



25 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluator

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As a value-added exhibitor service, VMX 2024 provided selected exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. We want to congratulate the 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 many effective exhibiting practices observed at VMX 2024. *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



V Check

This standout booth could be featured in multiple categories. The creative use of colorful, back-lit cartoon style graphics from the top down not only grabbed attention, but helped V Check tell their product story in a fun, unique, interesting and memorable way.

Creative Attention-Grabbing Techniques



Digicare

The fastest way to get your exhibit noticed is to light it up. Digicare did a great job of combining edge lighting of their logo, downlighting and backlit A/V to make sure that everyone who passed their booth had to take a look.

Creative Attention-Grabbing Techniques



Boxie

Sometimes, drawing attention to a specific offer in your booth can be a challenge. But Boxie showed us the way by using this super bright countertop illuminated sign in front of their demo.

Creative Attention-Grabbing Techniques



American Veterinary Group

With warm textured tones presented on wooden walls, American Veterinary Group is truly a unique exhibit! The use of wood as a backdrop for messaging demands attention, differentiating their exhibit space from their neighbors. Placed on a main aisle, these textures and tones, combined with soft lighting and fun, in-booth promotional items attract attention from multiple directions.

Creative Attention-Grabbing Techniques



VetHive

Attendees were drawn to VetHive as their giant bee happily greeting them.. Once inside exhibit, Vethive presented messaging clearly and effectively. At their demonstration kiosk, a thoughtful play on words with customized messaging draws attention, encouraging attendees to stop and learn what all the buzz is about.

Creative Attention-Grabbing Techniques



United Veterinary Care

United Veterinary Care truly embraced the “Show of Show” theme at VMX 2024! There was much activity by their exhibit for those drawn in by their circus ringmaster - an engaging and talented balloon artist. This offered a fun and engaging way for attendees to interact with staff and learn more about the company, creating not just an educational experience, but a memorable one!

Creative Attention-Grabbing Techniques



Veterinary Health Research Centers

Many attendees were drawn to VHRC - where Magic, their therapy miniature horse, introduced them to animal-assisted therapy. While there, VHRC staff shared their mission, while inviting Veterinary clinics to learn about their research, explore partnership opportunities, and experience the benefits of animal-assisted therapy. This is truly an exhibit where magic happens!



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



My Vet Group

It's important to know who you are targeting, and what situations would prompt their interest in what you do. By smartly using well-placed callout signs, My Vet Group was able to instantly grab the attention of their target audience.

Effective Visual Communications



JF Food

The main questions in attendees minds are; what do you do? and why should I care? Just Food For Dogs did a great job of visually answering what they do, what makes their product unique, and communicating a high level of acceptance from the market as evidenced by veterinary recommendations.

Effective Visual Communications



Banfield Animal Hospital

Unique presentation of top tier branding demands attention. Large, bright yellow electronic signage floats above exhibit space. The absence of a top wrapped banner allows the dark ceiling space to frame signage, providing a stark contrast which draws the eye to the copy.

Effective Visual Communications



YuMOVE ADVANCE 360

Bold copy and “call to action” messaging draws interest within exhibit. Tall kiosk, placed prominently facing the corner is highly visible. This introduces their value proposition, reinforced by messaging stating why attendees should be interested and highlighting a promotion for products “Coming Soon.” Use of both dark and light colors for the kiosk base and top tier messaging above adds visual interest. All combined, are highly effective in drawing interest.

Effective Visual Communications



Chewy, Inc.

Product station placed on the corner draws attention and tells a big story in a small space! Thoughtfully designed to look like a pill bottle, this kiosk presents the pharmaceutical business at Chewy, Inc. effectively - with products grouped by specialty, descriptive messaging that support products and their function, and an A/V presentation drawing interest and adding educational benefits. Eye-catching and very creative!



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

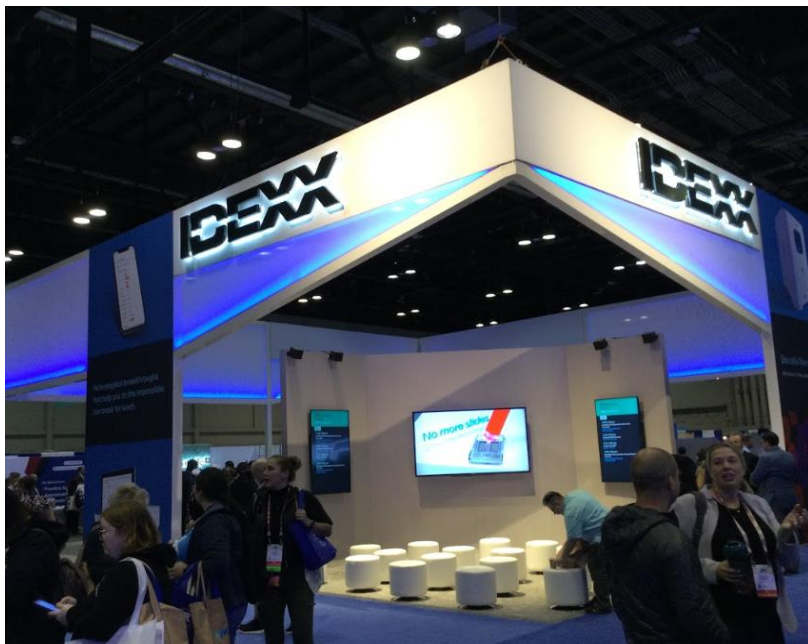
Engaging & Informative Presentations / Demonstrations



TapMaster

The #1 way attendees want to interact with an exhibit is through some form of a product presentation or demonstration. By putting a little thought into how you stage the demo - lighting it up and having text bubbles telling visitors what to do -- combined to create an effective demo for TapMaster.

Engaging & Informative Presentations / Demonstrations



IDEXX

Designated spaces throughout the IDEXX exhibit offer a variety of opportunities for attendees to learn about their diagnostic and software products and services. In-booth activities are engaging, on-brand, and placed effectively for attendee access. Presentation of large QR code facing the aisle, is great, offering digital access to literature. Small theater for live presentations offers additional learning opportunities.

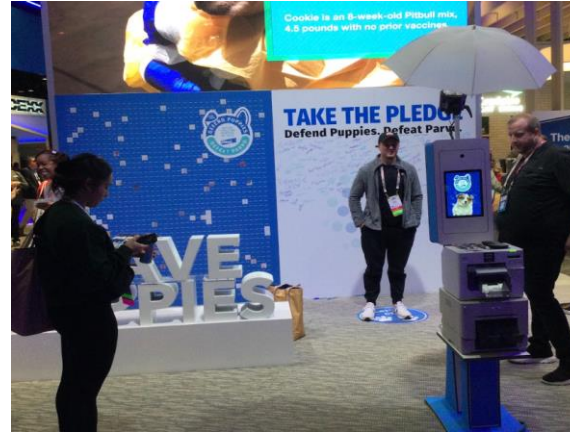
Engaging & Informative Presentations / Demonstrations



PRN Pharmacal

Within exhibits, interactive spaces that are fun and engaging increase interest, creating a memorable experience for an attendee. At PRN Pharmacal, attendees gathered around to play Paw-Linko, a game designed to show exactly what they offer. Brightly lit bands of color were vibrant and easy to see across the aisle. Wrapping from one corner to another, it directs focus to their game, and their well-designed product kiosks.

Engaging & Informative Presentations / Demonstrations



Elanco

Interactive spaces within Elanco's exhibit are very inviting, helping attendees have a fun experience while learning about their mission to help save puppies. Elanco's use of gamification was very successful as attendees lined up to play at their game kiosk. Others were intrigued by another section inviting them to interact, share their thoughts, and take a pledge. Very engaging!



Effective Staffing Practices

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

Effective Staffing Practices



Thrive Pet Healthcare

Staff, wearing brightly colored shirts, branded front and back are easy to identify within exhibit space and across the aisle. Great use of corporate color and branding for easy identification.

Effective Staffing Practices



V Check

Booth staff apparel can be used to help you stand out from the crowd, but it can also tie your exhibit theme together. V Check did an outstanding job of integrating their staff apparel into their colorful cartoon themed exhibit.

Effective Staffing Practices



Pyxis LLC

Bold colors, messaging, and branding provide a great backdrop for staff at Pyxis L.L.C. With big smiles and friendly personalities, staff are approachable and knowledgeable. Attendees can't miss, however, their giant baseball caps - branded and in their corporate color. These elements combined to draw interest from the aisles.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Companion Animal Health

Navigation is an important factor to consider in exhibit design. For Companion Animal Health, attendees could easily determine navigational paths within the exhibit, directed by bright lights in designated areas. Product/demonstration areas used base lighting to define their location, create visual interest, and increase visibility across the aisle. Within exhibits, placing kiosks a few feet behind the perimeter provides greater access in front of and around stations.



Before and After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made



Profit Matters

Outside of design and construction, there are additional methods that exhibitors can use to enhance the attendee experience within an exhibit space. One important factor is navigation. Spaces that are clutter-free with no bags, boxes, or trash, make a stronger impression and enhance navigation. For attendees, open spaces allow the eyes to focus more easily on areas of interest. For Profit Matters, simply moving bags and boxes from the back of exhibit makes the exhibit look clean while easing navigation.



In-Line Success: Small Booths that Rock!

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Mixlab

This small booth really stood out from the crowd by using a bright yellow motif with strong backlighting. The copy quickly answered the questions of who we are and what we do. The flat panel helped visitors learn more information, and by having an interactive sandwich board to post pictures of pets also helped draw attention and create engagement.

In-Line Success: Small Booths that Rock!



TikiCat

Here's another small booth that rocks. By using a bright white well lit exhibit backdrop and light carpeting, the exhibit looked larger than it was. Strong, backlighting helped draw attention and inform attendees about what the company does. Color blocking shows the different products available. The open and easy to enter space all combined for a very effective small booth.

In-Line Success: Small Booths that Rock!



SK telecom

SK telecom uses color and light effectively to draw attention to areas of interest. These pop visually off their white background which is consistent throughout exhibit space, on the wall and flowing across the floor. Brightly lit tunnel provides a dramatic focal point and offers a unique entrance to their product demonstration station, presenting XCaliber, an AI-based veterinary X-ray diagnostic service. Electronic signage presenting branding is bright and easy to see across the aisle. Literature reinforcing messaging is visible and easy to access. Branded balloons, in corporate colors, add a festive touch.

In-Line Success: Small Booths that Rock!



IM3 Inc.

There is much to see and do at IM3's exhibit! The exhibit featured products and messaging to multiple sides of the aisle. Demonstration stations frame exhibit as they wrap around exhibit and anchor each corner. Literature racks are thoughtfully designed within each station, offering visibility and easy access to product literature. Branding is consistent throughout space, placed at multiple viewing tiers, and placed on both sides of kiosk on the corner. AV presentation communicates product features and company information.



**Thank You for Exhibiting at
VMX 2024!**

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

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



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