

APARTMENTALIZE

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

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As a value-added exhibitor service, Apartmentalize 2023 provided selected exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show displaying 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 we observed at Apartmentalize 2023. *Enjoy!*

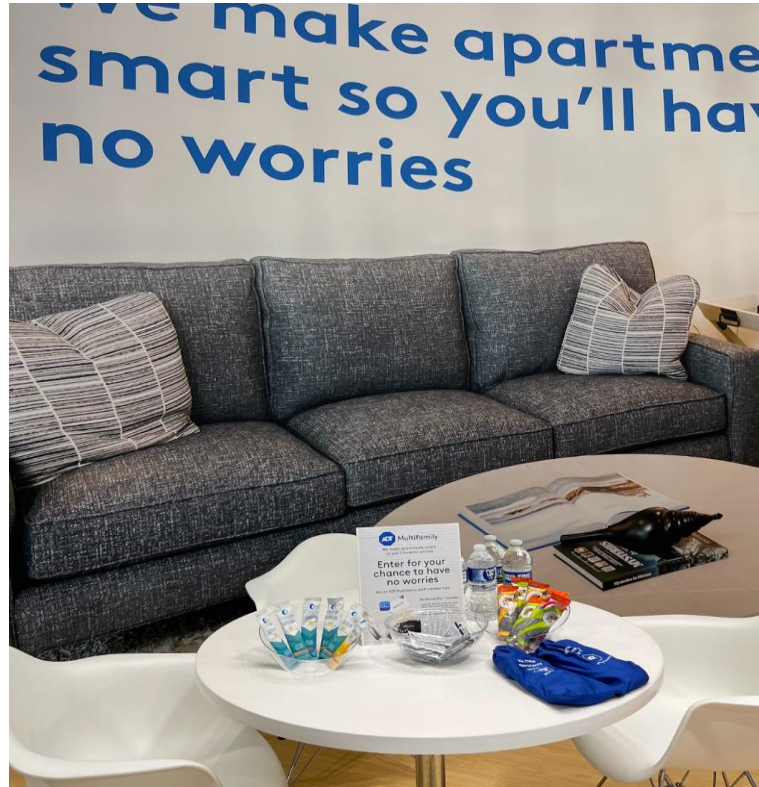


Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience

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



ADT

ADT knows that the multi family housing industry likes to have fun. So the day after the big show party they had a hangover recovery area in their booth with comfortable seating, hydration, Advil, lavender masks and snacks. A thoughtful, creative and well-timed attraction strategy.

Creative Attention-Grabbing Techniques



Apartment Life

Now this is a super creative visitor engagement. Having that “Every moment is a gift” photo op in the booth, reminding people to slow down and be present in capturing the moment and sharing it on social media.

Creative Attention-Grabbing Techniques



Luxer One

There are so many things going right with this booth in terms of its ability to grab attention using bold colors and perfectly placed copy that answers the who/what/why questions.

Creative Attention-Grabbing Techniques



BluSky

Bright blue backlit panels placed at various levels with imagery of clouds support branding. Open spaces between mid and upper tiers of the exhibit add visual impact as they frame the branding theme for increased visibility. Very eye grabbing!

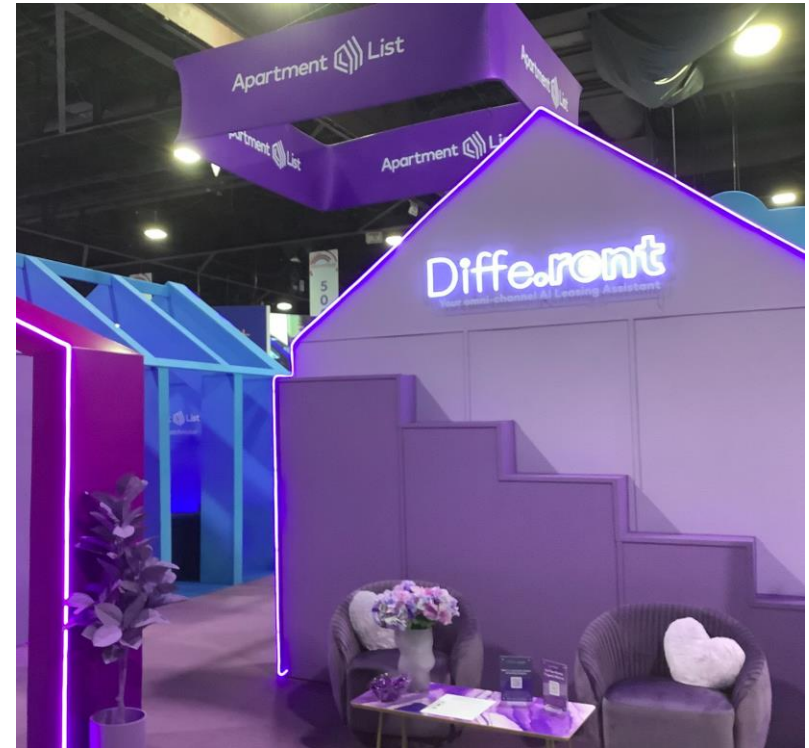
Creative Attention-Grabbing Techniques



Smartrain

Sounds of water and a tall, vertical fountain are captivating, drawing interest from the aisles. This unique design feature engages the senses while helping to support key messaging to target attendees. And ... the two swimming pink flamingos add a whimsical touch.

Creative Attention-Grabbing Techniques



Apartment List

Apartment List created a welcoming and comfortable space with the use of bold, contrasting colors and lighting within several seating areas. Each focused on an aspect of service that was important to attendees and allowed staff to understand quickly what visitors were most interesting in learning more about.

Creative Attention-Grabbing Techniques



Furnished Apartments.com

Sometimes, standing out in the crowd can be as simple as having a unique exhibit property. When you combine it with large, well-placed A/V, you have a winning combination.

Creative Attention-Grabbing Techniques



Garbage Grabbers

OK, so this is a real attention grabber. A beautiful McLaren, high-end automobile in the booth with a garbage can full of trash in the driver seat. Hard not to do a double take!

Creative Attention-Grabbing Techniques



FSI Construction

Even small booths can use big company strategies to stop traffic. FSI Construction drew crowds to their booth on the last day of the show by raffling away \$500 cash to a lucky visitor.

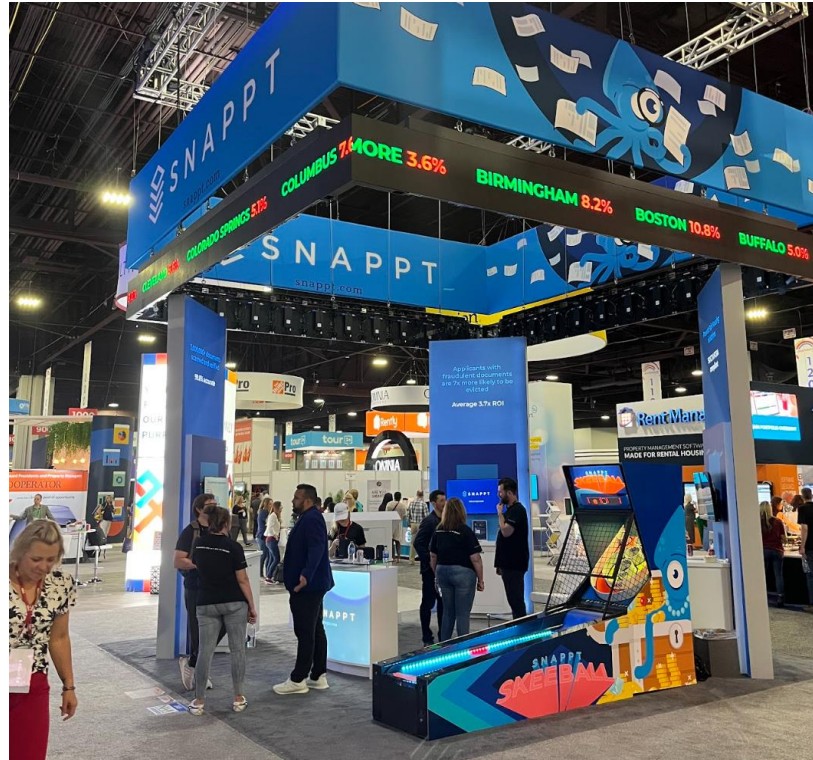
Creative Attention-Grabbing Techniques



Flex

The combination of eye-catching color, bright lighting, and great integration of company branding is compelling, offering a distinctive look across the aisles increasing visual impact.

Creative Attention-Grabbing Techniques



Snappt

Snappt took a cue from Times Square, with the moving ticker tape play book showing the cities with percentages. This encouraged attendees to stop and ask what the percentages meant. The moving messaging along with a colorful attractive exhibit made sure Snappt got their fair share of attention on the busy floor.

Creative Attention-Grabbing Techniques



Plentific

Plentific was able to grab their fair share of eyes by using a unique angular exhibit design that drew attention and pulled your eyes towards the large four sided top sign, which delivered their core value proposition.

Creative Attention-Grabbing Techniques



AppFolio

Well-placed and well-designed AV can be a big time attention grabber. AppFolio had a well placed circular LED wall which demanded the visual attention of everybody that passed the booth.

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



Blink Charging

With the demand for EV charging growing daily, Blnk Charging clearly answered visitors top three questions: (1) Who they are; (2) What they do; and (3) Why the visitor should care. Nailed it.

Effective Visual Communications



Flex

We don't often feature an exhibitor more than once per report, but -- Wow, this is a great example of how to tell your product story quickly, visually, and effectively.

Effective Visual Communications



ResMan

ResMan put on a messaging clinic on how to quickly and visually grab the attention of attendees, and communicate a clear problem that many are facing with compliance. They had great feature/benefit messaging around the booth, including a strong call to action to see the product in action.

Effective Visual Communications

J TURNER
RESEARCH

The Only All-In-One, Multifamily Specific Platform
Designed To **Improve Resident Experience.**

× × ×

REVIEW RESPONSE

REVIEW MANAGEMENT

SURVEY PROGRAM

SOCIAL SUITE

BUSINESS LISTINGS

ORA* MONITORING

DEDICATED SUPPORT

The graphic features a central doodle of a person's face with curly hair, surrounded by various icons and text. A circular flow diagram connects several product features: REVIEW RESPONSE, REVIEW MANAGEMENT, SURVEY PROGRAM, SOCIAL SUITE, BUSINESS LISTINGS, ORA* MONITORING, and DEDICATED SUPPORT. The background includes decorative elements like 'x' marks, arrows, and a large green shape.

J Turner Research

J Turner's whimsical doodles caught your eye, then their headline immediately conveyed what they did, and exactly how it would make life easier for many visitors. The circular icons then invited visitors to dive deeper and learn more about the how's and why's of their product.

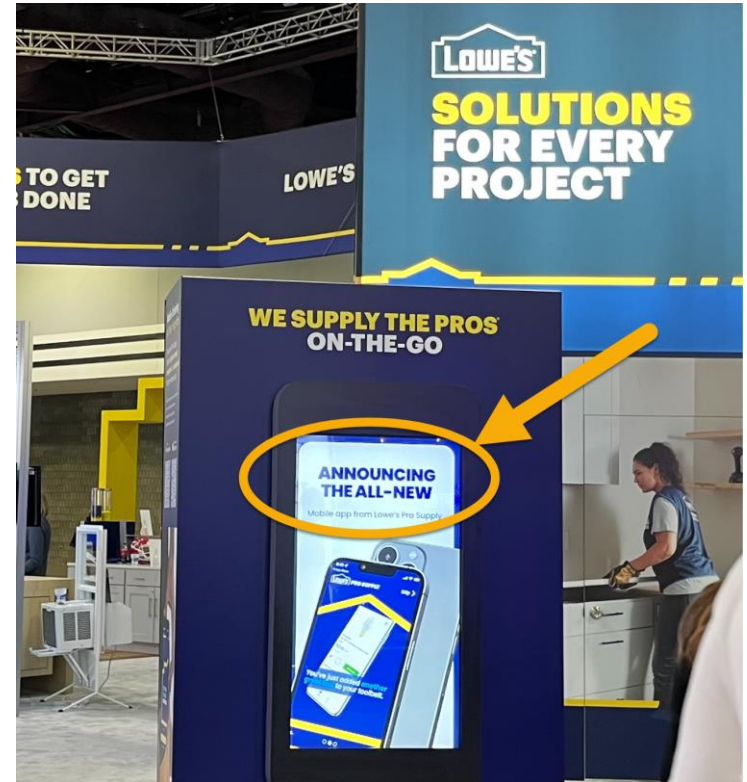
Effective Visual Communications



CSC Serviceworks

One of the main reason why conference attendees visit the Exhibit Hall is -- to see What's New. When exhibitors highlight their new innovations visually, it immediately attracts attention -- both from visitors unfamiliar with the company and existing customers as well. A smart strategy.

Effective Visual Communications



Lowe's

Here's another great example of how to highlight a new innovation. In this example, Lowe's used a vertical AV display located near the exhibit's front corner to promote its new app.

Effective Visual Communications



Rent Manager

Rent Manager rolled out a brand new booth that was visually attractive, and did a great job of delivering company branding, value propositions, and informative information both in static and AV graphics.

Effective Visual Communications



sageWater

By using \left-brain/right-brain visuals, sageWater effectively communicated the logical and creative ways their service supports attendee needs all around.

Effective Visual Communications



Realtor.com

By using relevant industry statistics on the inside of their hanging banner -- to pinpoint how to reach potential renters, Realtor.com offers attendees a solution they want.

Effective Visual Communications



FMM Construction

Using before and after images to demonstrate the possibilities, FMM Construction presents real-life examples that enhance attendee offerings.

Effective Visual Communications



Rently

The exhibit backwall is often a forgotten spot for effective communication. Rently clearly and cleanly communicated their easily understood benefits and the simplicity of their services.

Effective Visual Communications



FIRM Incident Management

FIRM Incident Management shared the usefulness of their service in one, easy-to-understand sentence. This message was perfectly placed on their clean, well-lit backdrop.

Effective Visual Communications



CollectTech

CollectTech explained their value proposition quickly along with their key benefits and process, all boiled down to a seven word headline. Well done.

Effective Visual Communications



Findigs

Findigs quickly shared what service they provided along with the key benefits. This is another great example of how to answer the Who/What/Why clearly and efficiently.

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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



ADT

Multi-family housing professionals come to trade shows to learn. ADT did an outstanding job with their new exhibit and especially their smart experience theater. Attendees entered into a small theater to get a quick overview of the many solutions ADT offers, And to top it off -- serving popcorn in a theater put the icing on the cake. A real showstopper.

Engaging & Informative Presentations / Demonstrations



Truety

How you display your products and the visual messaging you place nearby can make a big difference in your success. This is an outstanding example of how to place the physical products in a easily accessible spot for visitors, still supported with your core messages. Nicely done.

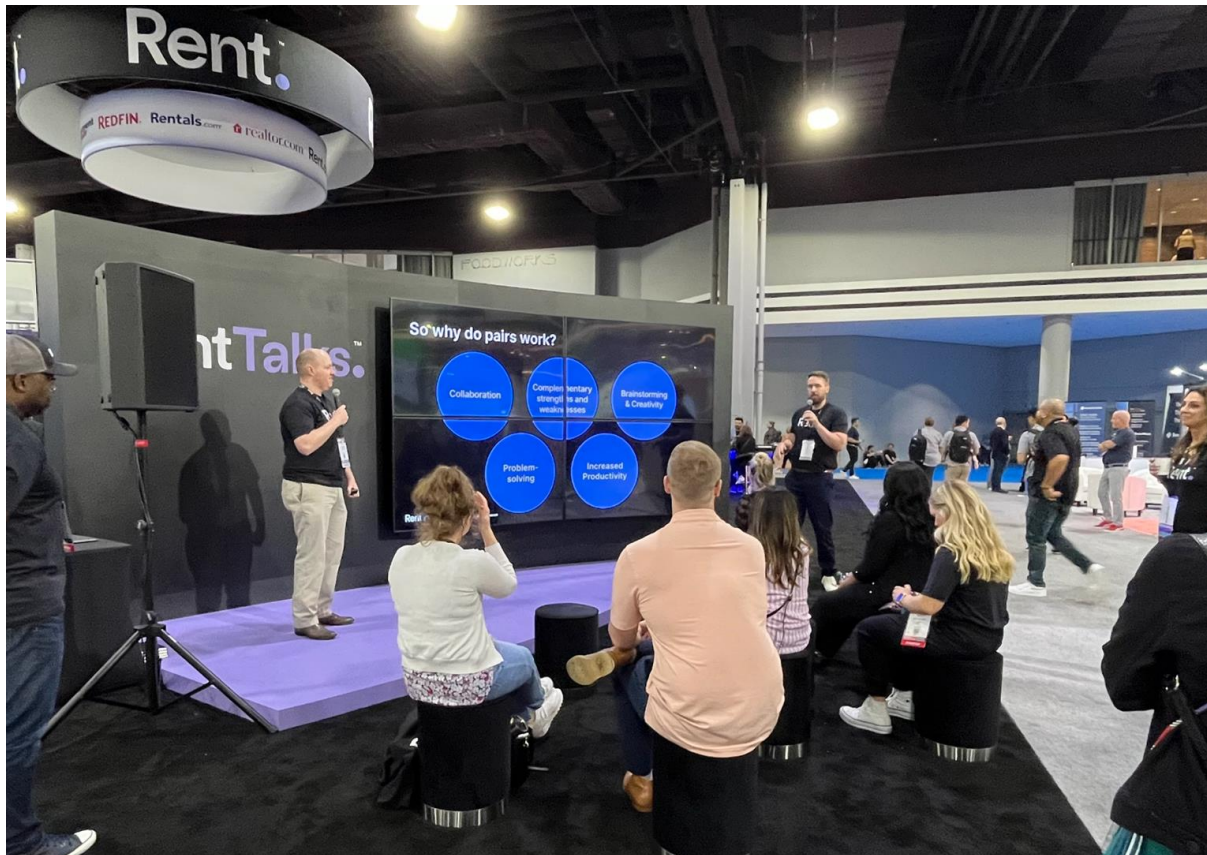
Engaging & Informative Presentations / Demonstrations



Dewalt

When you want visitors to experience your product, I cannot think of a better way than to let them have a little fun while doing so. The Dewalt Challenge was a fun experience that allowed visitors to quickly see how many screws they can place in the board in a set amount of time.

Engaging & Informative Presentations / Demonstrations



Rent

Thoughtful placement of presentation on the corner for maximum visibility drew visitors in to Rent's theater, where they could learn and relax at the same time.

Engaging & Informative Presentations / Demonstrations



Domuso

Using a large-scale QR code to present their company's service story. Domuso's QR code helps reinforce what attendees have learned in an efficient and portable manner.

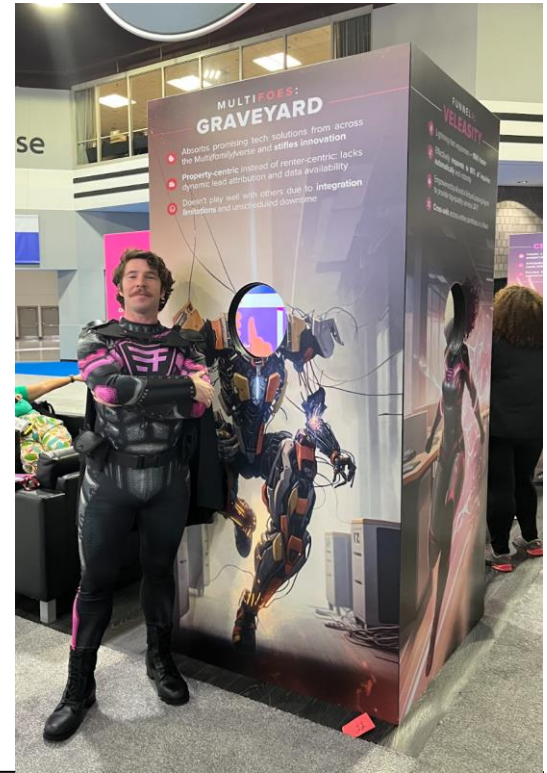
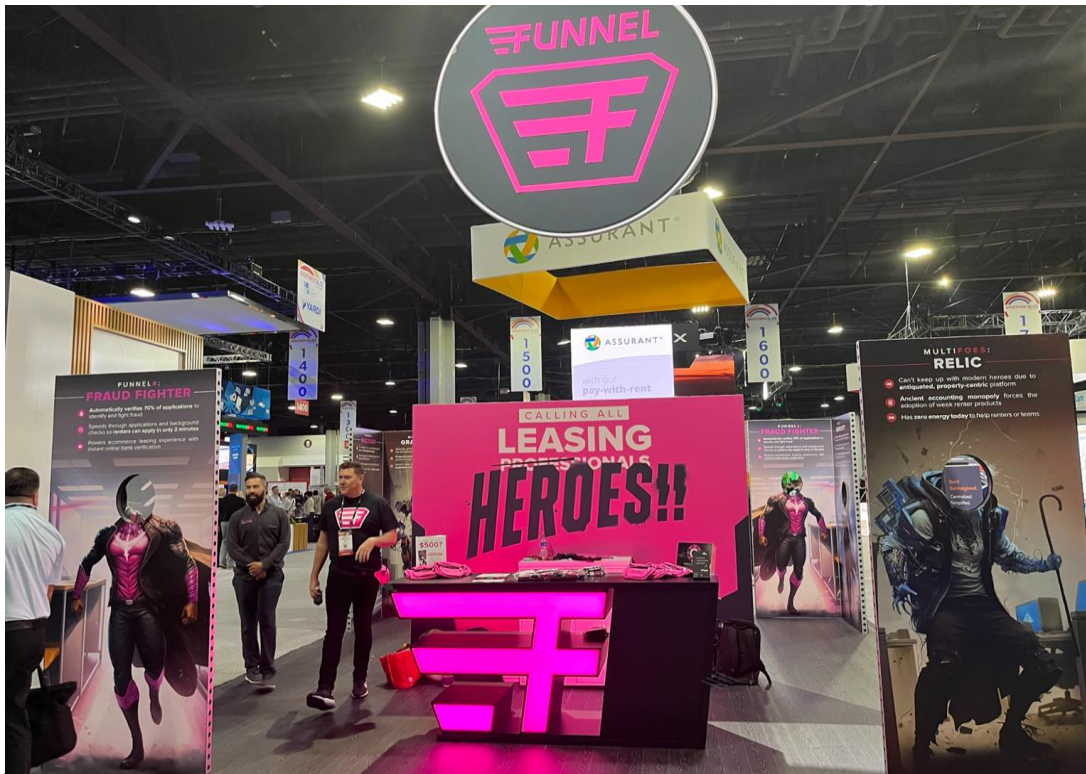
Engaging & Informative Presentations / Demonstrations



Salto

Salto's unique exhibit structure and muted colors drew immediate attention, and their perfectly staged demos inside the exhibit welcomed visitors while teaching them all about Salto's products.

Engaging & Informative Presentations / Demonstrations



Funnel

While this exhibit could've been placed in multiple categories in this report, the theme of transforming leasing professionals to “Leasing Heroes” was a can't miss. Having multiple superhero personas created a fun and novel experience to help attendees identify key pain points. Providing interactive photo opportunities was a great engagement to learn more about the solutions offered.

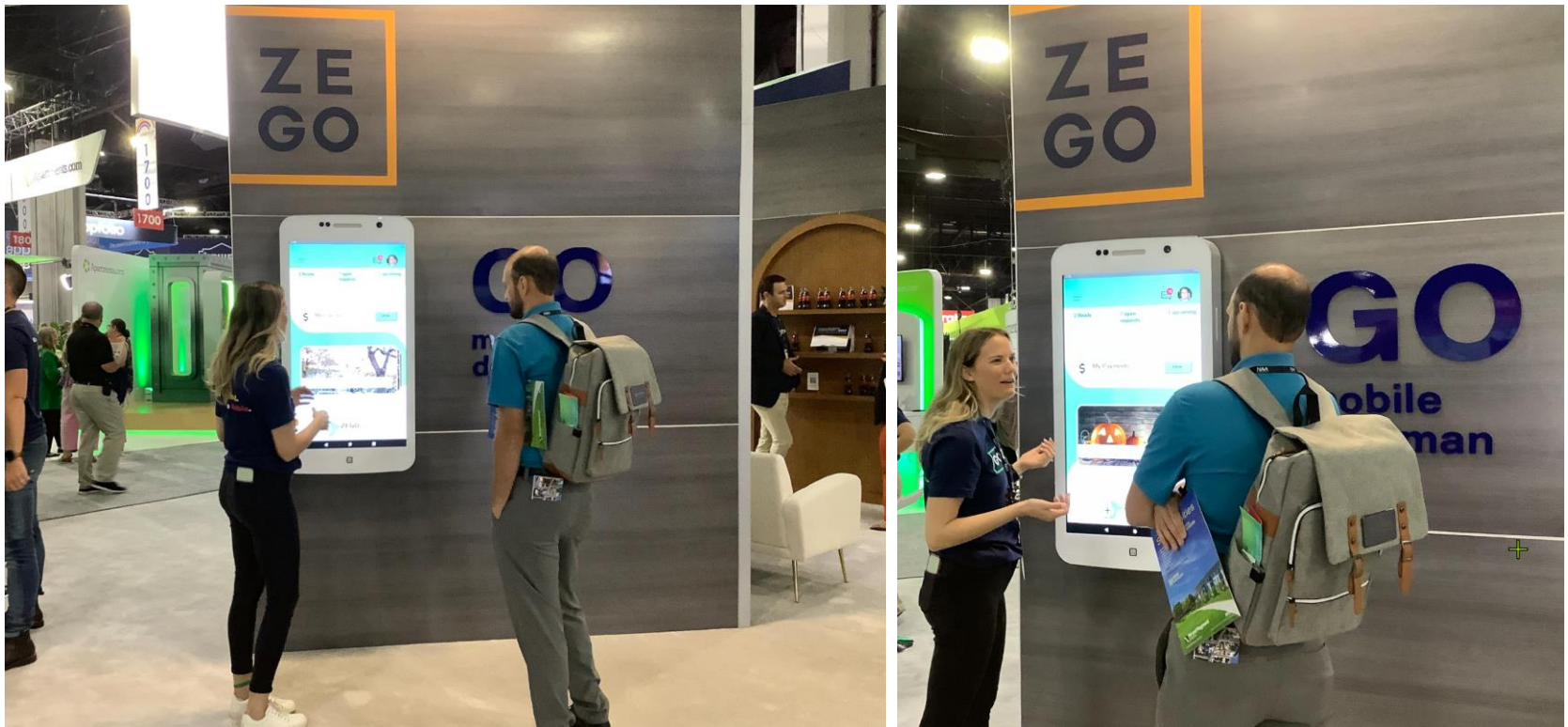
Engaging & Informative Presentations / Demonstrations



Apartments.com

Continuing their tradition of being the biggest draw on the last day of the show, Apartments.com raffled away \$100,000 cash. To make it even more compelling, they brought actor Jeff Goldblum, a.k.a. Brad Bellflower, to do photo ops with attendees and announce the winner.

Engaging & Informative Presentations / Demonstrations



Zego

Zego made learning key messages fun for attendees with their oversized app kiosk. Having attentive staffers on hand gave visitors the opportunity to ask in depth questions beyond the demonstration.

Engaging & Informative Presentations / Demonstrations



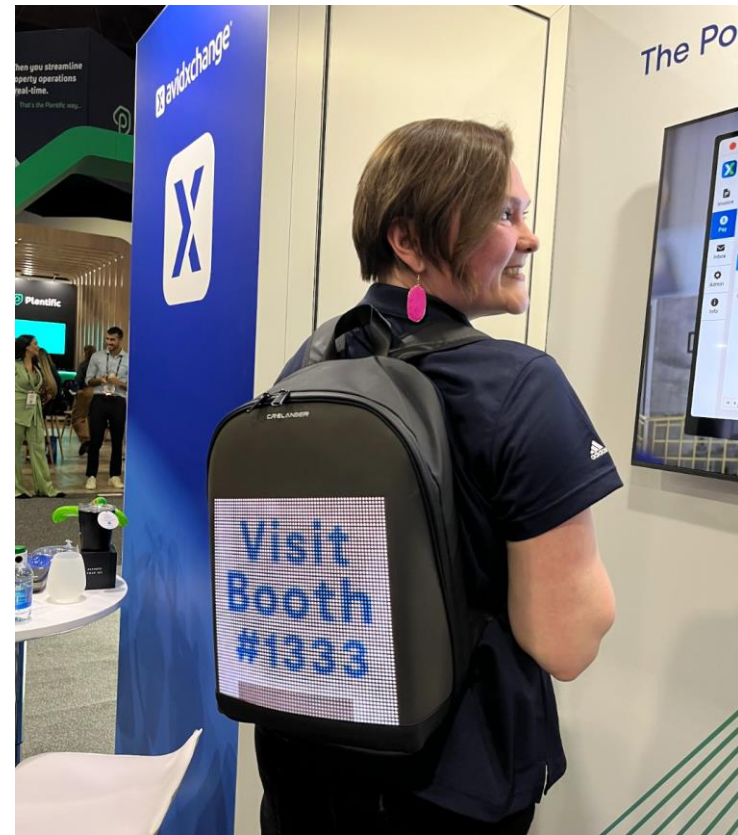
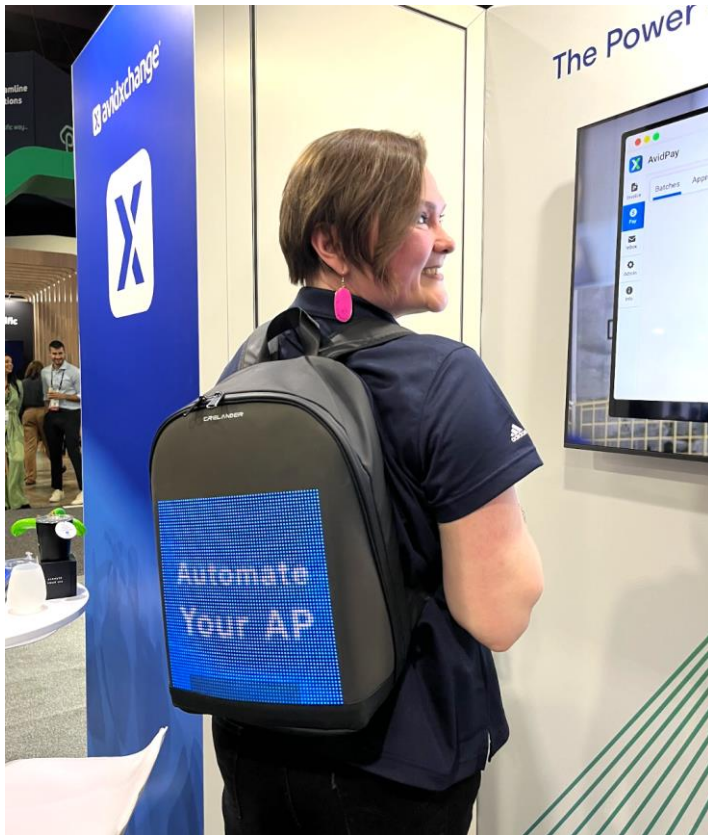
Haaga Speed Sweepers

By continuously demonstrating how quick and easy the Speed Sweeper worked, Speedy Sweep helped visitors understand why investing their sweepers would be a smart choice.

Effective Staffing Practices

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

Effective Staffing Practices



Avidxchange

Now here's a creative way to leverage your booth staff. Avidxchange had LED backpacks that their exhibit staff wore around the show floor, encouraging people to visit their booth.

Effective Staffing Practices



Community Boss

Who's the boss? Ask the staff! Their bright gold "BOSS" chains and shirts stood out from the crowd drawing interest from attendees. More than just a fun giveaway, these chains reinforce company messaging and branding - very effective!

Effective Staffing Practices



Charter Furniture Solutions

Wearing brightly colored apparel, which changed daily, Charter created immediate and instant identification of staff throughout the show. Smart use of color as an element of surprise for attendees!

Effective Staffing Practices



Engrain

The team at Engrain were stylish, comfortable, and immediately recognizable in matching, well-branded t-shirts that featured a distinctive white border. This helped visitors quickly find and engage with them.

Effective Staffing Practices



Aire-Master of America

Aire-Master of America made finding staffers easy while supporting the overall brand with their unique and well-tailored purple shirts and Blazers.

Effective Staffing Practices



EnviroSpark Energy Solutions

EnviroSpark Energy Solutions made finding staff to speak with easy for visitors while delivering key brand messaging.

Effective Staffing Practices



Digible

Sporting bright pink jackets over simple t-shirts, the Digible team supported their brand identity while making engagement with visitors easy.

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Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Resident IQ

When you offer a lot of services, it's important for attendees to be able to quickly find what they are looking for. Resident IQ did an outstanding job of designing their exhibit from the top down and making it quick and easy for visitors to know exactly where to go in their booth to learn.

Smart Exhibit Access & Attendee Navigation



Signal

Signal made finding the areas of most interest easy for attendees while creating an open and inviting space.

APARTMENTALIZE

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In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Property Text Box

For a small booth, grabbing attention and quickly communicating your story is critical to success. Property Text Box did a great job of using a brightly backlit exhibit with a well placed question that instantly communicated what they do. They took great advantage of the corner space by keeping both sides open while integrating their brand identity, all the way down to their choice of apparel.

In-Line Success: Small Booths that Rock!



Clozzits

Wow, here's another small booth that rocks. From a high-quality backdrop, that physically shows their solution, to having well lit, and perfectly placed messages of who they are, and what they do, all the way down to the flooring -- even the rug made you feel like you were in a bedroom. And to top it off giving away a \$5000 Luggage set is another big draw. It's a clinic on how to execute a small booth.

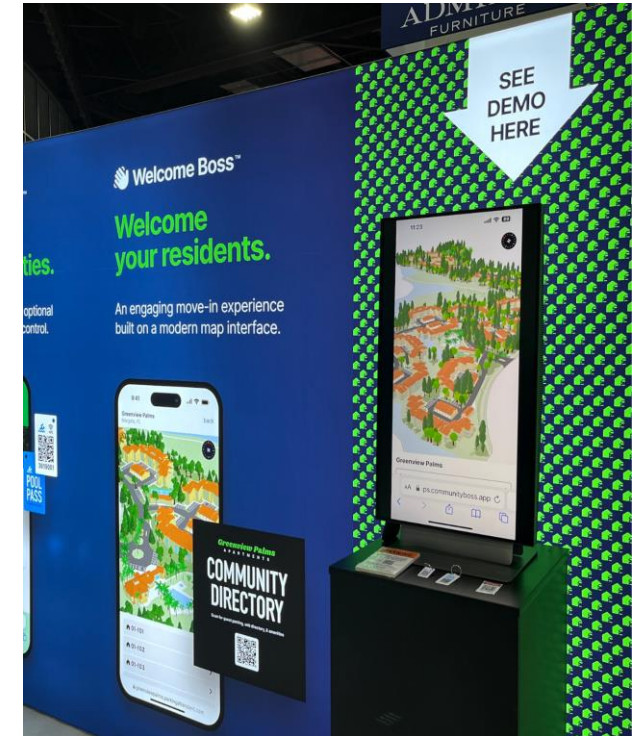
In-Line Success: Small Booths that Rock!



Walk In

Though this inline exhibit speaks softly, it is distinctive due to the combination of key design elements, such as: multi-level branding, AV presentation supporting messaging, open space for attendee navigation, and staff wearing branded apparel. These together, can increase the attendee experience within the exhibit.

In-Line Success: Small Booths that Rock!



Community Boss

Here's another small booth firing on all cylinders. From a strong backlit sign that quickly communicates their core value propositions, to a clear call to action for the demo. Attendees could then see the “Manage like a Boss” theme throughout the staff apparel -- and the boss necklace giveaway made the small booth a big hit.

In-Line Success: Small Booths that Rock!



Circa

With clear and compelling messaging, simple, brand-supporting graphics and a clean, easy-to-enter exhibit, Circa made visitors feel confident and welcome.

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**Thank You for Exhibiting at
Apartmentalize 2023!**

***Mark your calendar now for Apartmentalize 2024,
June 19-21, 2024, in Philadelphia, PA***

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



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