



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

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As a value-added exhibitor service, VMX 2020 provided select 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 VMX 2020.

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



VetRadat

With strong color blocking, clear messaging, an engaging cutout photo prop and casual staff attire, VetRadat created a fun and appealing space that drew the attention of attendees.

Creative Attention Grabbing Techniques



AlcheraBio

AlcheraBio used a cool technique to make their booth more interactive and fun while still getting their message across. Attendees were invited to ask questions that they wrote on sticky notes on an Instagrammable wall, and a cartoon artist would depict their question visually with a response on the wall, transitioning what started as a white wall into a colorful message. Great job!

Creative Attention Grabbing Techniques



Well Haven

Well Haven's space was thoughtfully created to be a welcoming and relaxing spot for chats focused on well being that really stood out from the crowd! . Discussions were guided by a certified life coach and topics/times were displayed prominently.



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



Animal Biome

Animal Biome used clean messaging and clear graphics and visuals to get the point across as to what they do. Their sign told us who they were, what they do, and why we should care in a playful, yet effective manner.

Effective Visual Communications



IDEXX

IDEXX used their presentation screen between presentations effectively by alternating messaging with the schedule of future educational presentations.

Effective Visual Communications



Mission Veterinary Partners

Mission Veterinary Partners graphics answered the maoot questions of What? Why? And Who with well designed and placed graphics. They also integrated a fun spin to win game to encourage visitors to stop and engage.

Effective Visual Communications



Liquid Vet

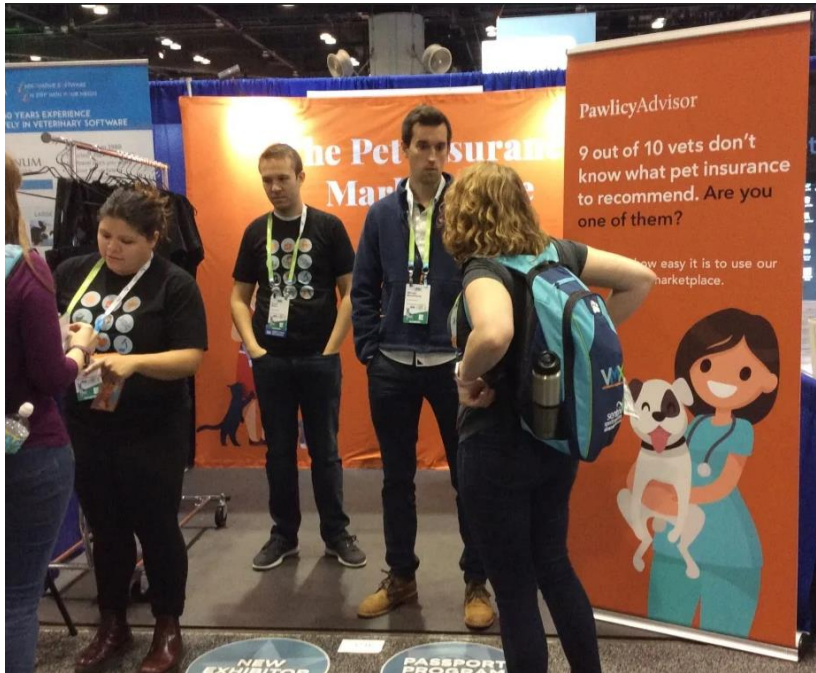
Liquid-Vet's graphics were clear and to the point using a direct unique selling proposition. The fonts were large and easy to read, and the graphic was clean, leaving no doubt about what makes their products different..



Talkatoo

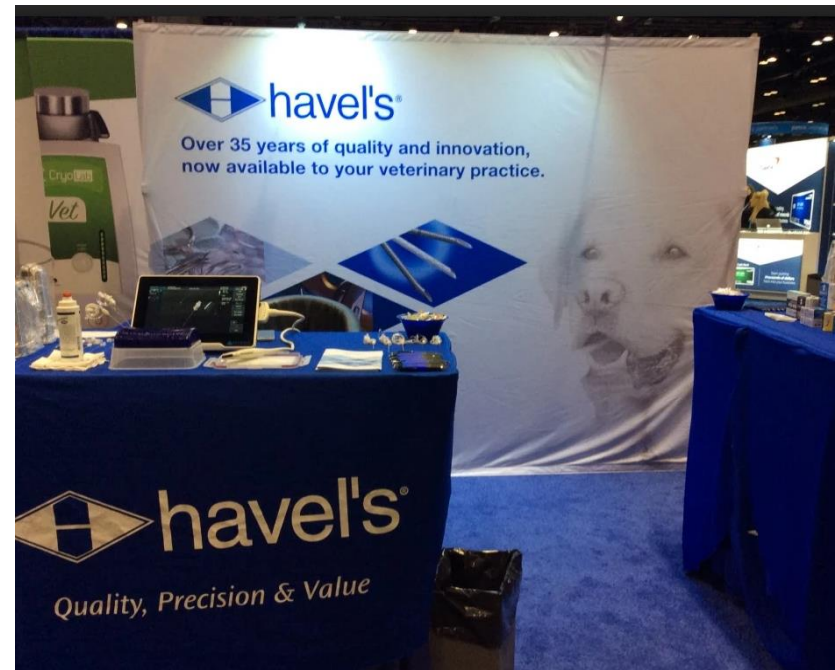
"Talk, Don't Type" instantly conveyed Talkatoo's message in just 3 words. This is a very effective way to grab attention as visitors pass by your exhibit. Talkatoo's works just like a freeway billboard - quick and to the point.

Effective Visual Communications



PawlicyAdvisor

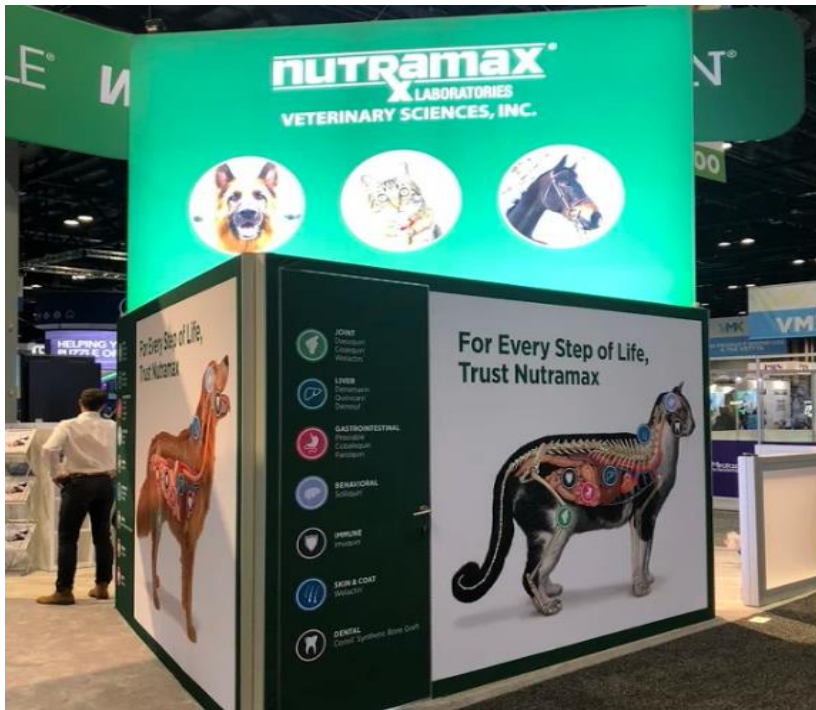
By using industry statistics and a succinct question, PawlicyAdvisor made it clear how they could assist visitors. Coordinating staff t-shirts made it easy for visitors to find someone to answer the question.



Havel's

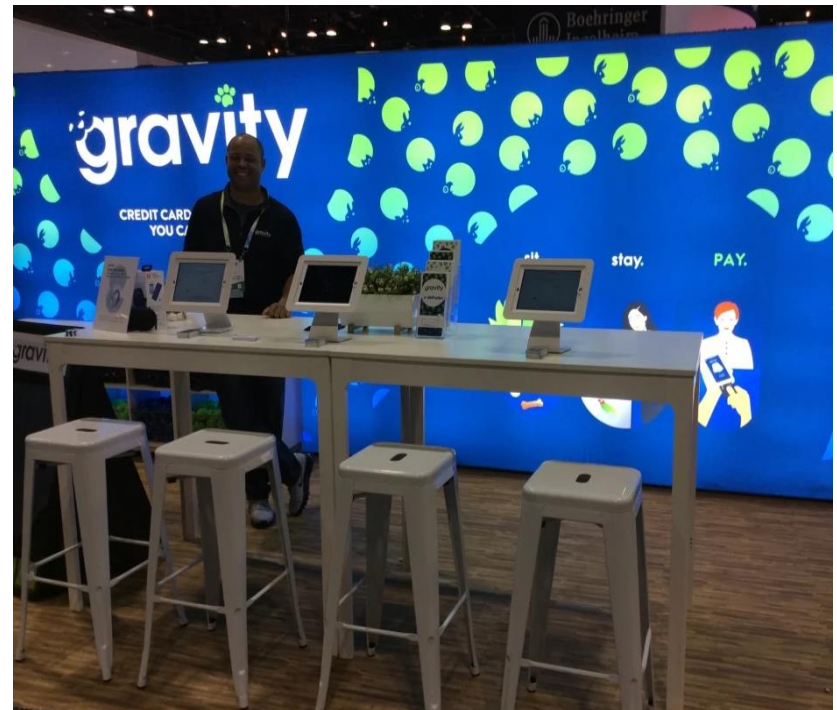
A simple statement about your point of difference carries your primary message powerfully. Havel's clearly communicated their long tenured expertise and placed it perfectly on their exhibit back wall.

Effective Visual Communications



Nutramax

Combining anatomical images of dogs, cats and horses -- with strong iconography, Nutramax showed exactly how and where their products applied. This effectively supported their main tag line "For Every Step of Life".



Gravity

Gravity's backlit exhibit with its bright, bold colors and simple graphics immediately drew the eye into the space. Once there, the visitor easily understood the concise and compelling messages.

Effective Visual Communications



Waldmann

Their well crafted headline was supported by demos that perfectly illuminated how each piece of Waldmann lighting assisted the audience in their day-to-day work. A great pairing of messages and product displays.



DoseLogix

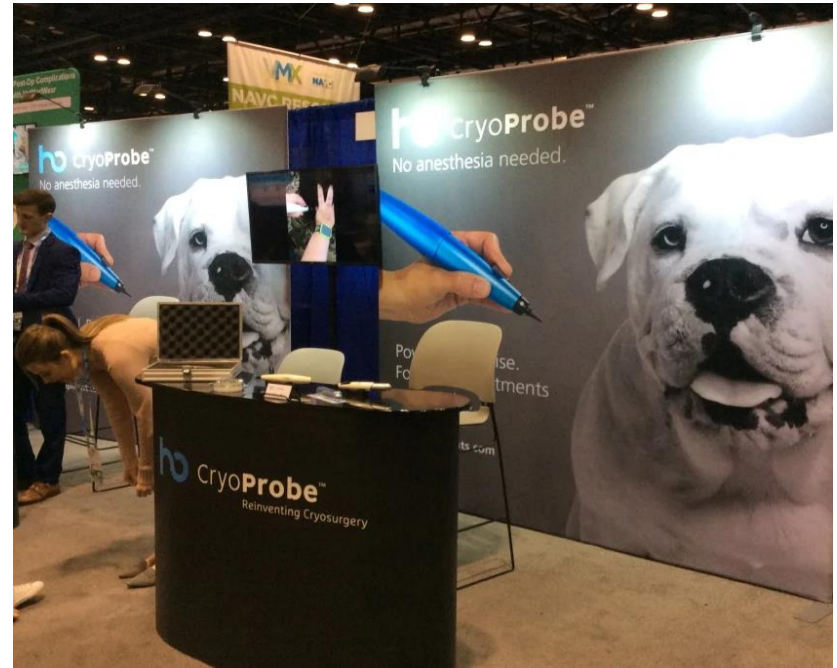
Effective relevant imagery, a bright back lit display, and well-placed products, made it easy for visitors to quickly understand the benefits of the DoseLogix products.

Effective Visual Communications



Royal Canin

By asking and answering a question they anticipated most key visitors would ask, Royal Canin was able to start a conversation with their target audience quickly.



CryoProbe

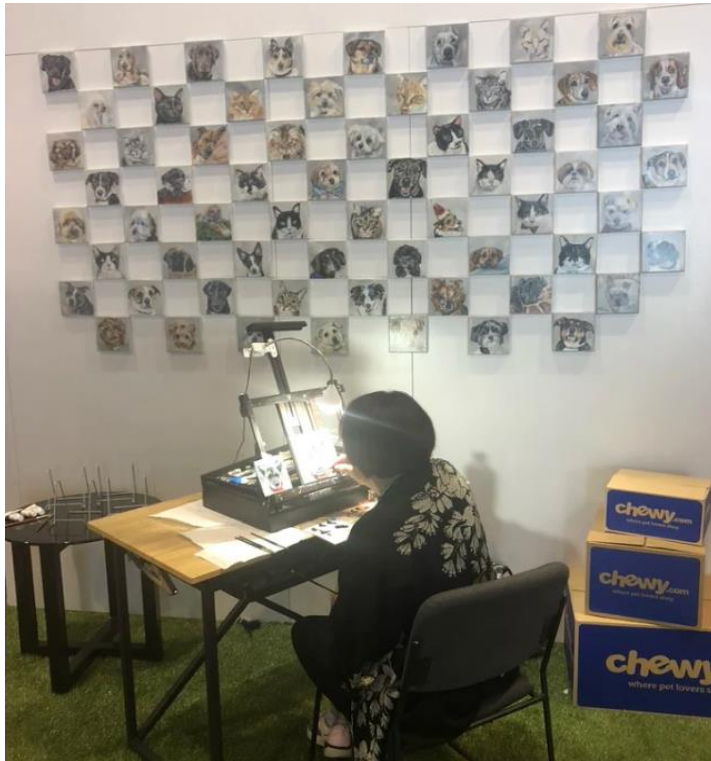
CryoProbe used over-sized images and succinct messaging to effectively deliver their key value proposition, enabling visitors to instantly see the benefit of their product.



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



Chewy.com

Chewy.com used a few different cool creative immersive experiences, including an artist painting pets in real time, who was decorating the wall with her paintings. They also had a "live" studio where attendees could get their picture taken in the booth and walk away with a memento.

Engaging & Informative Presentations / Demonstrations



Kruuse Buster

Engaging multiple senses (in this case, touch & feel) really helps visitors relate to and remember your products. By using life-sized statues of different pets, Kruuse Buster effectively demonstrated the breadth of their offering creatively in 3D realism.

Engaging & Informative Presentations / Demonstrations



Vetspanel

By placing self-guided surveys on easy to use iPads, on angled stands at the front of their exhibit, Vetspanel was able to engage visitors interested in learning about their research results.



Effective Staffing Practices

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

Effective Staffing Practices



Medici

The booth staff at the Medici exhibit was up and ready to go, engaging with people as they walked by. Their staff apparel matched nicely, making it easy to identify them, and they were on their feet for the whole show.

Effective Staffing Practices



SignalPET

The staff at SignalPET was on their A-game at VMX. On their feet throughout the show and wearing matching shirts - they were easy to find. As soon as someone was walking by their booth, they were engaging in conversation with that attendee, making people feel welcome in their space. This team showed great energy, and kept it going throughout the show.

Effective Staffing Practices



The University of Glasgow

The University of Glasgow had staff dressed stylishly in the Scotland Forever tartan. The uniform was eye-catching, perfectly themed, and piqued the interest of visitors.



Smart Exhibit Access & Attendee Navigation

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

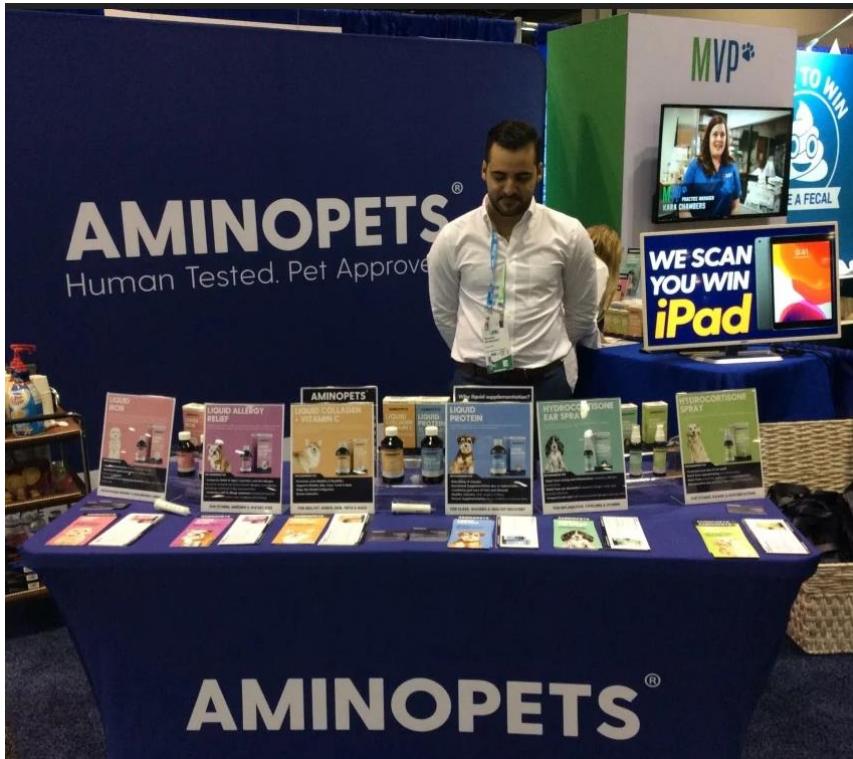
Smart Exhibit Access & Attendee Navigation



Dechra

Once visitors reach your exhibit and decide to enter, it's critical to help them find solutions quickly. Using well-placed directional headers, Dechra was able to capture visitors interest, and guide them to their solutions while their interest remained at its peak.

Smart Exhibit Access & Attendee Navigation



Aminopets

Another example of helping visitors navigate is color blocking. By color-coding their products on the literature on their tables, Aminopets allowed visitors to find the products of most interest quickly, in an attractive way.



Before and After: Changes Exhibitors Made

Before and After: Changes Exhibitors Made



BEFORE



AFTER

Mindray

By moving their product display to the side, Mindray was able to create a more inviting space to visitors, and they were able to conduct conversations inside their space instead of in the aisles. This change also made viewing their graphics easier and delivered a more complete message.



Inline Success: Small Booths that Rock!

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Scriptel Corporation

Scriptel had a booth that rocked! Their space was neat and organized, with no clutter, and the message on their backwall was clear and to the point, with a strong call to action. They had integrated a game to engage attendees, and the front of their reception counter showed the features and benefits of their products, in comparison to the competition. Awesome work!!

Inline Success: Small Booths that Rock!



On Hold Productions

On Hold Productions had it all together in their booth at VMX. Their staff had matching attire, their booth looked well organized, and everything matched nicely. Their back wall messages were clear, telling what they offered and the features and benefits. On the table, they offered attendees the chance to listen to their “on-hold” messages thru head sets in real time to experience these live. Presenting a service in a small booth space is challenging, but they presented theirs clearly!

Inline Success: Small Booths that Rock!



Community Veterinary Partners

Concise targeted messaging, well-lit color blocked back walls, effective AV, and a welcoming open space, allowed Community Veterinary Partners to deliver relevant messaging that visitors would respond to.



Thank You for Exhibiting at VMX 2020!

***Mark your calendar now for VMX 2021,
Jan 16-20, 2021, in Orlando, FL***

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



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