



Exhibitor “Best of Show” Contest Winners ***Selected by the E³ Exhibiting Effectiveness Evaluation Team***

By Jefferson Davis and Lisa Goodman of Competitive Edge

NAVC wants all exhibitors to showcase their products and services
in the most creative and effective ways possible.

The “Best of Show” awards were created to encourage and acknowledge the efforts of exhibitors who go
above and beyond to deliver outstanding exhibit experiences to our veterinary visitors.

Winners were selected based on examination of specific exhibiting criteria and awards presented to exhibits
in the following categories: Large Island Exhibit (1,000 sq ft+), Small Island Exhibit (up to 900 sq ft),
and Inline Exhibit.

Congratulations to each winner for being selected as “Best of Show”



Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



Judging Criteria

- **Booth Creativity:** How well the exhibit grabs attention and stands out through use of color, lighting, imagery, materials, furnishings, A/V, props, etc.
- **Message Effectiveness:** How well the exhibit quickly and visually communicates company and/or product/service messaging.
- **Visitor Engagement :** How well the exhibit offers visitors an engaging and interactive experience.



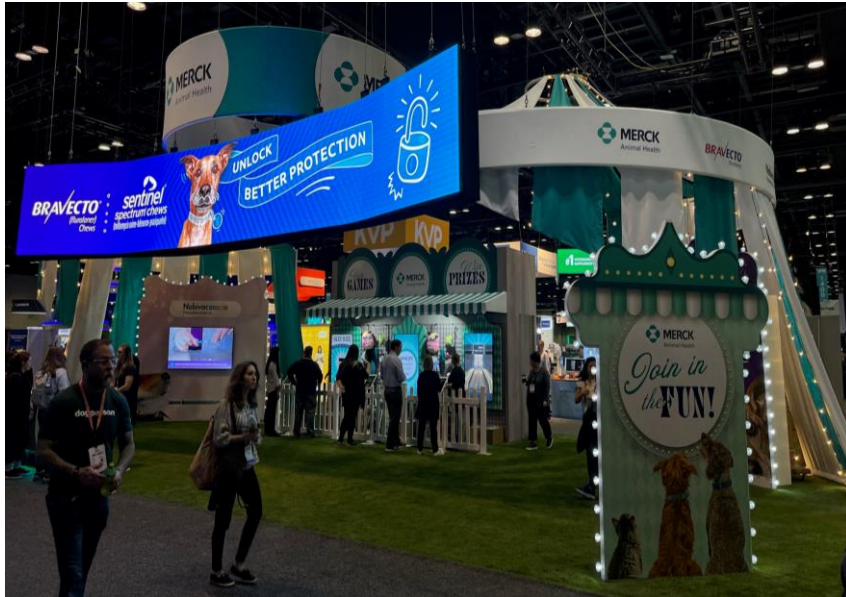
Best Large Island Exhibit

Winner: Merck - Booth # 1201

Honorable Mentions: CareCredit, Boehringer Ingelheim, Zoetis, Royal Canin, Covetrus, Chewy, IDEXX, NutraMax, The Farmers Dog

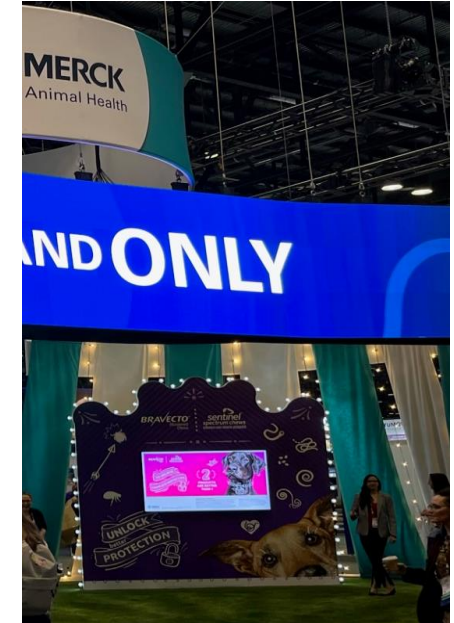
Best of Show: Large Island Exhibit

Winner: Merck



Congratulations to Merck for winning the best large island booth. By tying the theme into the VMX event theme "Show of Shows", Merck was able to execute an energetic, fun and show-stopping booth. On entry to the hall, the large, well-lit, and color-branded big top tents were impossible not to notice. The large top LED video wall "pulled back the curtains" inviting attendees to Step Right Up and Join the Fun. Attendees stood in long lines for a chance to experience the Merck show. They also smartly had the top sign alternate with featured product messaging.

Best of Show: Large Island Exhibits Winner: Merck



Upon entering the booth, visitors were promptly greeted by friendly Merck staffers wearing branded apparel. Walking on soft, padded carpeting that simulated real grass added to the immersive experience.

They were then guided through a three-stop interactive journey learning important product details about their Nobivac and Bravecto brands. Finally, they were able to play a Skee-Ball game to win prizes. A unique and fun-based exhibit that supported the show theme offering the chance to learn, play and win combined to make Merck the runaway winner at VMX 2024!

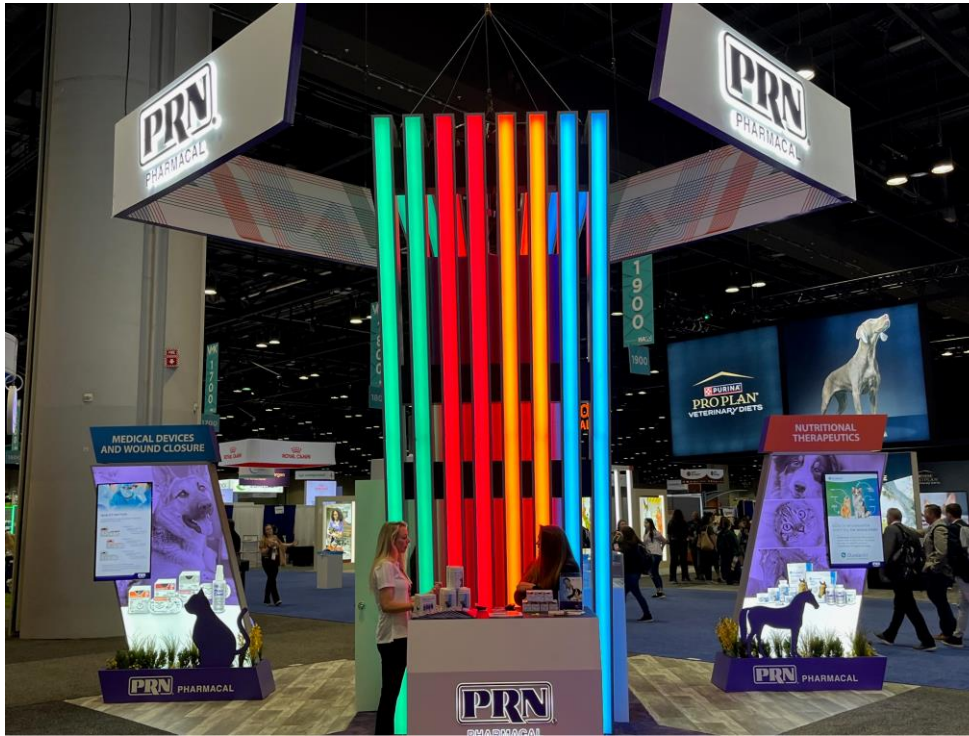


Best Small Island Exhibit

Winner: PRN - Booth #1931

Honorable Mentions: Vet Source, YuMove, Ellevet

Best of Show: Small Island Exhibit Winner: PRN



Congratulations to PRN for winning best small island booth! This extremely well-designed exhibit property was unique with sharp angles and eye-popping lighting accents that made sure attendees looked at the booth. The halo lit top sign identified the company identity and the multicolored stripes drew your eyes to their interactive PAW-LINKO game which was smartly adapted for the veterinary industry. The layout was open, inviting, and easy to enter from all sides.

Best of Show: Small Island Exhibit Winner: PRN



When you got near and/or entered, it was too quick and easy to identify solutions featured with various color-blocked headers. The product kiosks were executed extremely well using angled backlit images of pets with a well-placed flat panel that delivered product detail messaging. The base of each kiosk also helped draw attention with a silhouette of animal each treats along with green foliage to give it a warm and natural feel. It was quite obvious the attention to detail in designing and executing this outstanding booth left no stone unturned. Great job!!!



Best Inline Exhibit

Winner:

InTouch - Booth #2266

Honorable mentions:

**ICU Medical, VPP, TikiCat, Mixlab
Bond 360, Just Food for Dogs**

Best of Show: Inline Exhibits Winner: InTouch



Congratulations to InTouch for winning best inline booth! This small booth put on a clinic on how to execute an inline booth. The bold, colorful and well-lit backdrop was almost impossible not to look at. The large, concise and well-placed copy used color blocking to quickly and visually deliver two of the most important marketing messages; 1. Value Proposition: Be the TOP DOG in your market and 2. Unique Selling Proposition: Award-Winning Veterinary Websites. Custom flooring tied the exhibit together and clearly defined the space. The booth was open and easy to enter..

Best of Show: Inline Exhibits

Winner: InTouch



Upon entering, visitors were quickly engaged by enthusiastic staffers integrating brand colors into their apparel. They smartly placed four demo stations around the booth. Two of them were near the aisle and two were in the booth. The demo stations allowed visitors to quickly see the quality of their website design work. To prove their claim of winning awards, they smartly displayed a trophy of the industry's most prestigious award along with other awards they've received for their website design services in a branded display case. All in all, this was a world-class inline exhibit.



Thank You for Exhibiting at VMX 2024!

***Mark your calendar now for VMX 2025,
January 25-29, 2025, in Orlando, FL.***

We hope this contest and report inspires you to bring your creativity and execution to next year's show, so we can select your company Best of Show.



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