



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

By Jefferson Davis, Judi Baker Neufeld, and Lisa Goodman of Competitive Edge

As a value-added exhibitor service, Leading Age provided selected exhibiting companies with the TSE Gold 100 award winning E³ 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 and are not ranked good, better, best. They only represent a sampling of effective exhibiting practices observed at Leading Age 2018.

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



Fivenineteen

Here's an outstanding job of using large block of color with an infographic storyboard to quickly communicate what they do and why you should care. All of their messaging points you toward their AV presentation in the center of the booth.

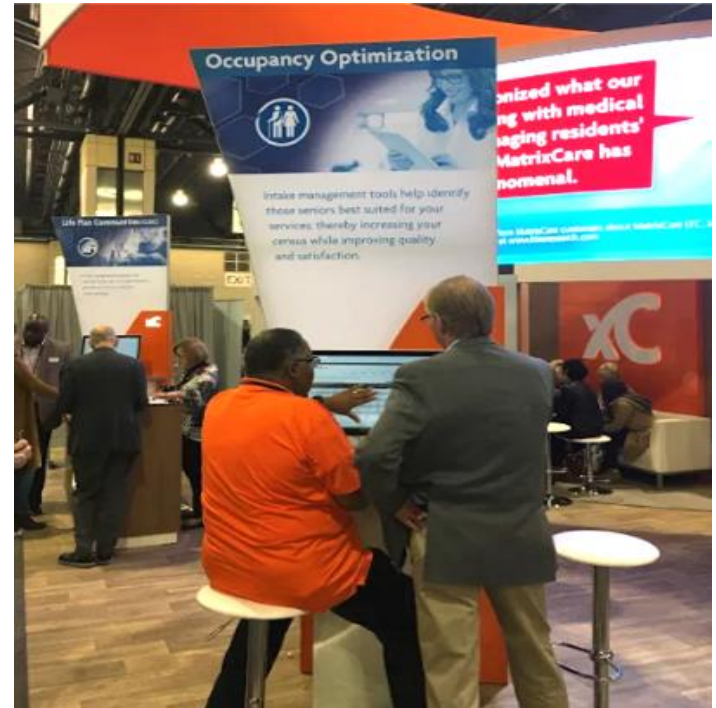
Creative Attention Grabbing Techniques



Senior Living Media

The human eye is naturally attracted to certain colors. Using a large visually striking colorful backdrop is a smart way to demand attention. This booth was hard to not look at.

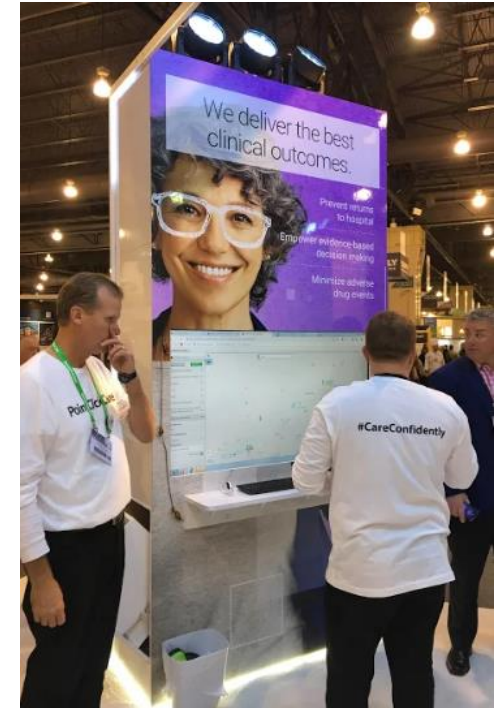
Creative Attention Grabbing Techniques



Matrix Care

Wow! Talk about a showstopper exhibit. Matrix Care's exhibit demands attention with a large well-placed top sign communicating who they are and their value proposition. The colorful LED wall was eye catching, and their interactive demo stations were well labeled -- including what the solution was and high-level messaging attendees needed. Throw in a bar and a popcorn machine and you have the complete experience.

Creative Attention Grabbing Techniques



Point Click Care

This exhibit is a clinic on how to execute a showstopping exhibit at all levels. The top tier clouds changed colors with up-lighting. Embedded LED light rails drew your eyes to the demo pods. An interactive 3-D video helped attendees “see what they are seeing”. Staff apparel integrated the brand colors and core messaging. Once in the booth, colorful graphics for each demo station delivered the value proposition and the three core benefits they wanted you to know about.

Creative Attention Grabbing Techniques



Retirement Home TV

Now here's a clever, creative and effective approach to an exhibit backdrop. By using a large chalkboard with a teacher, they quickly communicated their key messages.



Lenhardt Rodgers

Expertise in design & architecture was depicted by a life size photo of their latest project. The 2D/3D effect gave the photo added dimension that brought it to life. This display stopped visitors in their tracks.

Creative Attention Grabbing Techniques



Advanced Catastrophe Technologies, Inc.

Bright colors and compelling messaging attracts visitors attention. The consistent visuals support branding and presents the opportunity for attendees to learn how their services are unique.



Accessibility Professionals, Inc.

High visibility humor: unique and playful. The exhibit display uses photography, humor, and a rather unique 3D cutout sculpture to support their featured product and attract attention. They definitely got our attention !!



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



Oneday

Here's a great example of an in-line booth using a well-designed backdrop to grab attention and quickly communicate who they are what they do and the main benefits of using their product.

Effective Visual Communications



Greystone

Greystone did an excellent job of using large colorful backlit graphics to grab your attention and quickly communicate their range of services.



NetSmart

Exhibitors should quickly communicate what makes their solution different or better. Net Smart did an outstanding job of promoting their differences through well-placed graphics around the booth.

Effective Visual Communications



Yardi Systems, Inc.

Messaging to target attendees, customized imagery, and presentation of testimonials draws interest. The combination of scale, color, and back-lit panels offers visual interest, and demands attention from the floor.



PharMerica

The bold graphics communicate quickly and effectively. (1) multi-level messaging (2) placement within exhibit (3) bold easy-to-read copy (4) easy to access literature. This exhibit demands attention.

Effective Visual Communications



Creative Dining Services

The booth had a tasty backdrop highlighted by a proactive tagline that spoke to the target audience.



PayActiv

The headline & sub-head made it easy to understand what the company offers. Specific services were spelled out, and the brand was effectively reinforced throughout. Good Job!

Effective Visual Communications



NaCCRA

The NaCCRA made it easy to understand the purpose and relationship to the audience. Each circle explained why the attendees should care and stop to talk.



Fresh Foam

The soothing graphic background fit with the company name. Fresh Foam was successful at communicating who, what and why, also giving attendees something to do in the booth.

Effective Visual Communications



Parker

Effective presentation of messaging: Multiple directions, multiple forms-printed and AV, placement in multiple directions. Big story within the small section featured.



Goat Yoga by It's Never Too Late

Goat Yoga!! A picture's worth 1000 words - the combination of imagery and live action draws attention to their in-booth experience that is truly unique and memorable.



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



PS Salon & Spa

The number one way attendees want to interact with exhibits is through interactive experiences. PS Salon & Spa did a great job staging a salon experience offering attendees the chance to have their hair touched up while at the show. Very engaging and effective.



CareWorx

CareWorx clever tagline "We've Got IT Covered" perfectly stated the company's role. Below that, a product listing coupled benefits to products. An interactive game made it easy to remember the company and its resources.

Engaging & Informative Presentations / Demonstrations



Unidine

Unidine knows that attendees are looking for interactive experiences and the chance to have one to one conversations with an expert. They did an outstanding job combining a food sampling station along with their “chat with the dining services expert” station.

Engaging & Informative Presentations / Demonstrations



GenZ Competition

Find these faces with the tablet's AR app to earn points for our prize drawings. Every 3 points earns you a chance to win one of our grand prizes.

First 3 points automatically earns you a prize! Drop off your card at the Sodexo Insights Studio, Room 303A, to collect your automatic prizes and to enter the drawings. While you are there, earn another 2 points if you answer this correctly:

phigital (physical + digital) is a term applied to GenZ. What's the term just to the right of **phigital** on one of the Insight walls in the Studio?

Hyper-Custom FOMO Sensory Engagers

GenZ Insights

Generation Z employees may have higher expectations in a number of areas. Which do you think are likely to impact your organization and require changes in how you engage employees? (Check all that apply):

Job flexibility and career customization
 Support for technology and automation
 Amenities related to health and wellness
 Organizational values and social responsibility

Any other thoughts about GenZ in the workforce?

Fill out your name and email and drop off your card at the Sodexo Insights Studio, Room 303A for a chance to win prizes. Plus coffee, light snacks, healthy juices and a place to relax!

Name: _____
Email: _____

Sodexo

Now here's the state of the art example of using interactive AV to educate attendees. Sodexo had a static graphic wall with an augmented reality tablet that enabled visitors to learn more about Generation Z as they interact with the exhibit.

Engaging & Informative Presentations / Demonstrations



Elior

Cooking demonstrations appeal to all 5 senses through sight, sound, touch, smell, and taste. This powerful combination conveys memorable messages directly to target attendees and provides a unique interactive and educational experience that will stick to their ribs for a long time.



Effective Staffing Practices

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

Effective Staffing Practices



Medline and Providigm presents abaqis

Whenever brands combine, it's always a challenge. Here, each staffer supports a distinct brand within the exhibit, wearing shirts supporting those brands. But when they stand together, a unified image is presented, effectively integrated into the parent company they represent.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Guardian Pharmacy Services

This exhibit had a unique flow - inviting, and easy to navigate: the open spaces and freestanding kiosks allowed access from all sides. The kiosks presented messaging to multiple directions.



Inline Success: Small Booths that Rock!

Inline Success: Small Booths that Rock!



MoveN

Who says small has to be second rate? This exhibit uses a strong backlit graphics to demand attention. They quickly communicate what they do who they serve. And to top it off they had a well-placed interactive demo on the perimeter of the booth



Shoes for Crews

This small booth was a case study on how to promote products in a limited area. Attractive displays and open access to the products made it easy for attendees to look and learn more about all aspects of their lines. All in all -- an exceptional small exhibit.

Inline Success: Small Booths that Rock!



Joy for All Companion Pets

Joy for All produced an exhibit that made it easy to understand what the product is and how the product functions due to: Multi-level messaging; consistent branding; product demos; branded staff; and easy to access literature.



Active Protective

Live and video demonstrations are an effective combination when used to introduce the product and it's unique features. It makes the interaction educational, and gives attendees something to do within the exhibit.

Inline Success: Small Booths that Rock!



Volante

Now here's a small booth that is firing on all cylinders. The well-lit back wall graphics quickly told their key messages. and the open easy-to-access floor plan was inviting. Good branding at all levels. Finally, an interactive demonstration showcased their solutions to visitors.



Thank You for Exhibiting at Leading Age 2018!

***Mark your calendar now for the upcoming Leading Age 2019,
October 27-30, 2019, San Diego Convention Center, San Diego, CA.***

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