



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

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As a value-added exhibitor service, VMX 2023 provided new exhibiting companies, advertisers and sponsors 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 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



Suveto

The Suveto exhibit was visually captivating while creatively using a recognizable pet staple: the leash. The unusual orientation of the leashes on the back wall and hanging from the ceiling drew visitors into the space and through the hanging leashes.

Creative Attention-Grabbing Techniques



Parasight Systems

Walking by the Parasight Systems exhibit, it was always filled with attendees! Their full-sized, fun loving, bright green costumed character was a big hit. What an effective strategy for attracting attention - with a quickly identifiable brand ambassador! Each visitor had a fun and memorable interaction, learned about their systems, and increased brand awareness of the company.

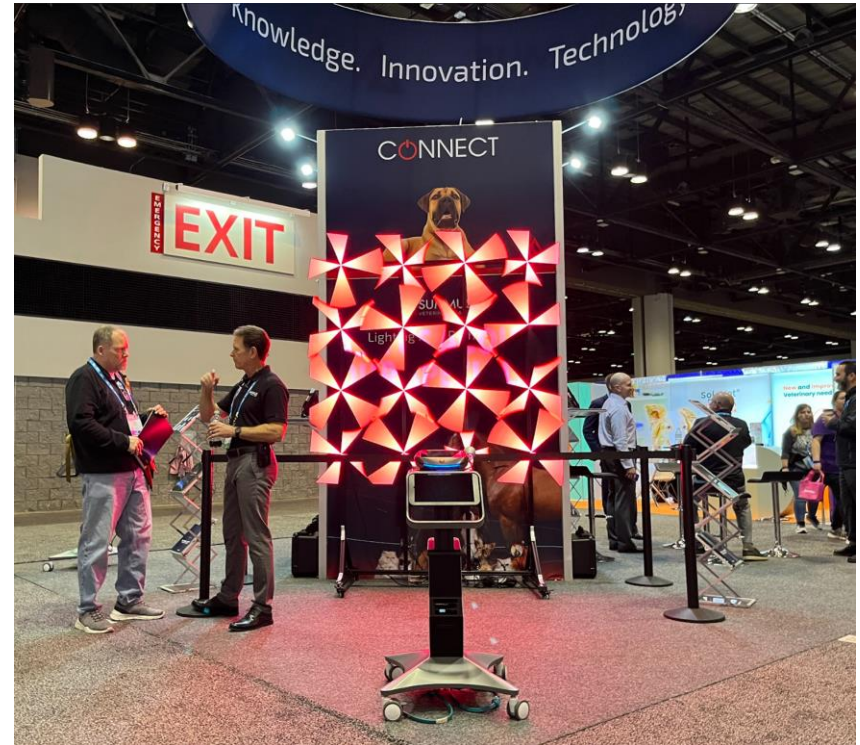
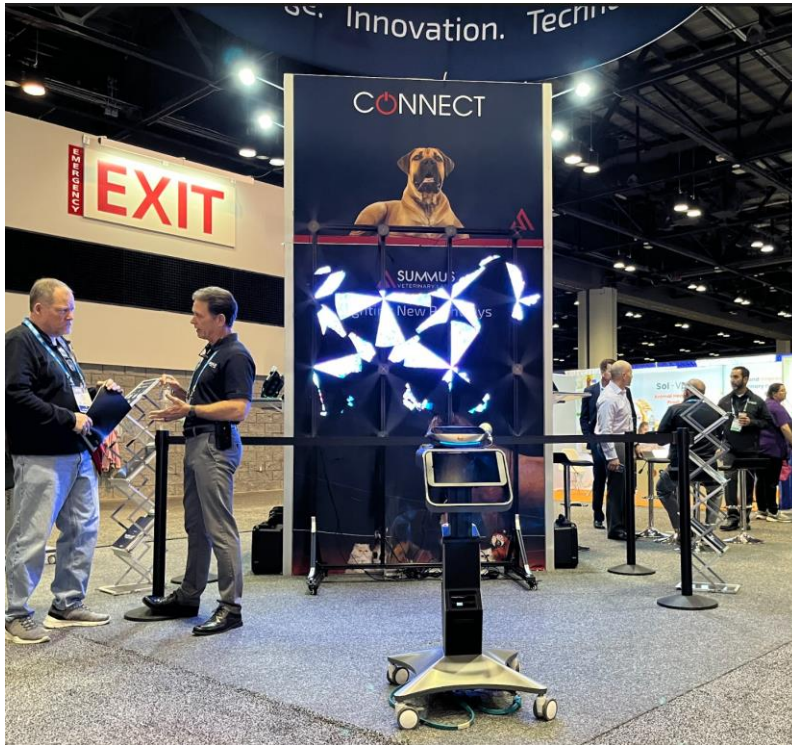
Creative Attention-Grabbing Techniques



PSIvet

PSIvet was a standout offering greater access to information in a memorable way. Do you have a question and staff aren't available? Just ask their virtual product consultant, found streaming through Zoom on a small iPad. Though each consultant is in a remote location, they are "live" and can speak directly with attendees in the exhibit. Excellent!

Creative Attention-Grabbing Techniques



Summus Medical Laser

At Summus Medical Laser, bright colors, dramatic lighting, and rotating 3D holographic images were eye catching, drawing attention from the aisles. In addition to product demonstrations, use of AV and holographic technology created an visual experience for visitors.



Effective Visual Communications

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

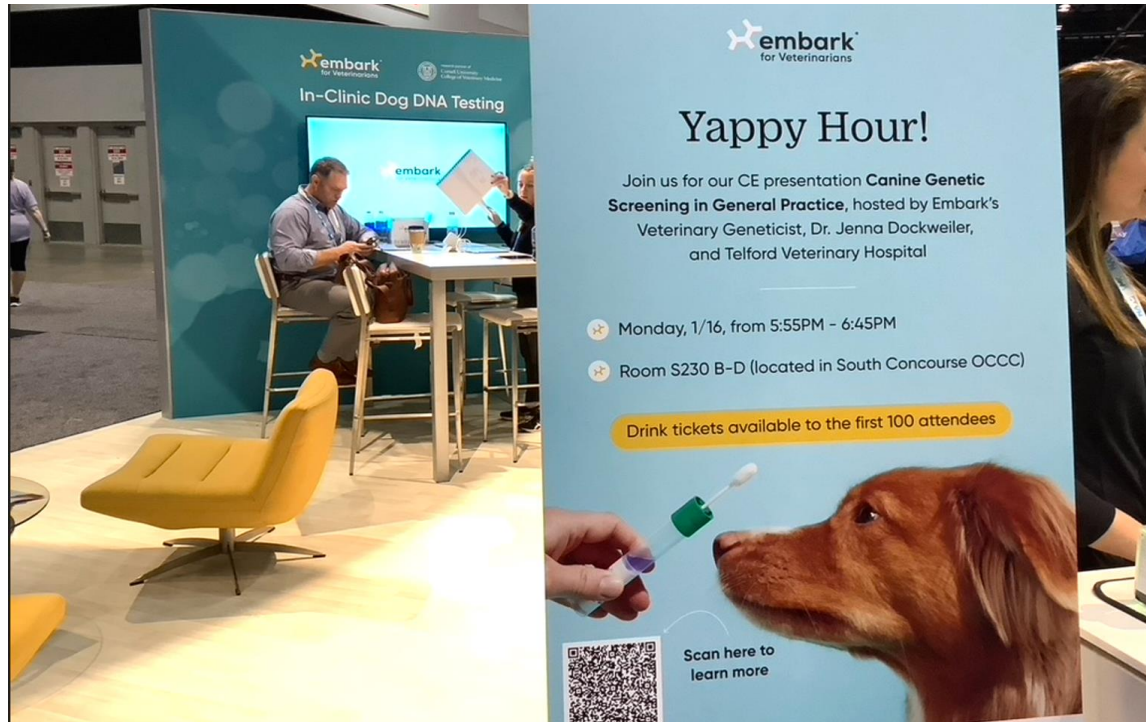
Effective Visual Communications



Cresilon Products

There was no question about the benefits of the Cresilon product, Vetigel. The statement was short and effectively created the start of a conversation with attendees looking to solve this issue.

Effective Visual Communications



Embark Veterinary

Veterinarians coming to VMX want to learn and exhibitors that support and participate in that learning are appreciated. Embark hosted a presentation and made sure that attendees knew about it with large and playful signage. Adding a QR code to allow vets to learn more on their time, added to the overall effectiveness.

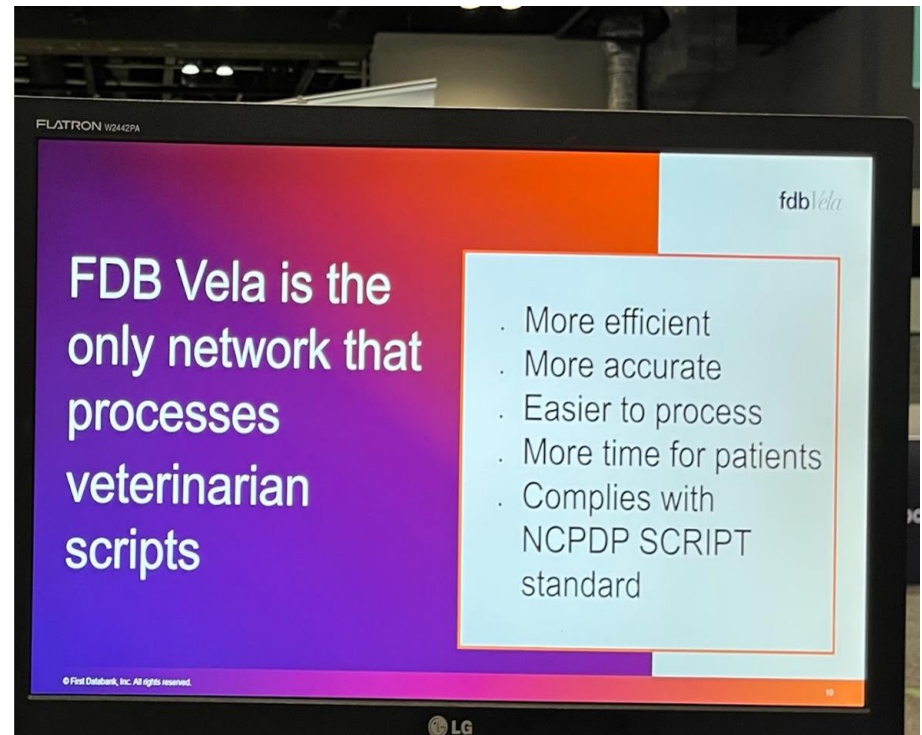
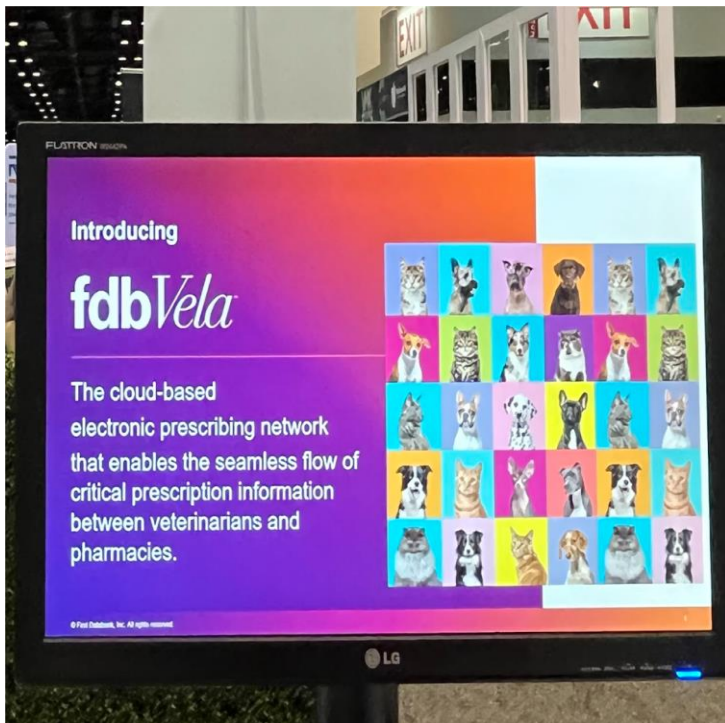
Effective Visual Communications



The Veterinary Emergency Group

Messages for the Veterinary Emergency Group was simple and repeated throughout the exhibit. The font used clearly communicates the nature of their service. Staff wore shirts to mirror the messages. And visitors “punched” their fist through the red and black squares to grab a prize.

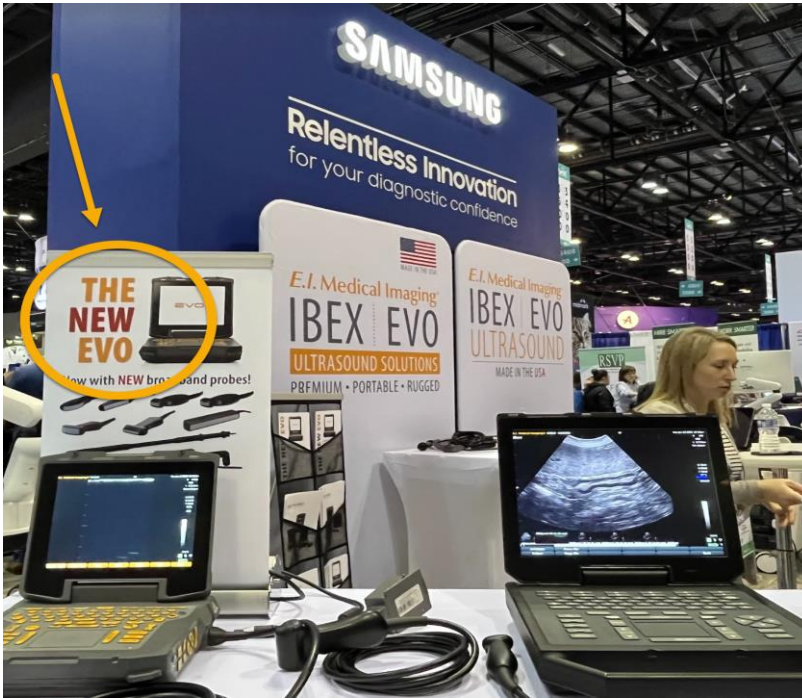
Effective Visual Communications



FDB Vela

FDB Vela showed great clarity in messaging. They established their unique selling proposition through their copy - using words such as “the only” or “introducing” to convey why they should care and to draw interest to presentations in their exhibit.

Effective Visual Communications



Samsung

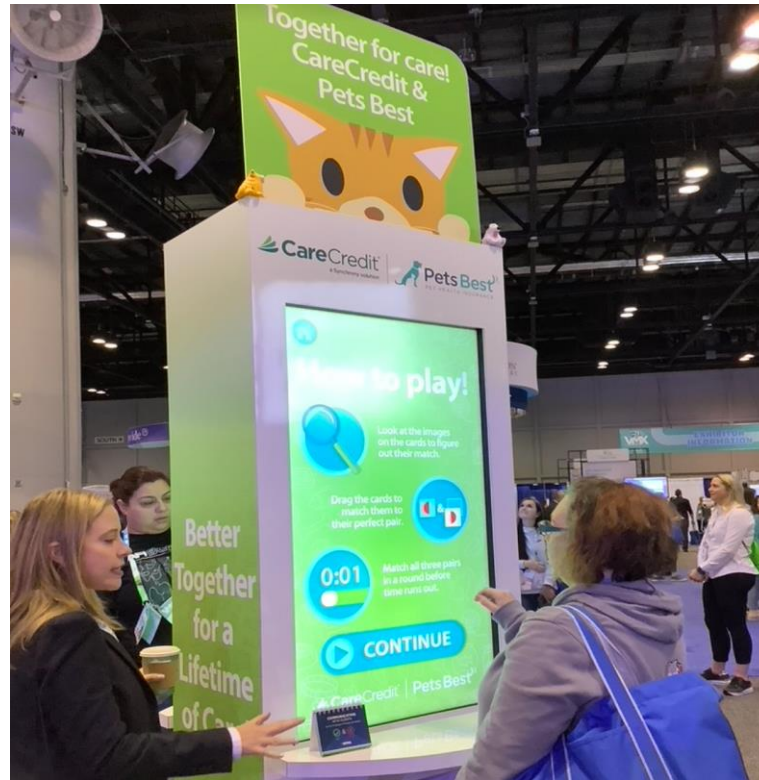
Great job by Samsung promoting and identifying a new product at the show, increasing booth impact! Visitors are always looking for new products at a tradeshow - but how would visitors know if exhibitors don't tell them? Signs introducing the “new” EVO were placed next to the product to communicate its unique features, drawing interest directly to the 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

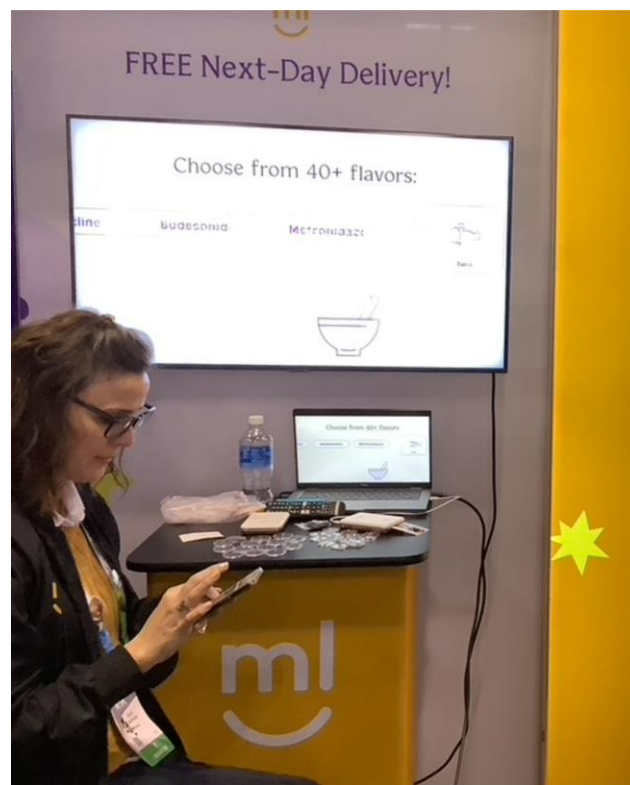
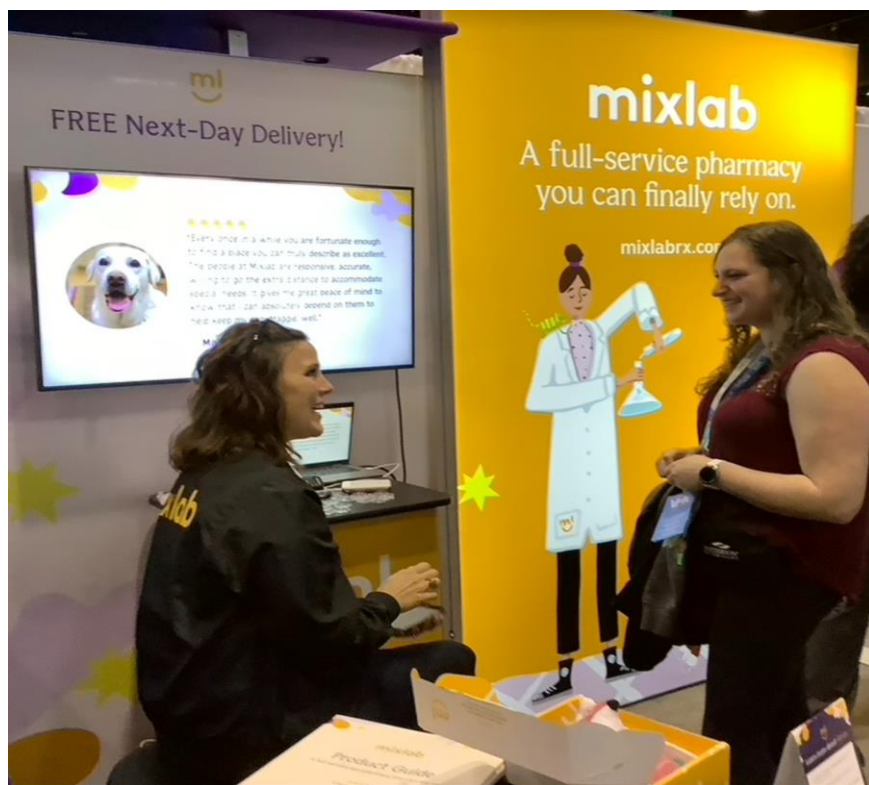
Engaging & Informative Presentations / Demonstrations



Care Credit / Pets Best

Visitors were encouraged to play with the learning station in the CareCredit / Pets Best exhibit. The instructions and graphics were easy to read and inviting. Images were appealing and supported the messaging of the overall exhibit.

Engaging & Informative Presentations / Demonstrations



Mixlab

The direct messaging, use of color, light and images draw your attention to the Mixlab exhibit. However, it's the looping presentation that keeps you there. The video walks you through the Mixlab offering, showing you how customization and reliability live comfortably together at Mixlab.

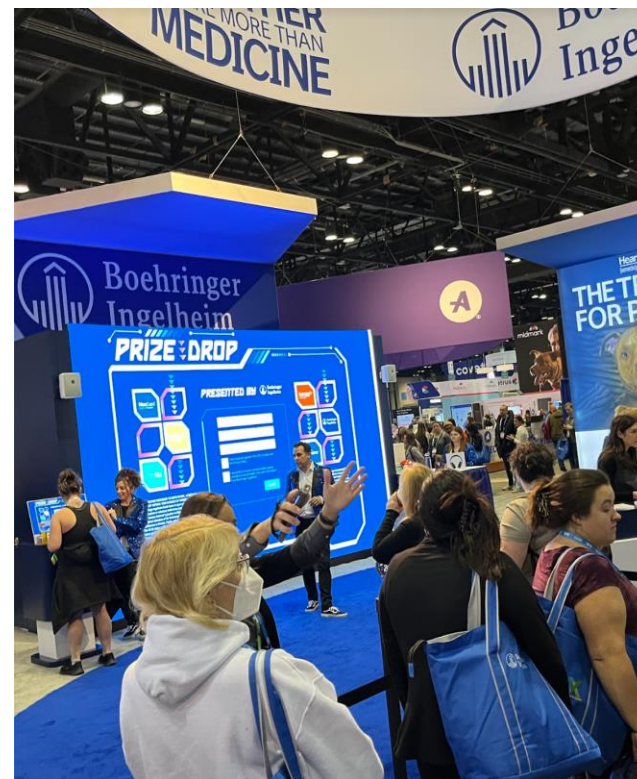
Engaging & Informative Presentations / Demonstrations



Digatherm by ICI

Before and after photos present compelling differences. For Digatherm, standard vs thermal images communicate quickly and effectively the differences of this technology, showing how thermal imaging can help Veterinarians evaluate their patients' physiology. Very effective!

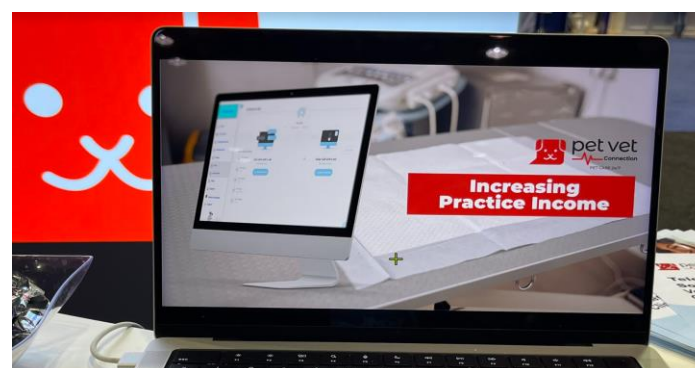
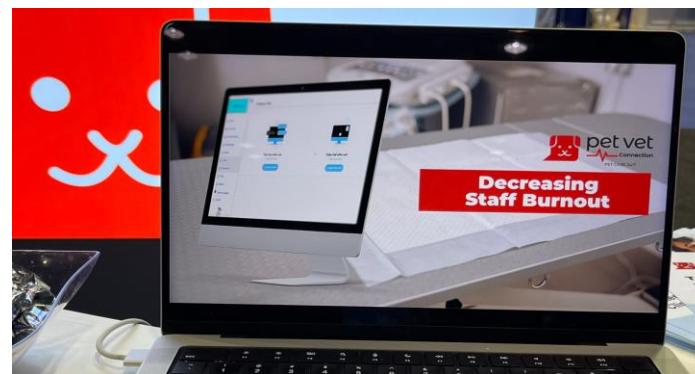
Engaging & Informative Presentations / Demonstrations



Boehringer Ingelheim Animal Health

Want to play a game? Attendees flooded the aisles to play the highly visible “Prize Drop,” in the Bohringer Ingelheim exhibit. They had fun and great engagement with the game, which offered many learning opportunities - connecting them to products and compelling messages.

Engaging & Informative Presentations / Demonstrations



Pet Vet Connection

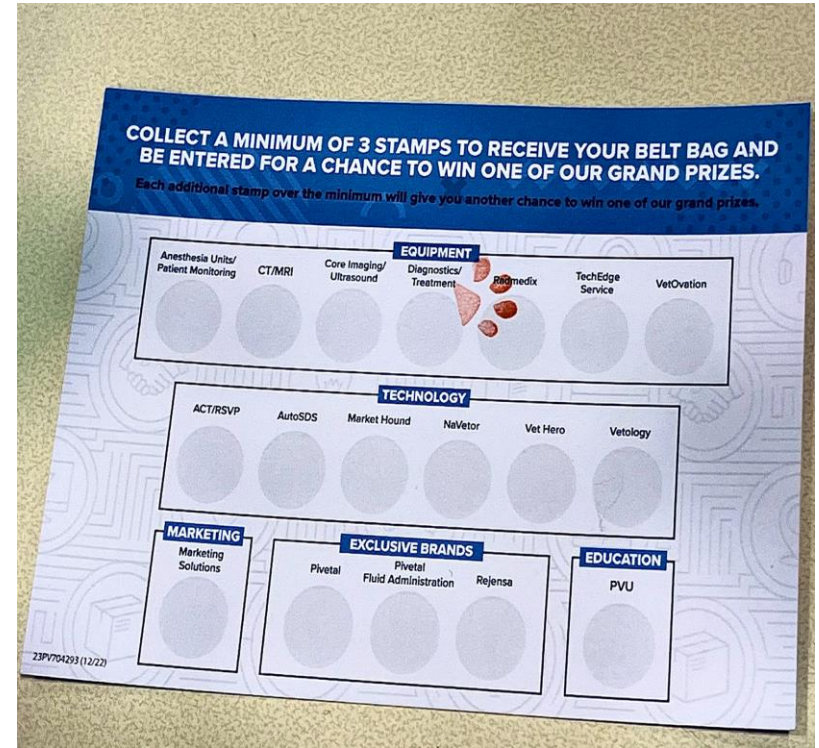
Effective exhibit practices can be found in the smallest of areas. At Pet Vet Connection, their small table top computer presentation with rotating video pages, presented a big message - telling attendees EXACTLY who they are, what they do, and why they should care. This is a great method of communication, offering an interactive experience in a small space.



Smart Exhibit Access & Attendee Navigation

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

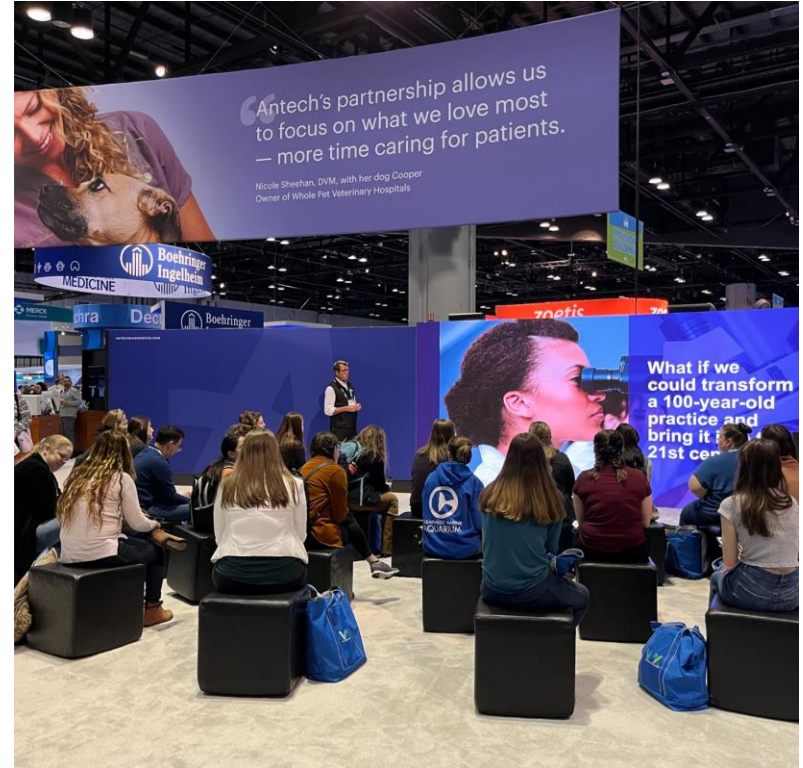
Smart Exhibit Access & Attendee Navigation



Patterson Veterinary Supply

Placing products in areas defined by product application increases visibility and eases access for all through an extremely effective game - encouraging visits to at least 3 stations to receive a prize. A fun way to attract visitors to learning opportunities through this interactive experience.

Smart Exhibit Access & Attendee Navigation



Antech and Sound Imaging

Large scale structures, bright color, and lighting draw your attention. Attention to navigation and wayfinding details really help this process play out, allowing presentation of messages for imaging and diagnostic solutions, while at the same time, offering ample room for a presentation theater.



Effective Staffing Practices

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

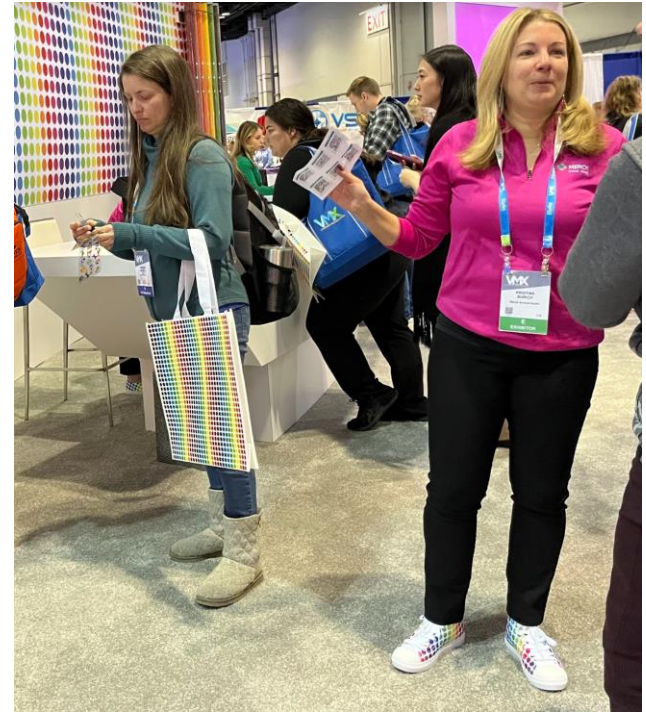
Effective Staffing Practices



Petfolk

Who says staff attire can't be fun? The staff at Petfolk had comfy and casual attire that reflected their attendee experience. Staff did a wonderful job of enticing visitors to participate in their interactive 360 degree video adventure.

Effective Staffing Practices



Merck Animal Health

Bright, colorful graphics offer the backdrop for staff interaction and attendee engagement. For easy identification, staff are not only connected by colorful shirts, but bright shoes printed in the same defining graphic pattern. Their promotional bag had the same pattern found within exhibit and on staff apparel - connecting the attendee experience at Merck throughout the exhibit hall.



Before and After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made



BEFORE



AFTER

Tempus Recruitment

Simple changes within an exhibit can yield great rewards. At first, Tempus Recruitment placed their table at the front edge of exhibit, forcing staff to stand in the aisle and block access to address interested attendees. By moving the table further back inside the exhibit, staff could now greet attendees standing within exhibit, easing navigation in the aisles.



In-Line Success: Small Booths that Rock!

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Securos Surgical

Using clean lines, distinctive flooring, touches of color, and simple finishes, Securos Surgical allows their products to shine. Here, products placed in stations, by application, are easy to identify and access. Back-lit panels with large, well-placed copy presents supporting messaging. AV screens provide interactive opportunities for attendees to learn, while also presenting a drawing for attendees to win a surgical package. Thoughtful design and clear statement of purpose elevates this exhibitor on the show floor.

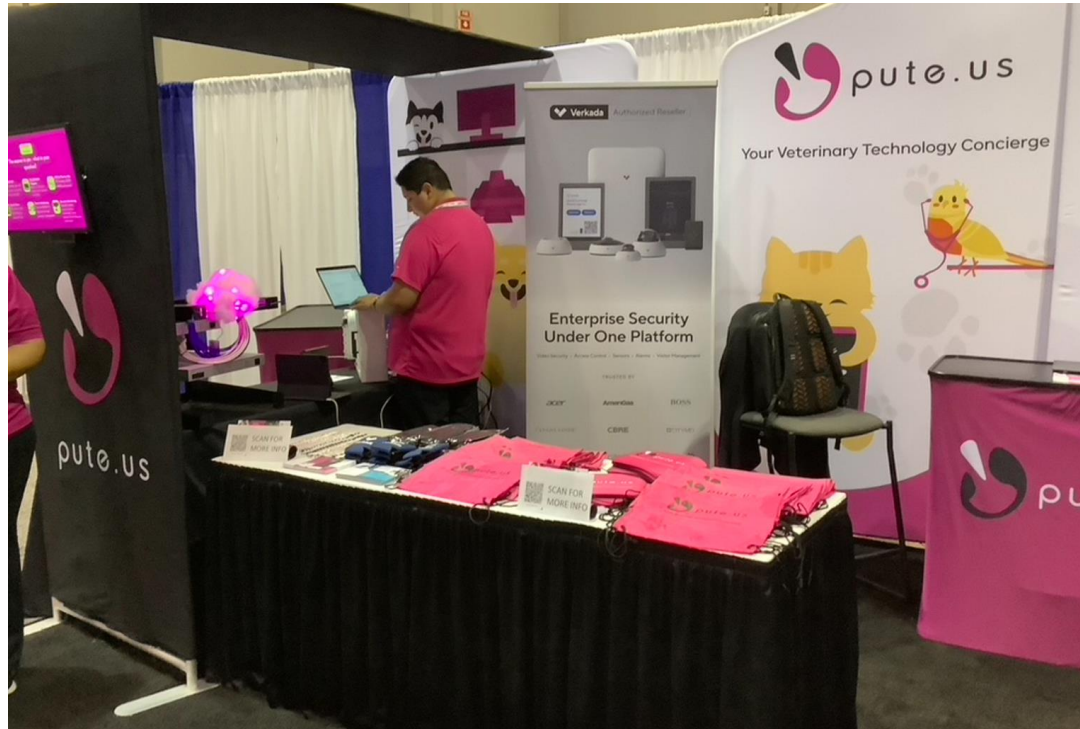
In-Line Success: Small Booths that Rock!



GoodFriend

There was a lot to like about the GoodFriend exhibit. Key messages were quickly communicated, the accent use of orange to support the brand along with exceptional staff engagement made for a winning combination.

In-Line Success: Small Booths that Rock!



pute.us

Pute had many good things going for it with creative use of color, clear messaging and recognizable staff attire. However, moving their fun and inventive visual representation of their cloud-based services to the front of the exhibit was needed to make the most of attracting attendees into their space.

In-Line Success: Small Booths that Rock!



Royal Canin USA

For Royal Canin USA, branding, lighting, and bright color on walls and flooring define exhibit space. Product focus is by placement in rolling sections - for Pet, Planet, and People. Rotating panels offer more than just an interactive experience, they provide messaging supporting these product categories. Together, they show attendees how their products are working toward a sustainable future. A standout for distinctive design theme and visual impact on the show floor.

In-Line Success: Small Booths that Rock!



Textbox

For an exhibitor, corner placement offers visibility and access in multiple directions across the aisles. At first, TextBox placed their literature station on the front corner, limiting access at that point and blocking messaging on their back wall. By simply moving the literature station back along the exhibit's perimeter, attendees could now gain greater access within the exhibit, obtain literature, and have better visibility of messaging on back wall from multiple directions.



Thank You for Exhibiting at VMX 2023!

***Mark your calendar now for the upcoming VMX 2024
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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