big impression.

## In-Line Success: Booths that Rock!



### Quick Dam

Here's another small exhibit firing on all cylinders. Quick Dam used a colorful back wall showing where their products are used on the job site. They also perfectly placed a flat panel to deliver additional information. The well-placed product displays created an integrated exhibit experience that effectively told their product story.



## In-Line Success: Booths that Rock!



### SpecChem

A powerful way for a small exhibitor to stand out from the crowd is to leverage the entire exhibit space. SpecChem did an outstanding job of carrying their graphics all the way down to the floor, which made this small booth hard to pass without taking a look.



**Thank You for Exhibiting at World of Concrete  
2022!**

***Mark your calendar now for World of Concrete 2023  
Exposition: January 17-19, 2023 Education: January 16-19, 2023  
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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