



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

By Jefferson Davis of Competitive Edge

As a value-added exhibitor service, NAVC provided new exhibiting companies, advertisers and sponsors with the TSE Gold 100 award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, I 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 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



Dial Care Virtual Vet

One of the fastest ways for small exhibitors to get their fair share of attention at a tradeshow is the use of powerful lighting to help grab attention and communicate their story. Here's a great example of a small booth that really demands attention. Wow! It also quickly told their story.

Creative Attention-Grabbing Techniques



Varl Allergy

Sometimes using bold and unique colors can be a powerful way to draw more attention to your booth. Here's a great example of a small exhibitor that used the color gold (which tied into their product name) to help them draw more attention to their colorful booth.

Creative Attention-Grabbing Techniques



Merck

After two years of the ongoing pandemic most people are looking for some form of relief. Merck took advantage of this dynamic by integrating a tropical beach theme into their booth, making their booth a welcoming place to come to chill out, relax, and learn about Merck's solutions.

Creative Attention-Grabbing Techniques



Encore Vet Group

Here's a great example of a small exhibitor that used a high-quality exhibit backdrop which halo lighted their company name. But the real draw were the candy bins they used to help veterinary professionals recharge while they were on the show floor. Outstanding execution.

Creative Attention-Grabbing Techniques



Lap of Love

This is incredible execution of a comfortable and loving environment for a pet's final few days. This unique and beautiful booth stood out and grabbed the attention of everyone who passed.



Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Answering Attendees' 3 Major Questions: What – Why – Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration

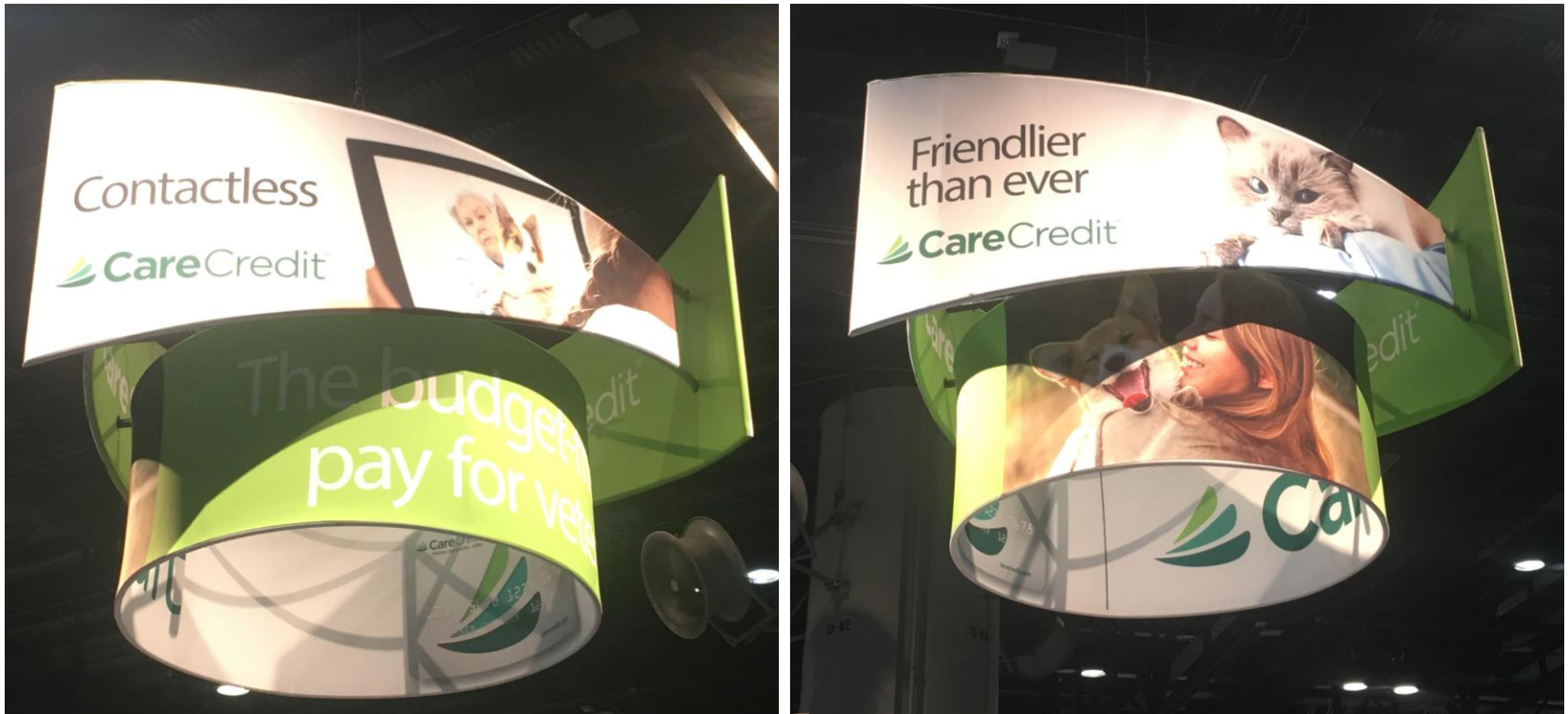
Effective Visual Communications



Plasma Bionics

Exhibit copy needs to be written to quickly answer the three big questions in attendees minds...
(1) Who are you? **(2)** What do you do? **(3)** Why should I care? Plasma Bionics' small two piece fabric booth hit the bull's-eye on all three questions.

Effective Visual Communications



CareCredit

Good top-tier signage should do more than just communicate your company name, it should help support your messaging and draw more attention to your booth. CareCredit's uniquely shaped and layered rotating sign was possibly the best top sign I saw on the entire show floor.

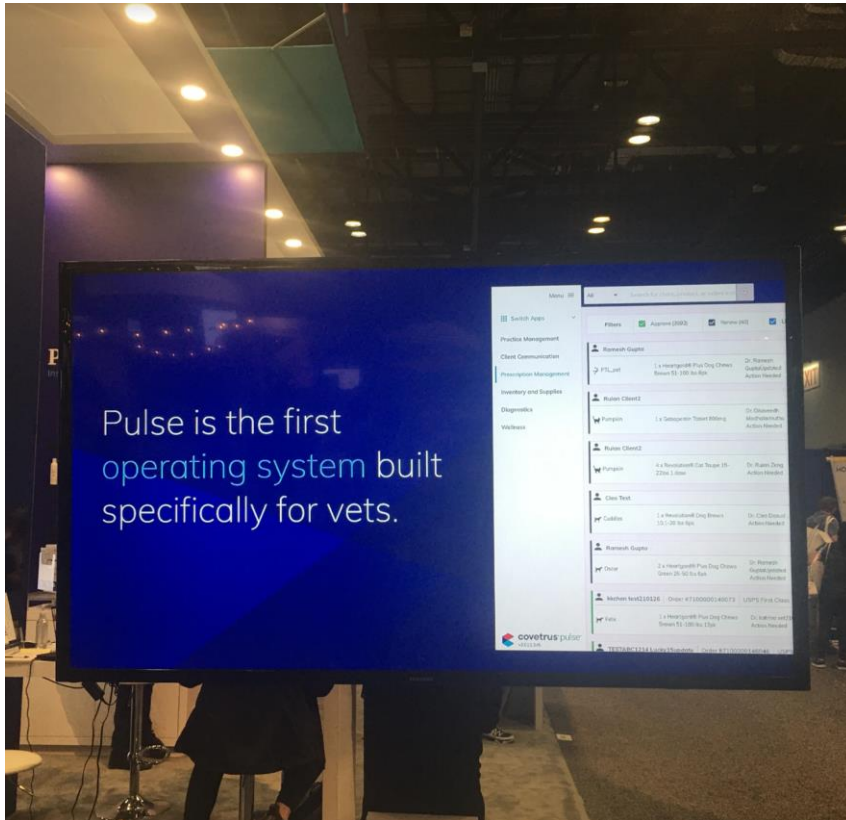
Effective Visual Communications



Dermacann

Attendees want to be able to quickly understand what the value proposition of your products and services is. Dermacann did a terrific job of stating their value proposition using just five words.

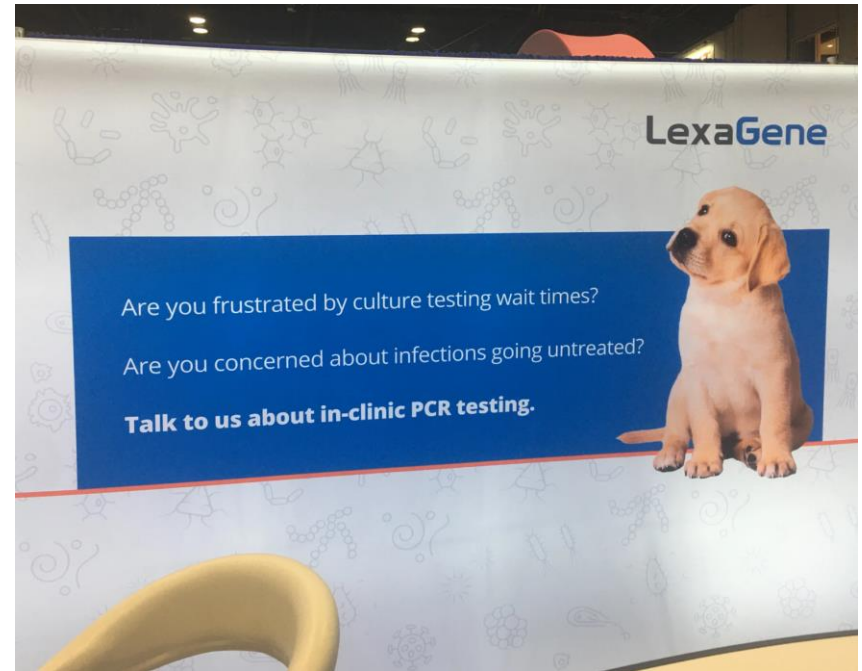
Effective Visual Communications



Covetrus

While a lot of exhibitors use flat panels in their booths, very few use them effectively to call out their audience and quickly communicate their story. Covetrus did a outstanding job of this.

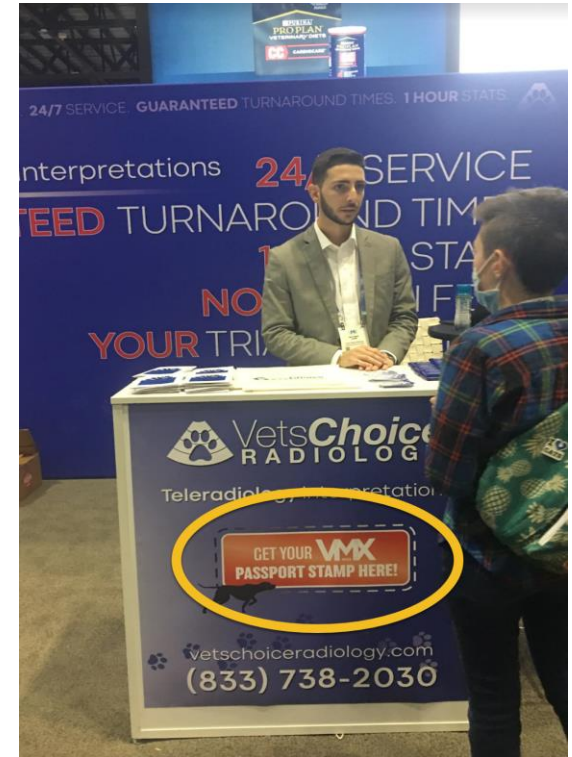
Effective Visual Communications



LexaGene

The primary job of an exhibit backdrop is to grab attention and quickly answer the what, why, and who questions. LexaGene's double backlit wall was a clinic on how to design your graphics. The left panel quickly communicated what the product was, the two questions on the right triggered people's frustrations and there was a clear call to action. To top it off, they smartly used the edge lit side of the booth to extend their messaging.

Effective Visual Communications



VetsChoice Radiology

The VMX attendee passport program is a powerful way to drive traffic. This smart exhibitor was the only example I saw on the show floor that integrated the VMX passport stamp promo into both their backdrop and their front counter signage. Smart play!



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



Zoetis

Veterinary professionals attend tradeshows to learn. When you make the learning fast, fun, and interactive, it's even more effective. Zoetis knocked it out of the park with their awesome Simparica Trio Challenge educational experience. They also did a great job of cross promoting their educational sessions in their digital signage near the challenge area.

Engaging & Informative Presentations / Demonstrations



K9 Carts

Sometimes product presentation is the key to success. K9 Carts did a great job of having their products on display in real world demo mode so visitors quickly understood what products do.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



PRN Pharmaceuticals

It can be a challenge for a company who markets multiple solutions to quickly and visually help attendees understand the breadth of their services. PRN did a great job with a well-designed exhibit that featured a large video presentation and backlit headers to quickly communicate the scope of their solutions to veterinary attendees.

Smart Exhibit Access & Attendee Navigation



Securos Surgical

Here's another excellent example of how to organize solutions into natural groupings. Securos Surgical also used elegant product staging with informative A/V to help tell the product story.



Before and After: Changes Exhibitors Made

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BEFORE



AFTER

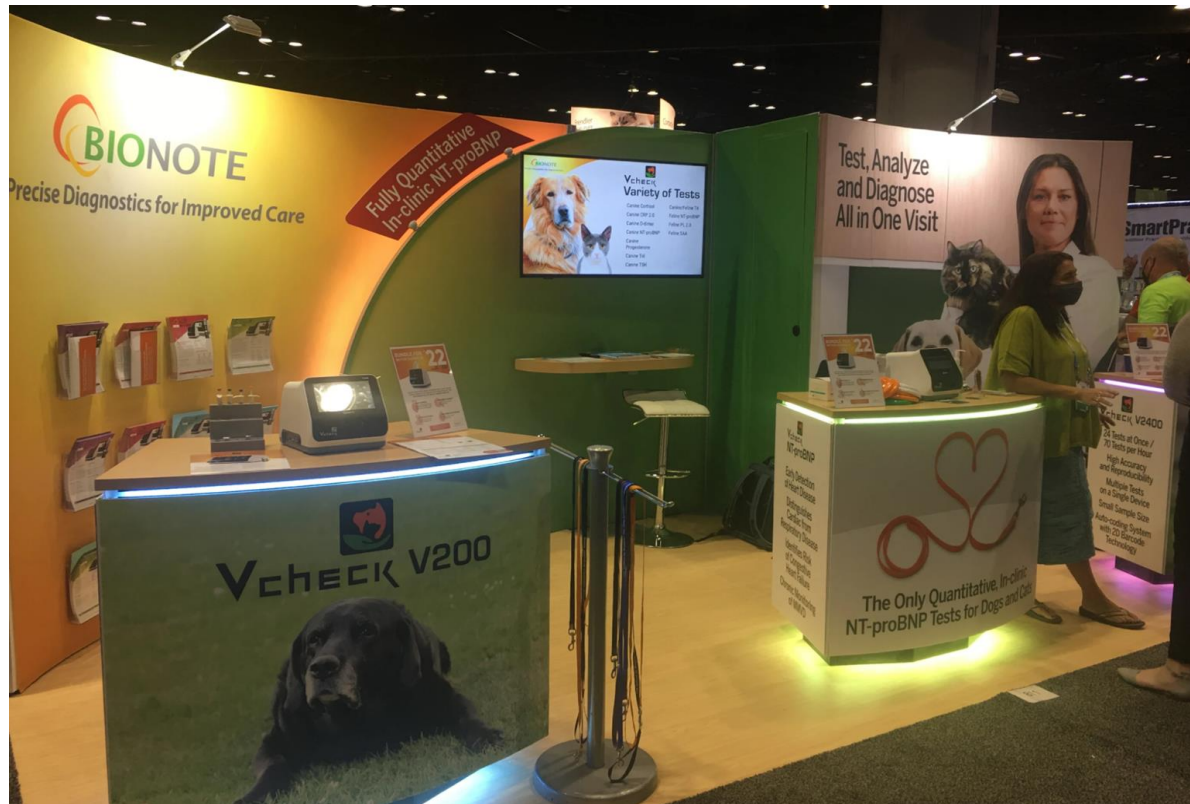
Mandelbaum Barrett

This new exhibitor had a well-designed backdrop that communicated a high-level message. What was missing was their ability to call out specific legal services needs. On day one, we suggested changing their flat panel from generic information to specific messages that call out the key legal issues veterinary practices might be facing. These proactive guys went home, created it, and brought it to the booth on the next day. Now that's what I call fast transformation.



In-Line Success: Small Booths that Rock!

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BioNote

This small booth is a clinic on how to execute at a high-level. By using color, lighting, imagery, great messaging, and a unique exhibit property, they created a small exhibit that really stood out.

In-Line Success: Small Booths that Rock!



Lick Sleeve

Sometimes less is more... And a picture is worth a thousand words. Lick Sleeve nailed it with a large backlit image of a dog wearing their product. They also staged a demo on both sides of the booth. The icing on the cake was their “Speed Sleeve Challenge” game to see how fast veterinarians could change the sleeve. This small booth was firing on all cylinders.

In-Line Success: Small Booths that Rock!



Sarstedt

Here's another small booth that rocks. Sarstedt did a great job with bold, billboard style graphics that quickly answered the who, what and why questions. They integrated world-class branding in a small booth all the way down to the carpet. And their illuminated front display filled with syringes was an eye catcher to help tell their story. Well done!

VMX

VETERINARY MEETING & EXPO

Thank You for Exhibiting at VMX 2022!

***Mark your calendar now for the upcoming VMX 2023
January 15-18, 2023, Orange Co. Convention Center, 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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