



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

*By Jefferson Davis, Jill Ann Down, and Bob Milam of Competitive Edge*

As a value-added exhibitor service, WOC 2025 provided new exhibiting companies and EAB members with the TSE Gold 100 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 the 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 many effective exhibiting practices observed at WOC 2025. *Enjoy!*



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



## Creative Attention-Grabbing Techniques

- Attractive Imagery & Graphics
- Dramatic Lighting
- AV & Technology
- Unique Exhibit Property
- Attractive In-Booth Promotions
- Outside the Booth Promotions

## Creative Attention-Grabbing Techniques



### Ellis Manufacturing Corp.

Wow. Talk about a show stopper, the giant inflatable worker at Ellis Manufacturing definitely “stood out” above the crowds, turning heads and causing visitors to stop and decide if they were interested in Ellis’s products and services. A larger than life way to attract visitors.

## Creative Attention-Grabbing Techniques



### Zurn Industries

When you want to create a lasting impression, and have visitors remember the name of your company, try doing what Zurn Industries did. By capitalizing on the unique shape of their memorable letter “Z”, they created a product display that both caught attention and built their brand identity.



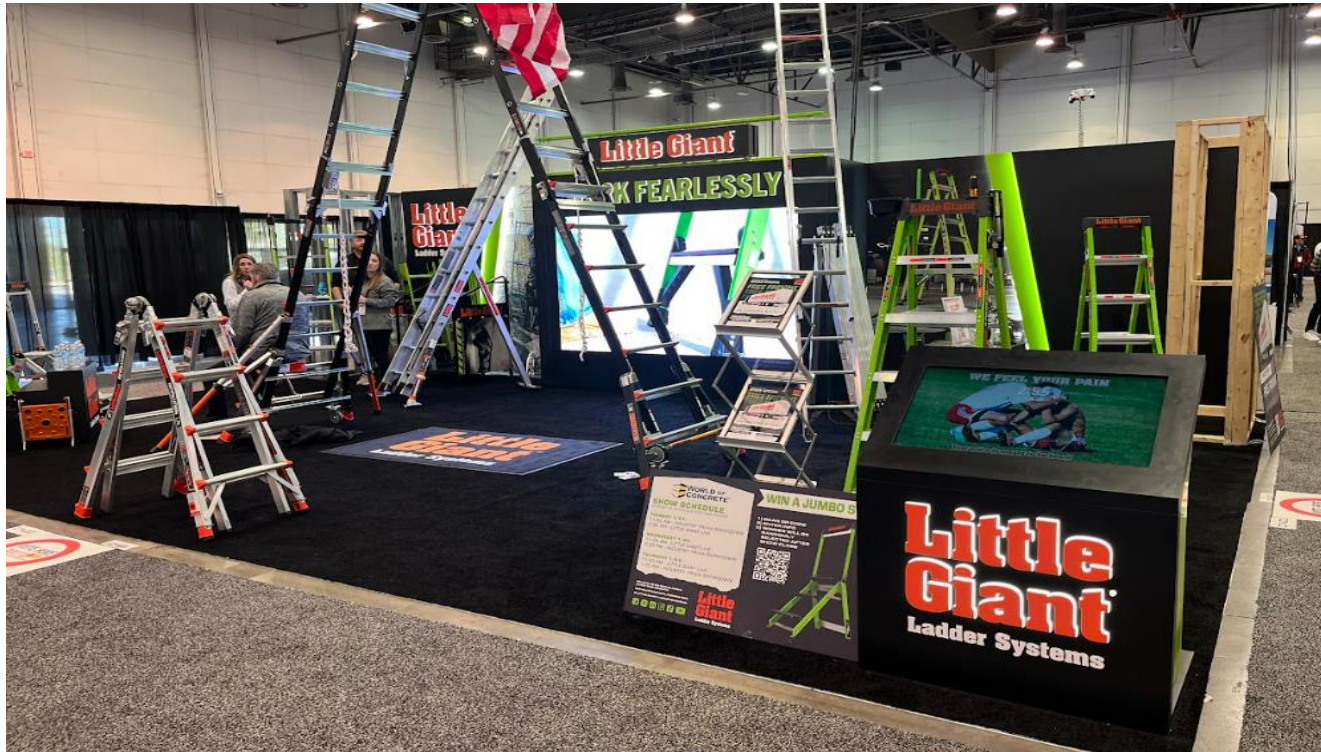
## Creative Attention-Grabbing Techniques



### ACI

One of the quickest and easiest ways to ensure your exhibit gets noticed is to light it up. ACI covered their fabric panels with bright and bold colors and images, then turned on the lights to bring it to life. They created an exhibit impression that could not be ignored.

## Creative Attention-Grabbing Techniques



### Little Giant Ladders

Little Giant elevated their display by combining technology, lighting, and the smart use of color. Large AV displays showed the product in use, while kiosks, QR codes, and printed literature offered many ways for visitors to learn more. The black carpet added to their dramatic visual impact.



## Creative Attention-Grabbing Techniques



### General Technologies, Inc.

General Technologies, Inc. showcased their offerings with an extraordinary video presence, both in and above their exhibit. The constantly changing images drew instant attention and brought General Technologies Inc.'s products right into visitors' laps. This exhibit was impossible to ignore.

## Creative Attention-Grabbing Techniques



### Autodesk

If your product is an intangible one (like computer software), your audience must be able to visualize how and where you fit into their lives. Autodesk smartly used photos of workers on the job site to let visitors know and better understand Autodesk's role in the industry.



## Creative Attention-Grabbing Techniques



### HardHat

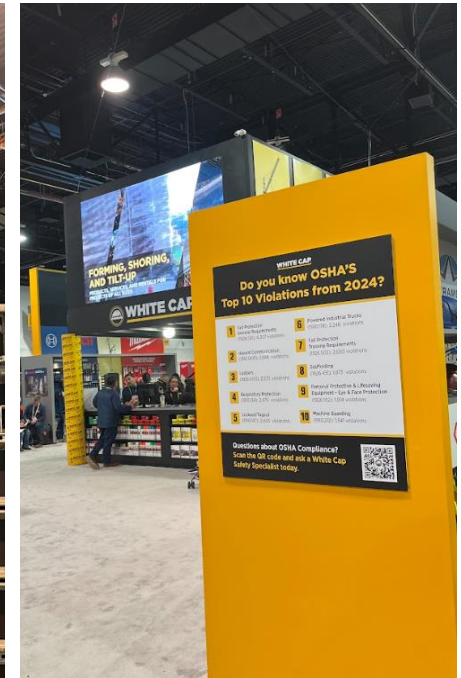
Providing skilled labor to the industry, HardHat wanted to show visitors they could deliver on their promise. To do this, they ran a contest with a top prize of a free labor crew for a week. This assured the only people likely to scan and enter -- were exactly their target audience. Very smart.



# 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



### White Cap

A key to effective visual communication is to place relevant messages where visitors are already looking. White Cap put well-crafted questions and relevant data in very conspicuous locations throughout their exhibit, creating a greater depth of understanding for each visitor's experience.



## Effective Visual Communications



### Cratos

With just one amazing and effective graphic, Cratos showed not only what they do, but how they stand apart from other products. Their value proposition was brilliantly conveyed by a combination of words and humorous pictures to immediately tell their story. And .. "YEAH... It's That Easy."

## Effective Visual Communications



### Kato

A hanging sign is a major investment. Kato got a big bang for their buck by clearly saying who they are, and also what they do. Then they extended their branding to inward facing sides of the sign as well -- making this investment both effective and efficient.



## Effective Visual Communications



### Magid

Here's another example of an effective hanging sign. Using the outside of the sign, Magid communicates who they are, where they are, and what they do. Then, on the inside surface (using thinner fonts) they give more information for those already at their exhibit. Very well done!



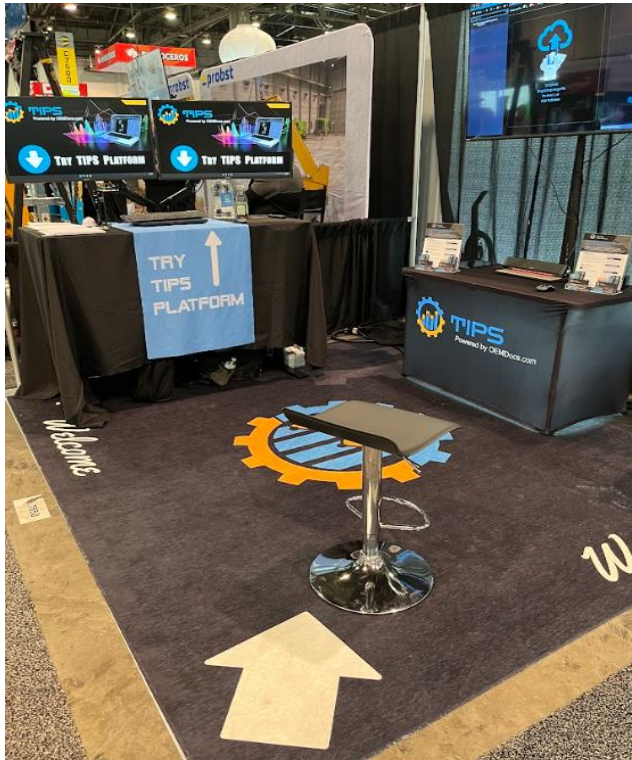
## Effective Visual Communications



### Canopy Brands, Safewaze

Here's a brilliant example of using "Calls to Action" in exhibit messaging. Safewaze uses specific phrases "Ask About..." and "Come See What's New!" to openly encourage visitors to do something in the exhibit. At face-to-face events this is exactly what you hope for, and this is exactly how to do it.

## Effective Visual Communications



### TIPS

Here's another great example of calling visitors into action -- this time featuring an arrow icon woven into the booth graphics and extending down to the creative flooring. This a good example of incorporating alternative symbols to tell the company story even faster.



## Effective Visual Communications



### Eco-Shell

Capturing attention is more art than science. Coming up with headlines both succinct and captivating is simply brilliant. Eco-Shell's headline does precisely that -- in a nutshell.



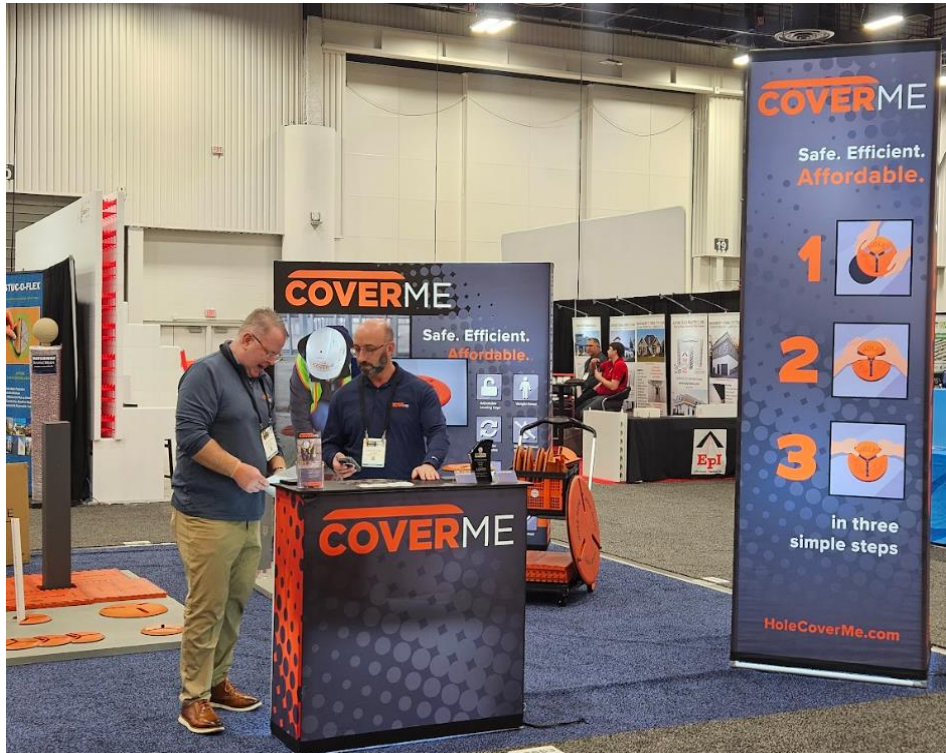
## Effective Visual Communications



### Carhartt

Carhartt sells very familiar products which are easy to “take for granted”. To overcome this, Carhartt made sure visitors knew and thought about all the advantages their products could provide. Focusing on performance statistics, opinion survey data and unique product features, Carhartt called out precisely the information important to give their visitors.

## Effective Visual Communications



### Cover Me

Attendees are constantly bombarded by competing messages, so it's imperative for exhibits to effectively cut through this noise quickly. Cover Me's signage quickly shows their 3-step process so visitors instantly understand what their product does and how easily it works. Well done.



## **Engaging & Informative Presentations / Demonstrations**

- Visual Support of Key Messages
- One to Many Theater Presentations
- Use of Interactive AV
- Cool Stations & Kiosks
- Gamification
- Unique Ways of Providing Takeaway Information for Visitors



## Engaging & Informative Presentations / Demonstrations



### Honda

An effective way to display products is to properly “stage” them. Honda places their concept engine on an edge lit pedestal, under plexiglass. It is accompanied by a backlit panel detailing the product information. This elevates the perceived value of the display in the eyes of attendees.

## Engaging & Informative Presentations / Demonstrations



### Con-Tech

Here's another effective example of exhibit "staging." Con-Tech's trucks need to be differentiated from others being shown, so Con-Tech used these fabric banner stands to provide information about what visitors were seeing and what the product could do.



## Engaging & Informative Presentations / Demonstrations

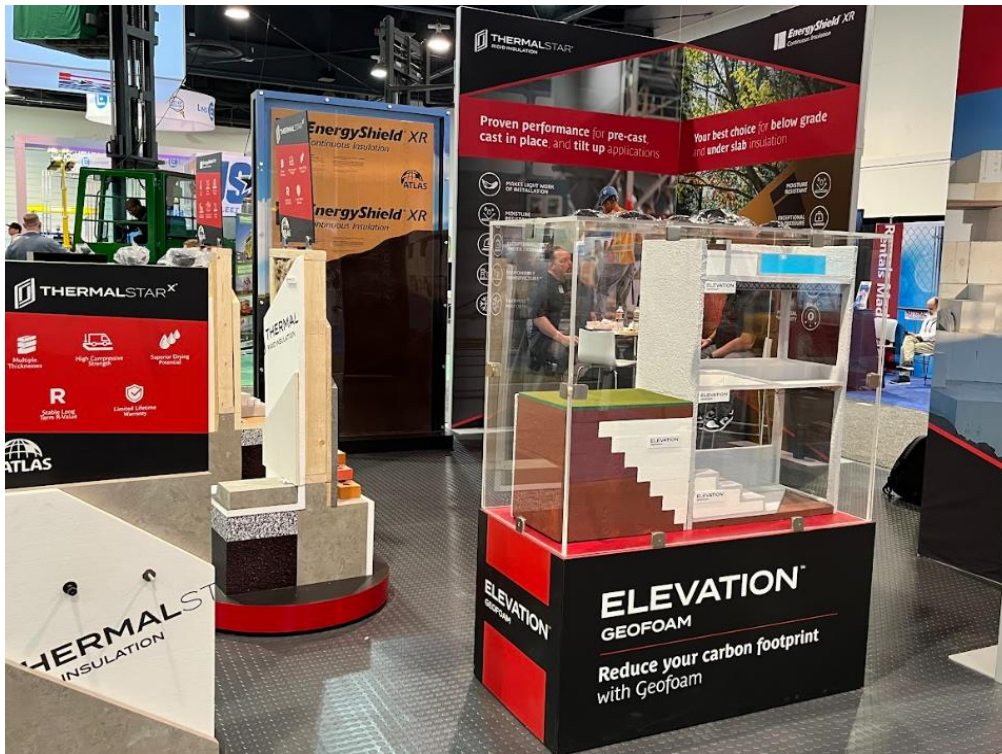


### VodaLand

VodaLand's product demo stations gave visitors a glimpse into how their products should be deployed. Helping visitors understand how to use your product is an important step in the buying process. VodaLand understood how critical this step was in their purchasing process.



## Engaging & Informative Presentations / Demonstrations



### Atlas Roofing Corporation

Once a visitor has stopped at your exhibit, you need to extend their initial interest and create lasting engagements. Atlas's kiosks elegantly offered visitors the deep dive they look for. These displays provide proof of the claims made in Atlas's headlines.

## Engaging & Informative Presentations / Demonstrations

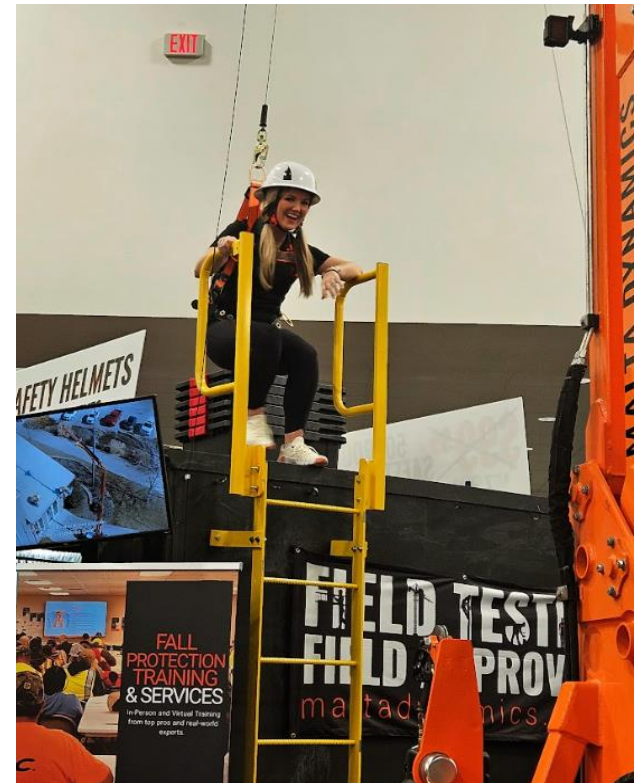


### Toro

Wow. Here's 5 things Toro's outstanding display does: 1) Instantly proclaims a big benefit, 2) AV monitor shows it in action, 3) Product specs are presented for those deeply interested, 4) Warranty info is tagged, and 5) Callouts highlight other key benefits. Brilliantly done.



## Engaging & Informative Presentations / Demonstrations

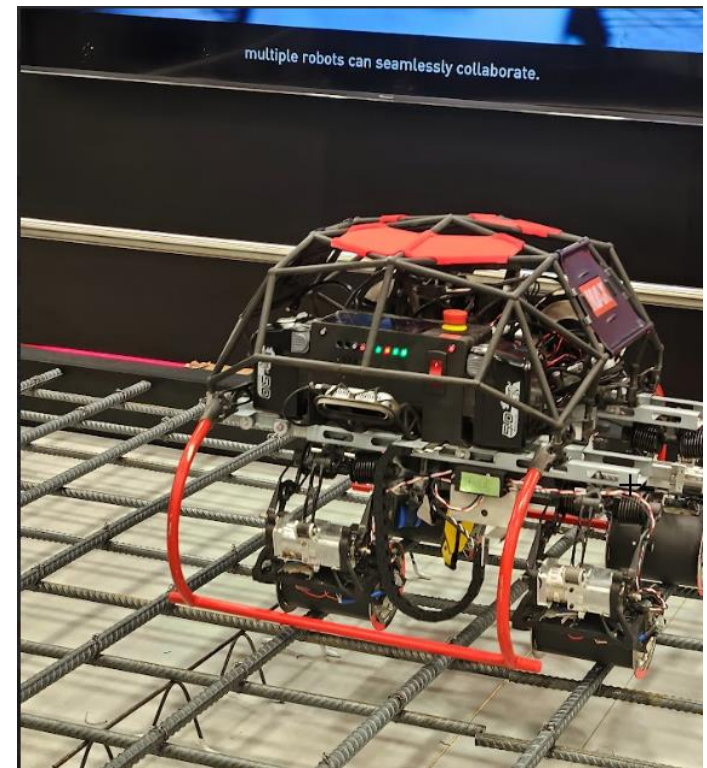
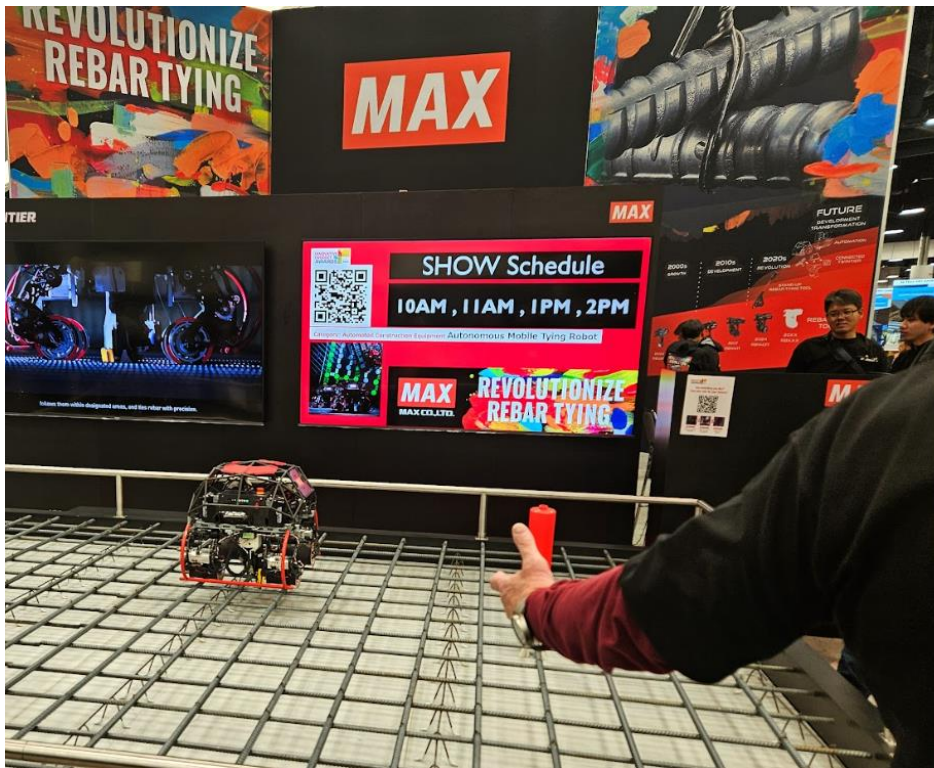


### Malta Dynamics

Malta Dynamics makes fall protection equipment. What better way to show this than to suspend an actual person high in the air. Malta's staff went above and beyond to demonstrate exactly how their product works. Visitors immediately understood and engaged. A soaring success.



## Engaging & Informative Presentations / Demonstrations



### MAX USA Corp.

MAX introduced robotic rebar tying to WOC 2025 using a full scale theater presentation. Displaying this innovation was something attendees did not want to miss, so MAX made sure they knew when to return to see the concept in action and LIVE. Great job promoting this activity.

## Engaging & Informative Presentations / Demonstrations



### MIXSYS

Not all products or processes are inherently easy to see or understand. MIXSYS decided to show visitors exactly how their products work by using plexi see-through panels to look at the inner workings of their process. This gave visitors the X-Ray vision needed to get the MIXSYS message.



## Effective Staffing Practices

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



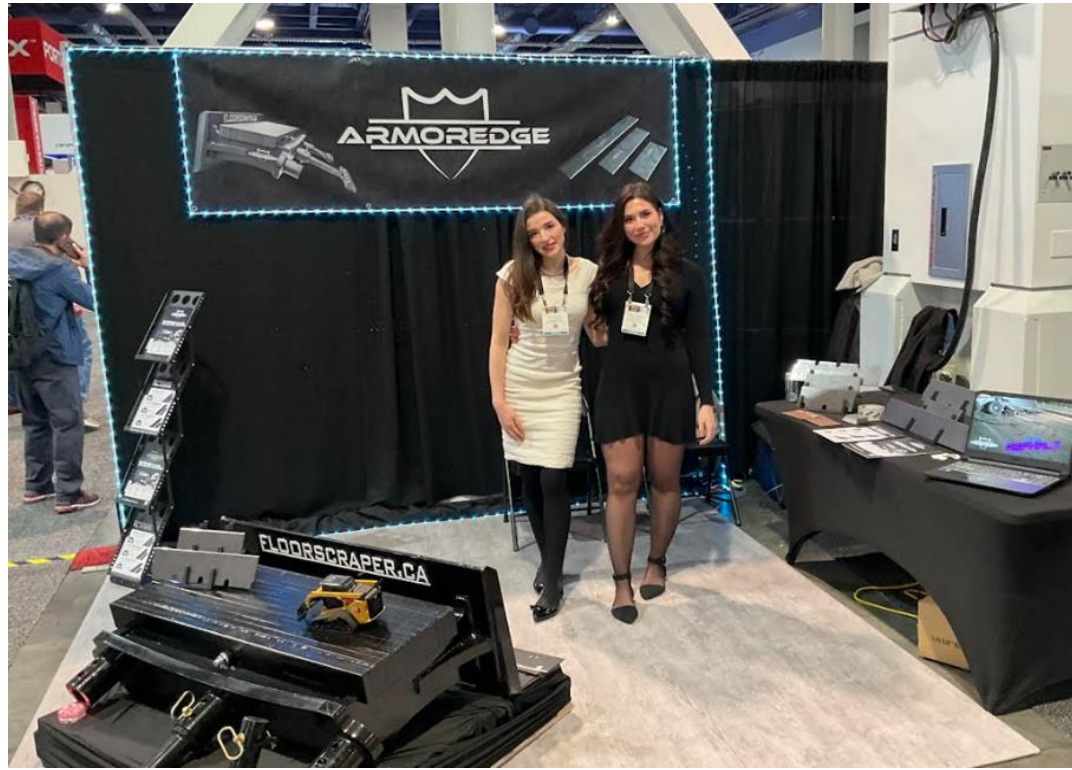
## Effective Staffing Practices



### ArmorGard

Now here's a creative spin on effective staffing. Not only did the booth staff wear distinctive color-coordinated attire, but they took it to the next level by making sure their outfits were appropriate for indoor/outdoor use and would fit both male and female staffers as well.

## Effective Staffing Practices



### Armoredge

Although this small exhibit seems very ordinary at first glance, the incredible enthusiasm shown by the staff made it unforgettable. If you passed this exhibit, you remembered these staffers. A well-prepared and fearless staff can make all the difference in exhibiting success. Well done.



## Smart Exhibit Access & Attendee Navigation

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



## Smart Exhibit Access & Attendee Navigation



### Concrete Pump Supply

Thoughtful and well-designed product staging with identifying signage, placed on each corner of the exhibit, helps attendees quickly find the solutions they're looking for at Concrete Pump Supply.

## Smart Exhibit Access & Attendee Navigation



### Procore

Procore perfectly blended ergonomic booth design with effective wayfinding, offering visitors a varied range of experiences all staged within an inviting space they simply didn't want to leave. Visitors could discover, learn and discuss at their choice, in this innovative exhibit design.



## Smart Exhibit Access & Attendee Navigation



### Torginol

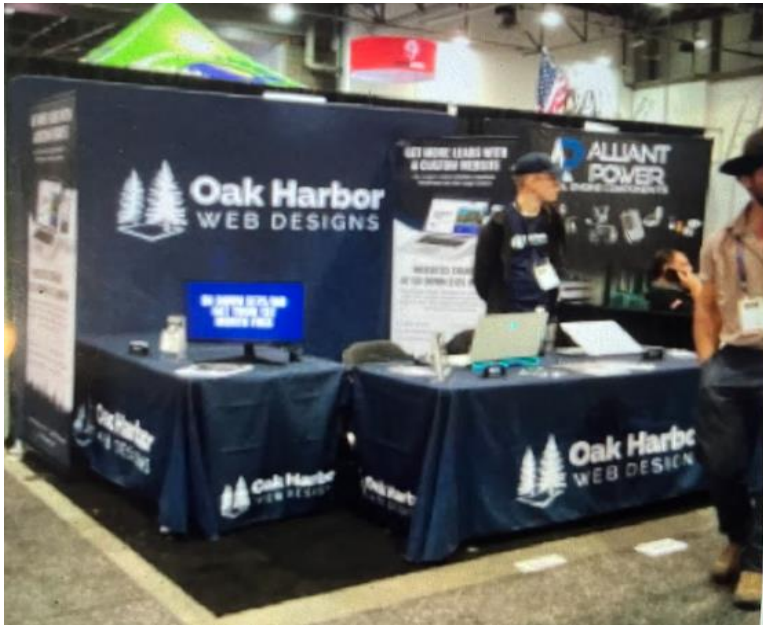
Triangular columns let visitors explore the many product options at Torginol. Each column offered samples, visual explanations and QR codes to aid deeper dives into the selection process. This made the task of narrowing down the choices very easy and convenient for visitors.



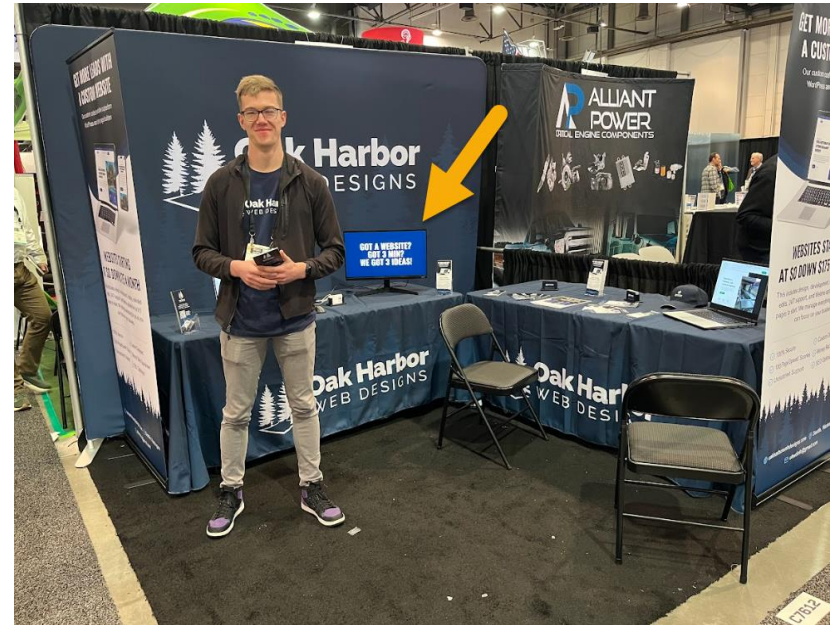


## **Before and After: Changes Exhibitors Made**

## Before and After: Changes Exhibitors Made



**BEFORE**

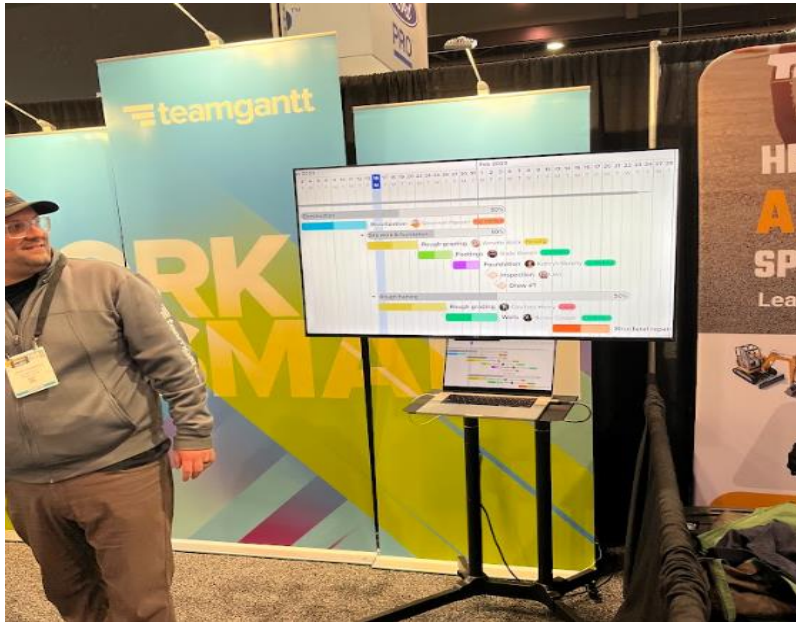


**AFTER**

### Oak Harbor Web Designs

Simple changes made during a tradeshow can increase booth impact. For Oak Harbor, two key changes made a big difference. First, repositioning the tables turned a “fortress” into an inviting open space for visitors. Second, the message on the monitor was changed to challenge visitors and showcase Oak Harbor’s expertise. These changes cost nothing, and increased impact.

## Before and After: Changes Exhibitors Made



**BEFORE**



**AFTER**

### TeamGantt

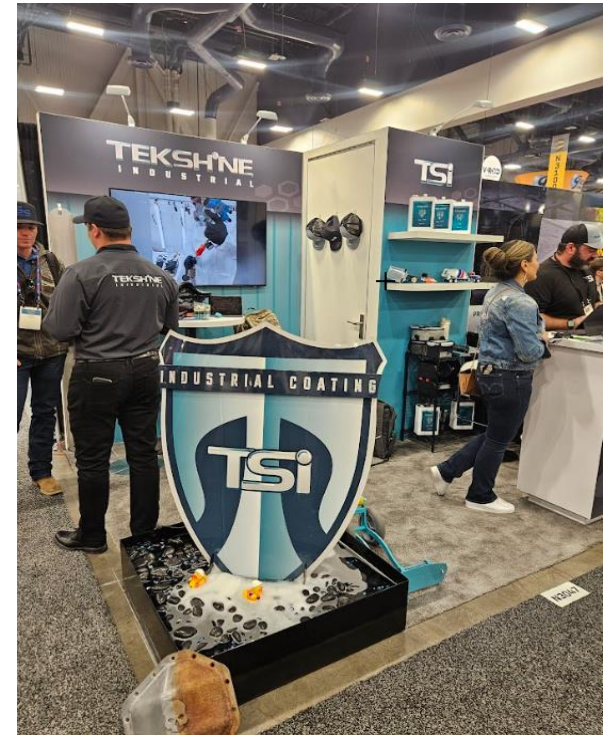
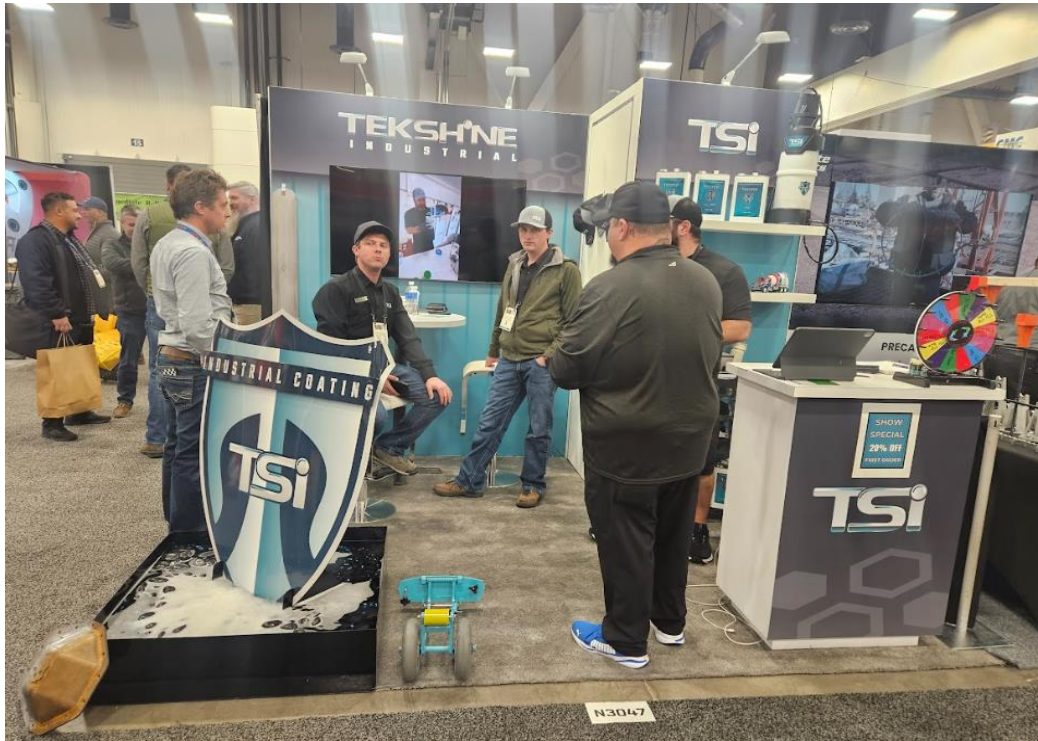
Effective storytelling can be tricky. If you don't arrange thoughts in the right order, visitors will pass you by. TeamGantt tried to show their solution to work scheduling on their large TV monitor as guests walked by -- uninterested. By shifting to bright and bold thought-provoking questions, they attracted more guests. Once engaged, they then shifted the display to the more detailed demo.





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

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



### TekShine Industrial

First time exhibitor TSi brought their A game to World of Concrete. With an engaging demo, bright and open exhibit space for attendees, and an enthusiastic staff, their 10' x 10' space came alive for attendees as they presented their solutions. As a new exhibitor, this is a tough task to master.

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



### Digifabshop

Digifabshop used their custom formwork to cast the entire booth. This effectively displayed their skill and attention to detail in complex casting work, which they effectively showcased using scale models. This is an imaginative way to proclaim their skills and DIY their booth at the same time.



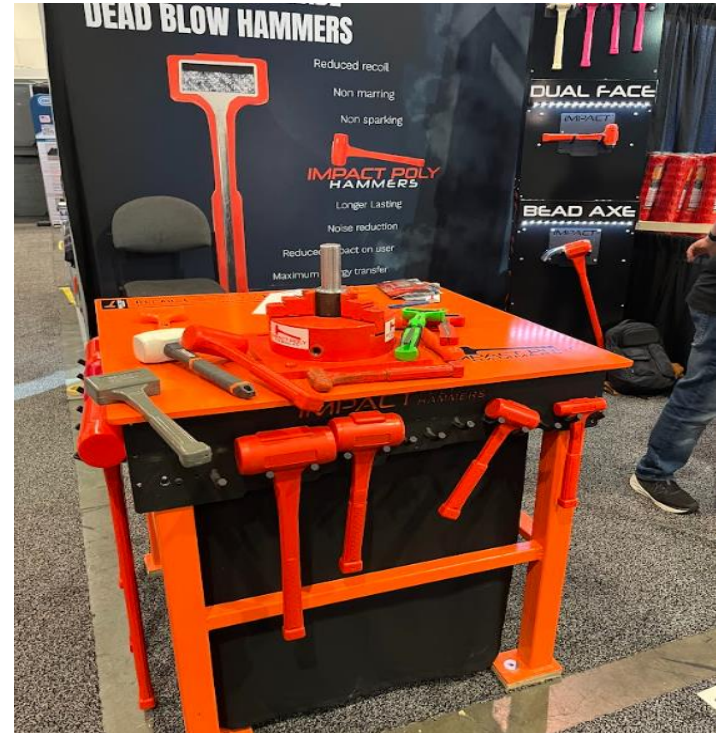
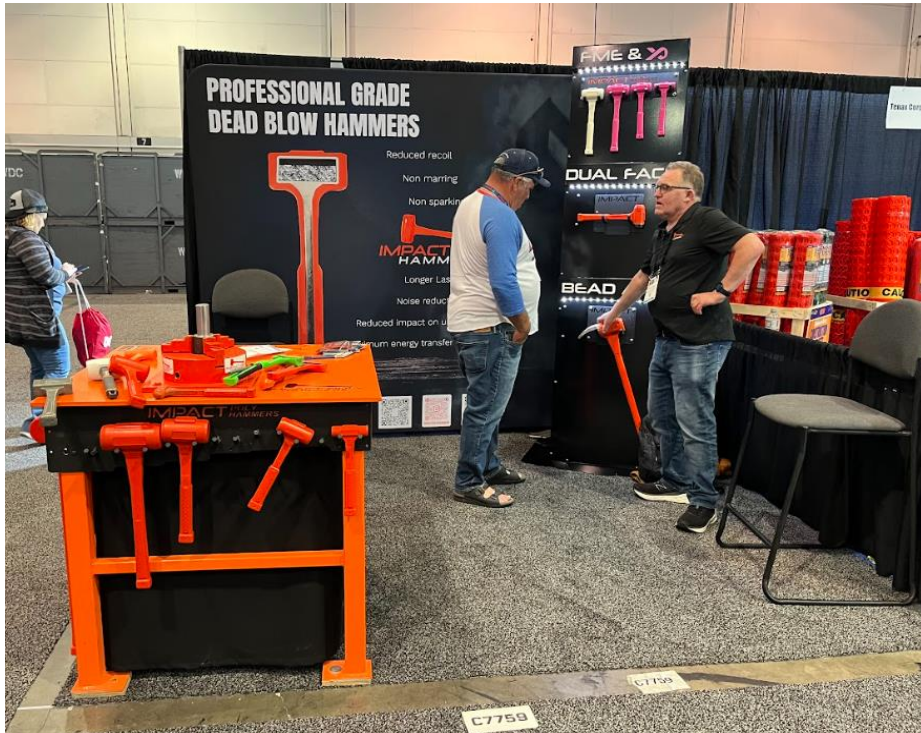
## In-Line Success: Small Booths that Rock!



### AZ Anchor Bolts

This is a great example of an effective headline. First, the word “NEW” is used. This is the most powerful word to use on an exhibit. Second, a bold promise -- to “Eliminate Headaches”. Finally, as a parting gift -- ADVIL. One way or another, they will eliminate your headaches. Brilliant.

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



### Impact Poly Hammers

Making your exhibit stand out in a large show like WOC is a big challenge. This savvy exhibitor decided to use impactful contrasting colors on the exhibit AND the products. This immediately turned heads and captured attention. The open space and well-placed demo table allowed concrete professionals to feel the less impact of using their hammer versus traditional hammers.



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



### PrimeTech Concrete Pump Primer

Here's another way to get your small exhibit noticed. PrimeTech selected a carpet color (from their logo colors) that made their white backdrop come alive. A perfect choice. They then crafted benefit-focused messages and placed them next to their AV monitor for an effective display.



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



### Antraquip

This 10' x 20' exhibit has it all. The dramatic backdrop focuses your eyes to the center. Headlines are clear. There are QR codes everywhere to learn more. Products are wonderfully staged and supported by AV. Literature is easily available in the open inviting space. The complete package.



## **Thank You for Exhibiting at WOC 2025!**

***Mark your calendar now to attend the upcoming WOC 2026***

***January 20-22; Education 19-22 in Las Vegas, NV***

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



## **Exhibiting Effectiveness Evaluation™**

**Improving Exhibitor ROI & Attendee Exhibit Hall Experience**