



Exhibitor “Best of Show” Contest Winners

Selected by the E³ Exhibiting Effectiveness Evaluation Team

By Jefferson Davis and Bob Milam of Competitive Edge

NAVC wants all exhibitors to showcase their company, 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 attendees.

Winners were selected based on observation 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: **Elanco - Booth # 4617**

Honorable Mentions: **Zoetis, The Farmers Dog, Chewy**

Best of Show Large Island Exhibit Winner: Elanco



Congratulations to Elanco for winning best large island booth! Elanco had multiple spaces with intriguing and highly-engaging visitor experiences. All spaces were outstanding - a reflection of their creative approach to messaging, execution of design, and focus on a multi-step guided attendee experience. Throughout the main exhibit, interactive product stations became immersive mini learning labs, dynamic environments which sparked curiosity and captivated attention. Color-coded groups differentiated products and key messaging. Each station was unique in focus and activity and attendees were drawn to engage.

Best of Show: Large Island Exhibits

Winner: Elanco



One space featured a large intimidating tapeworm that stopped people in their tracks to learn more.

Other spaces transformed from walkways to experiential, educational play spaces filled with cornhole games, meditation spaces, cute cats, and adorable puppies!



Large, flowing ribbons above directed attendees to Elanco's Zen Garden. Here, attendees could find a Zen garden, meditation room, and virtual waterfall - quiet activities, whose messaging spoke loudly. Great branding strategy and attention to detail, connecting the Zen experience of mindfulness and relaxation to both product use and name with a Zen garden giveaway!





Best Small Island Exhibit

Winner: MVP - Mission Veterinary Partners
Booth # 5421

Honorable Mentions: Woof, Vet Source, Zyvet

Best of Show: Small Island Exhibit

Winner: MVP - Mission Veterinary Partners



Congratulations to Mission Veterinary Partners (MVP) for winning the best small island booth! Their colorful attractive exhibit featured familiar imagery, call to action messaging and delivered their mission statement.

The large back wall was visually compelling, using color, imagery and quick read copy to draw attention and present key messaging regarding career opportunities that support their mission.

Best of Show: Small Island Exhibit Winner: MVP- Mission Veterinary Partners



Large well-placed copy, featuring “Our Why” with a short video and “What’s Your Why?” interactive sharing experience, is eye-catching and intriguing. This brief but powerful messaging encouraged individual reflection, attraction and sharing. This simplistic, yet highly creative approach to messaging invited meaningful engagement and discussion. On the message board, the overflowing collection of visitor’s notes presented a variety of career interests, goals, and expectations which effectively demonstrated their depth of interest and a high level of attendee engagement.



Best Inline Exhibit

Winner: **Mixlab - Booth #1233**

Honorable Mentions: **FreshPet, My Pet's Brace, Bionet**

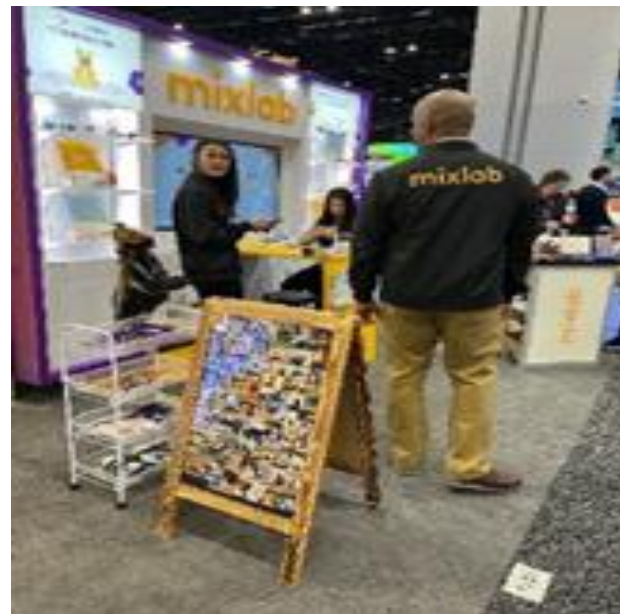
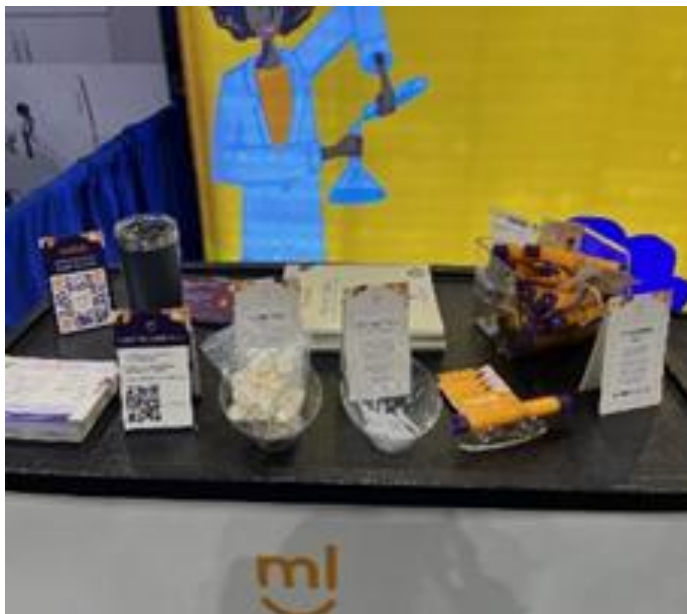
Best of Show: Inline Exhibits Winner: Mixlab



Congratulations to Mixlab for winning best inline booth! This small booth combined multiple design elements to create a big impact. They used a high-quality backlit fabric and hardwall backdrop that was colorful, well-lit, and delivered highly-targeted and cleverly delivered messaging like “The best full-service pharmacy humans are jealous of!” to draw attention.

A large video screen presented additional messaging and a call to action. The booth was open and easy to enter.

Best of Show Inline Exhibits Winner: Mixlab



Upon entering, multiple products were well-displayed with visual signage providing important information about each product. Visitors were encouraged to engage further by submitting a photo of their pet which was then transferred to a magnet that quick printed and was posted on the A frame sign in the center of the booth. All in all, a very-attractive, creative, well-executed exhibit that created high-engagement from veterinary professionals.



Thank You for Exhibiting at VMX 2025!

***Mark your calendar now for VMX 2026
January 17-21, 2026 in Orlando, FL.***

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



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