



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

By: Jefferson Davis, Deanna Krause Gold CTSM, and Bob Milam with Competitive Edge

As a value-added exhibitor service, NAA 2022 provided partners and new 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 effective exhibiting practices observed at NAA 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



Perq

In a sea of big booths, it can be hard for little booths to stand out. PERQ effectively applied lighting, bold colors and a unique exhibit property to make sure their small booth got noticed and got engagement.

Creative Attention-Grabbing Techniques



Sherwin Williams

Want to stand out? Add dimension. Sherwin Williams used product samples you could see, touch and feel -- and also added the metal fence to give their imagery more depth and dimension. Small details like this can make a big difference in stopping traffic. Finally, their give away was nail polish that matched their "Color of the Year." Creating a collectible series with a new addition each year will drive people back to your booth -- year after year.

Creative Attention-Grabbing Techniques



LeaseLock

Not only did LeaseLock nail the messaging in their booth (simple, impactful, and easy to see/read), they also incorporated some creative touches that added a bit of flair. The backlit, 3D logo on the sidewall and the cut out logo on the short wall added visual appeal. If that didn't seal the deal to pull attendees into their booth, they had small gifts laid out behind their company name, which caught the interest of the tchotchke lover.

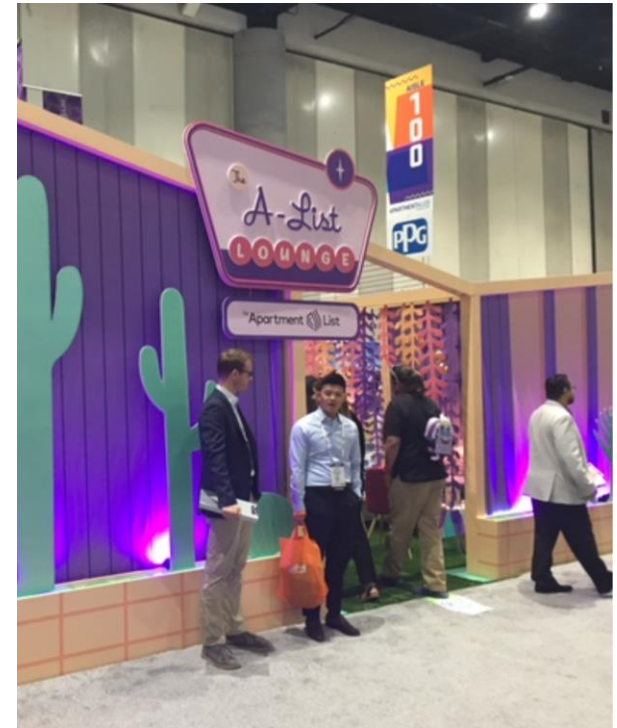
Creative Attention-Grabbing Techniques



Blink

Sometimes a dark exhibit property can get lost in the crowd. This exhibitor did an outstanding job of backlighting top-tier signage to draw your eye and quickly answer the who we are and what we do questions.

Creative Attention-Grabbing Techniques



Happy Co.

Doesn't this booth make you think something happy is going on here? From the cool and unique exhibit property, to the creative use of cutout imagery and smart use of well-placed A/V, this was a really unique booth that drew a lot of attention. They also created a lot of visual interest and intrigue to know what was going on inside their A-List Lounge.

Creative Attention-Grabbing Techniques



Playcore Companies

This small booth combined strong backlit and relevant imagery to draw your eye and added an slide projecting from the graphic to add dimension and make sure that everybody passing the booth knew exactly what this company offers. Well done!

Creative Attention-Grabbing Techniques



Flex

Unique lighting, props and furniture lent a zen-like vibe to the entire Flex exhibit. Their eye catching flooring provided messaging under foot for a completely unique experience.

Creative Attention-Grabbing Techniques



The Guarantors

Edible selfie cookies were the star of the show at the Guarantors exhibit. Visitors could engage in this fun and creative activity while learning more about the products and services offered.

Creative Attention-Grabbing Techniques



HD Supply

A strong promotion needn't be confined to your exhibit space. HD Supply sponsored this smartphone recharge station in the lobby, where visitors could grab a charger and continue to roam throughout the conference, then return it to any available station once they finished.

Creative Attention-Grabbing Techniques



MRI Real Estate Software

The swoosh in MRI's exhibit was part overhead sign, part wall divider, and definitely a one-of-a-kind fabric sculpture. In addition to carrying the company name, the spiral shape directed your eyes downward into the exhibit, to discover the ideas being presented there.



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



Nationwide Energy Partners

Here's an excellent example of a small in-line booth that uses lighting and billboard style graphics to quickly and visually answer the questions of who they are and what they do to create interest to enter the space to learn more.

Effective Visual Communications



Best Buy

A 20 X 20 booth may be the perfect size for companies who want to look big without spending big. Best Buy did an outstanding job with their top-down graphics communicating who they are, what they do, and presenting a crystal clear offer to learn about their appliance packages with turnkey installation. To make it even better, they set up a similar vignette on the other side of the booth focusing on integrating the IOT into modern apartments.

Effective Visual Communications



Cort Furniture

Here's an outstanding example of how to use a video wall to communicate an intriguing message supported with two drill down questions and a clear call to action to enter the booth to find out.

Effective Visual Communications



Foxen

Here's another great example of how to use well-designed and well-placed graphics to deliver the who they are, what they do, and why you should care messaging. Taking it one step further, they also effectively integrated their unique selling proposition on the dark blue The Foxen Difference graphic panel.

Effective Visual Communications



Innovative Recovery

This small exhibit backdrop is a clinic on where and how to place your messaging to quickly answer the what we do, why you should care, and who we are questions in the mind of visitors. PERFECTLY DONE!

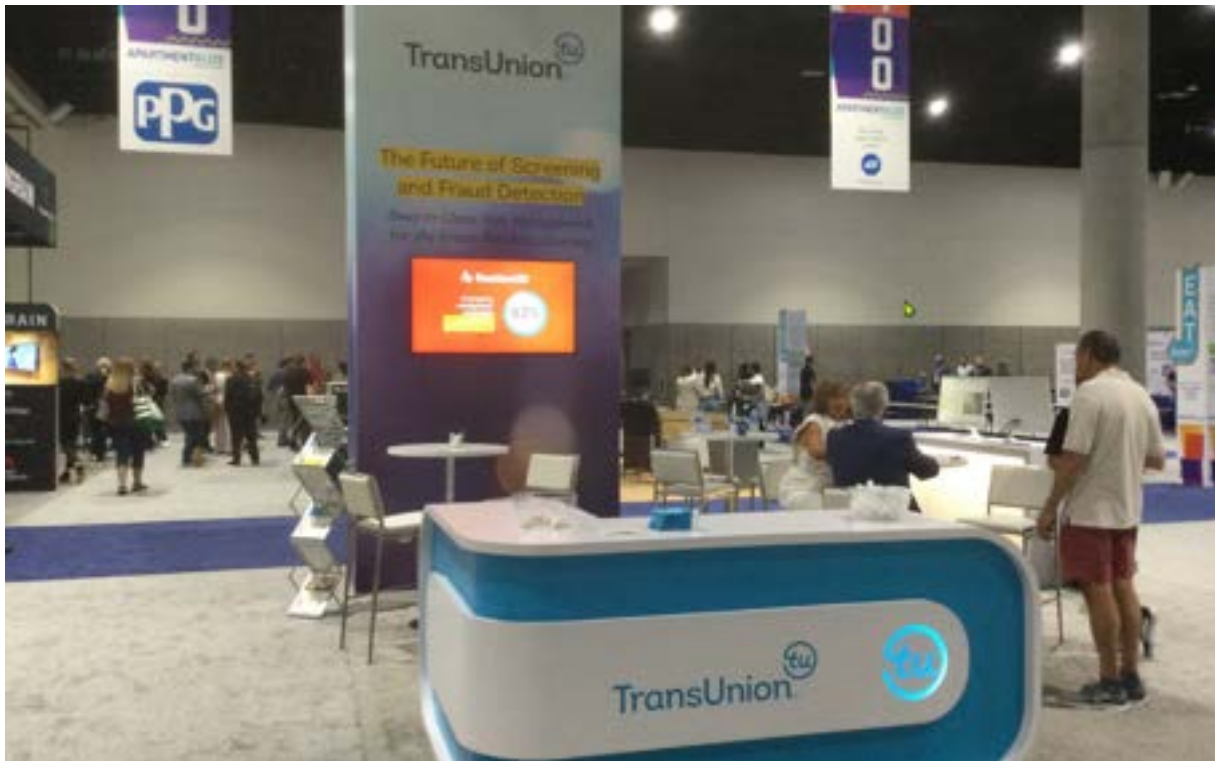
Effective Visual Communications



Karndean Design Flooring

Here's an excellent example of how to use crystal clear and well-placed messaging to answer the who we are and why you should care messaging. To add additional interest and demonstrate the breadth of their flooring solutions, they wisely used different flooring on their exhibit floor.

Effective Visual Communications



TransUnion

A good video is hard to find, and sadly, this picture does not do justice to TransUnion's excellent video. Perfectly placed, it presented a wealth of visual information with interesting effects and clear easy-to-read captions that could be seen clearly from a distance of 15+ feet away, Perfect.

Effective Visual Communications



Dish

Here a small detail that carries a big punch. On Dish Network's QR Code sign, a small caption was added that let the visitor know exactly where this QR scan would take them. This is an important aspect that provides context and confidence about what the outcome will be once the code is scanned. This helps the visitor make the leap of faith needed to engage.



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

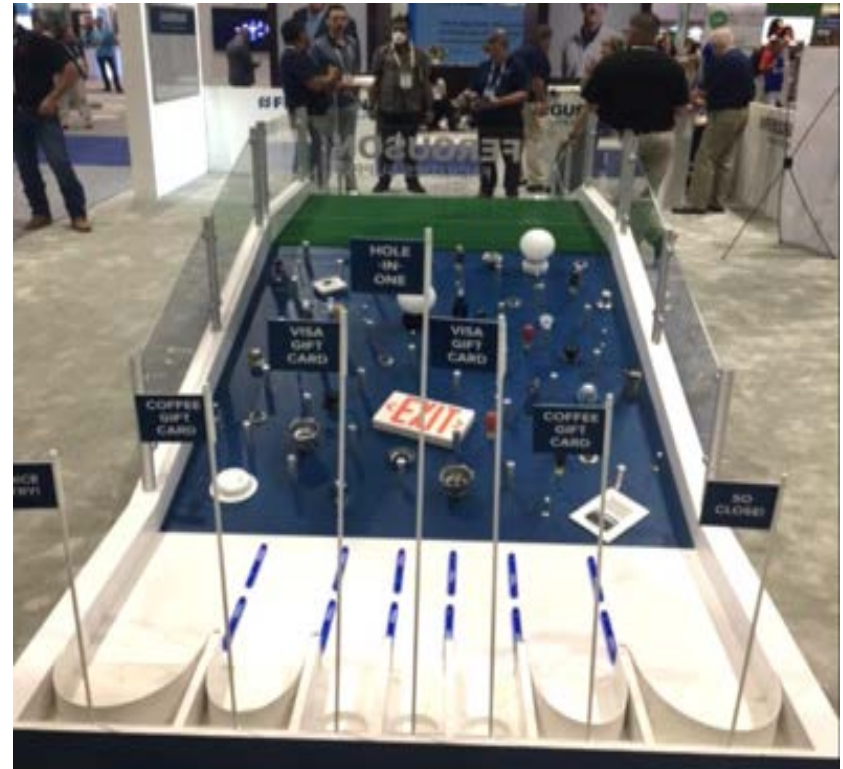
Engaging & Informative Presentations / Demonstrations



Sherwin Williams

This is a best-in-class demo. The messaging gave attendees a reason to stop and the demo itself provided the proof. Their paint was on the right side and a competing brand on the other. When sprayed with dirty water, the dirt and water fell right off the Sherwin Williams side. They even included a plant bin below the demo to catch (and make good use of) the dirty water. Brilliant!

Engaging & Informative Presentations / Demonstrations



Ferguson Facilities Supply

Now here's a fun and creative way to engage attendees and deliver your "all in one supplier" messaging through gamification. Notice how the golf ball had to travel through various products that the company sells And they win various level of prizes depending on where the ball lands.

Engaging & Informative Presentations / Demonstrations



RealPage

Attendees really like seeing products displayed as they would be in their real world environment. RealPage did an outstanding job of this vignette showing the different solutions they offer that can be used in smart buildings. Nicely done!

Engaging & Informative Presentations / Demonstrations



Truety

To demonstrate their water monitoring software, Truety designed and built this beautiful and effective display kiosk, which combined the monitoring equipment with tablet displays showing how everything integrated. Beautifully done.

Engaging & Informative Presentations / Demonstrations



Apartments.com

They are so many things being done so very well at Apartments.com. The theater with its LED wall was used to promote upcoming presentations. The demo areas were edge-lit and spaced perfectly for efficiency and privacy, and the bright green motif was consistently carried through the entire exhibit. There was even a compact recording studio where customer testimonials were being gathered for future use in social Media and on their website. A very engaging exhibit.



Effective Staffing Practices

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

Effective Staffing Practices



Zumper

Zumper showed their true colors by embracing Pride Month. They hosted a Pride Happy Hour promoted on both signage and staff shirts. Putting each staffer in a different color of the rainbow was a creative way of making staff easily identifiable without turning them into twins. This unique twist was icing on the cake for this great theme.

Effective Staffing Practices



Flex

Just prior to show opening, the entire Flex team gathered for an important pre-show briefing. Taking the time to remind everyone of the important tasks ahead, and how to handle the stress of the trade show, is key to having your staff perform up to its potential. It's often overlooked by many companies, but it's a critical piece of the puzzle to insure success.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Yardi

Yardi's array of demo stations accomplished two things. First, the sheer number of stations let you know they had a lot of solutions, Second, placement near the aisle made it easy to access and participate in one of their many demos.



Before and After: Changes Exhibitors Made

Before and After: Changes Exhibitors Made



BEFORE



AFTER

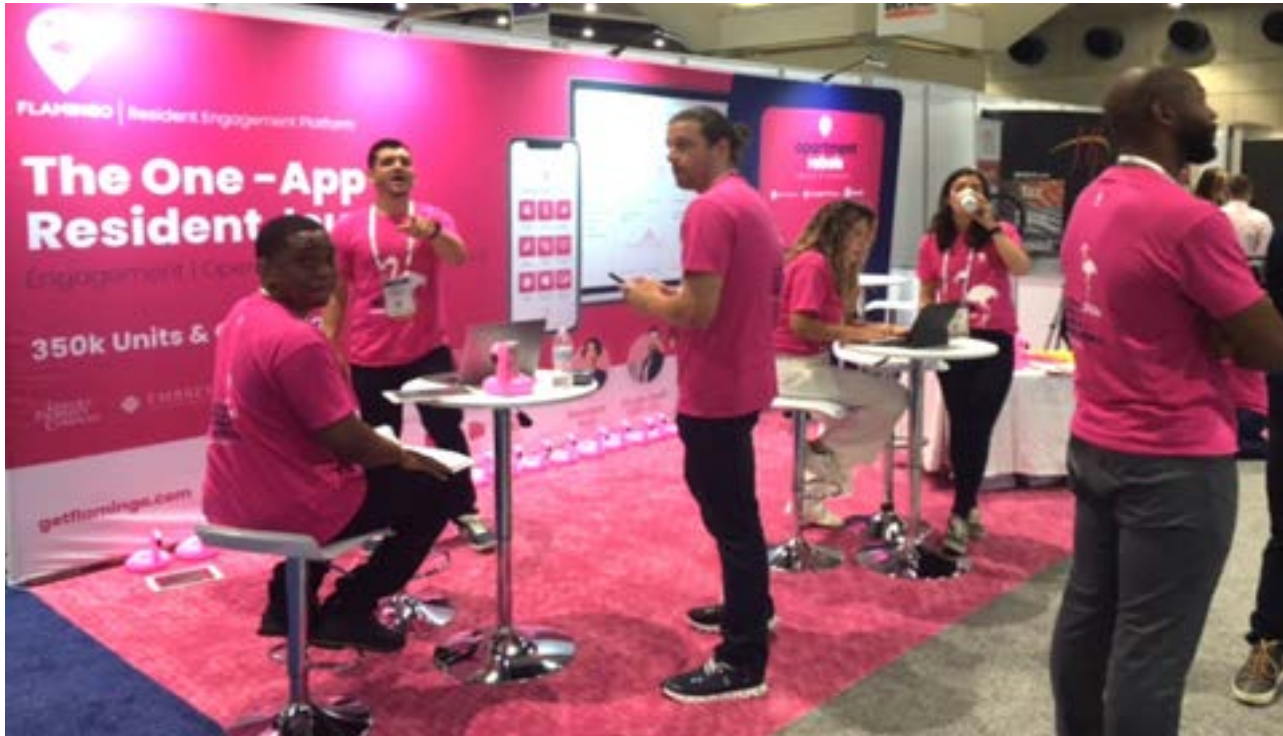
Zipcode Creative

When the E3 Evaluator visited the Zipcode exhibit, it was discussed that a statement about what their company did, placed in a prominent spot -- would really help boost their results. Then, with some quick thinking on their part, they rearranged their graphics, placing their most important message "MultiFamily Creative Marketing" above head level. This change had an immediate impact on both the quantity and quality of their leads from that point on. Well done !!



In-Line Success: Small Booths that Rock!

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Flamingo

Now here's a small booth firing on all cylinders. From the unique and visually compelling hot pink color scheme, to well-placed graphics that quickly and effectively delivered the who, what, and why messages, to their staff carrying their brand colors and messaging through their shirts, everything in this booth was perfectly on brand and on message.

In-Line Success: Small Booths that Rock!



Modular Closets

WOW! Here's a small booth that packs a big punch. Grabbing attention by placing a customer desire "the people want closets" right at eye level immediately drew your eyes to their well designed modular closet display. To take it one step further, they smartly promoted a "win a custom closet" promotion. This is a small booth that rocks!

In-Line Success: Small Booths that Rock!



Reliant Parking

Here's another small exhibit doing lots of things right. Effective visuals clearly state the value proposition, supported by tablet and smartphone based demos, in an open and inviting layout. The finishing touch is provided by the intriguing short banner at the front of the booth. Excellent.

In-Line Success: Small Booths that Rock!



Perfect Promotions & More, Inc.

In order to get past the “bouncer” and see what was behind the faux brick wall at this exhibit -- you needed the password -- which you could get by scanning the QR code. Once inside, their promotional products were cleverly displayed in keeping with the speakeasy theme. This approach created a lot of buzz and caused visitors to remember their encounter here.



***Your E3 Evaluation Team (L-R):
Evaluator Jefferson Davis,
Meetings & Exhibits Manager Heide Voss,
Evaluator Bob Milam***

Thank You for Exhibiting at NAA 2022!

***Mark your calendar now for NAA 2023,
June 7-9 2023, in Atlanta, GA***

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