



## 34 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluator

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As a value-added exhibitor service, VMX 2025 provided select exhibiting companies with the award-winning E<sup>3</sup> 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 2025. *Enjoy!*



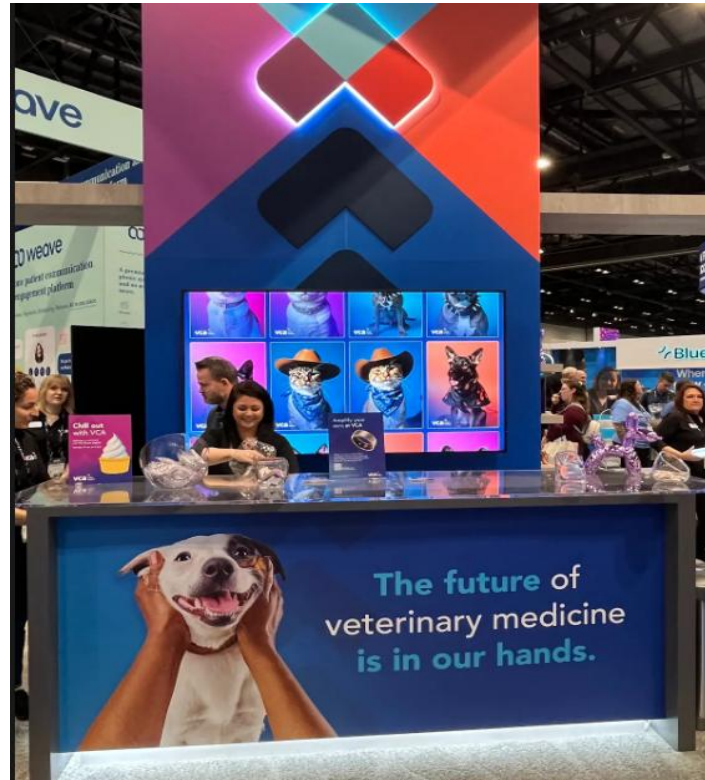
**Exhibiting Effectiveness Evaluation™**  
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



# 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



### VCA

VCA did an outstanding job of leveraging the show theme of The Festival of the HeARTS. Their large, colorful tower included bold art imagery of animals and was impossible to ignore as you passed.

## Creative Attention-Grabbing Techniques

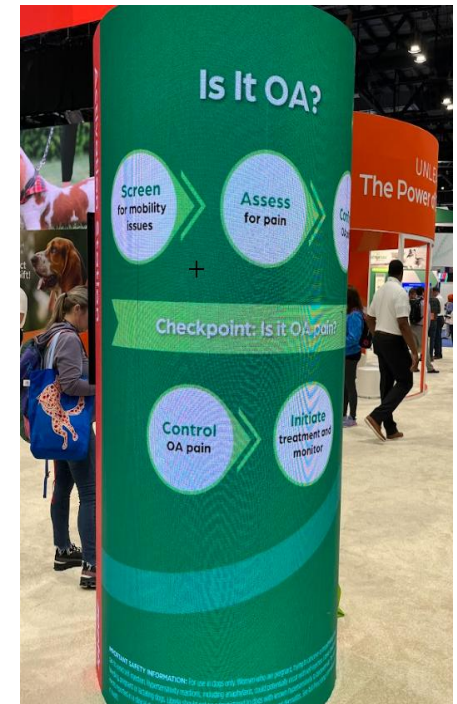


### Merck

Sometimes drawing attention means breaking the mold of the typical exhibit and inserting curiosity demanding hero elements. Merck is a great example of this. Using large colored balls to draw attention and encourage veterinary professionals to enter and see what's happening.



## Creative Attention-Grabbing Techniques



### Zoetis

Zoetis raised the attention-grabbing power and visual communication effectiveness of their new booth by going digital. From the top tier signage to the internal wall signage to the circular, digital signs all around the booth, there was plenty to see, plenty to learn, and multiple ways to engage with their informative and educational content.

## Creative Attention-Grabbing Techniques



### DNTL Animal Health

The fastest way to make sure your booth gets notice is to light it up. When you combine that with bold, benefit-focused copy at eye level -- you have a winning combination.



## Creative Attention-Grabbing Techniques



### **Vetsource**

Amid a sea of fabric, hard-wall, and digital booths, another way to stand out from the crowd is to bring some earth tones and greenery into your booth. This is a great example of combining these elements to differentiate yourself, the way the Vetsource exhibit did.

## Creative Attention-Grabbing Techniques

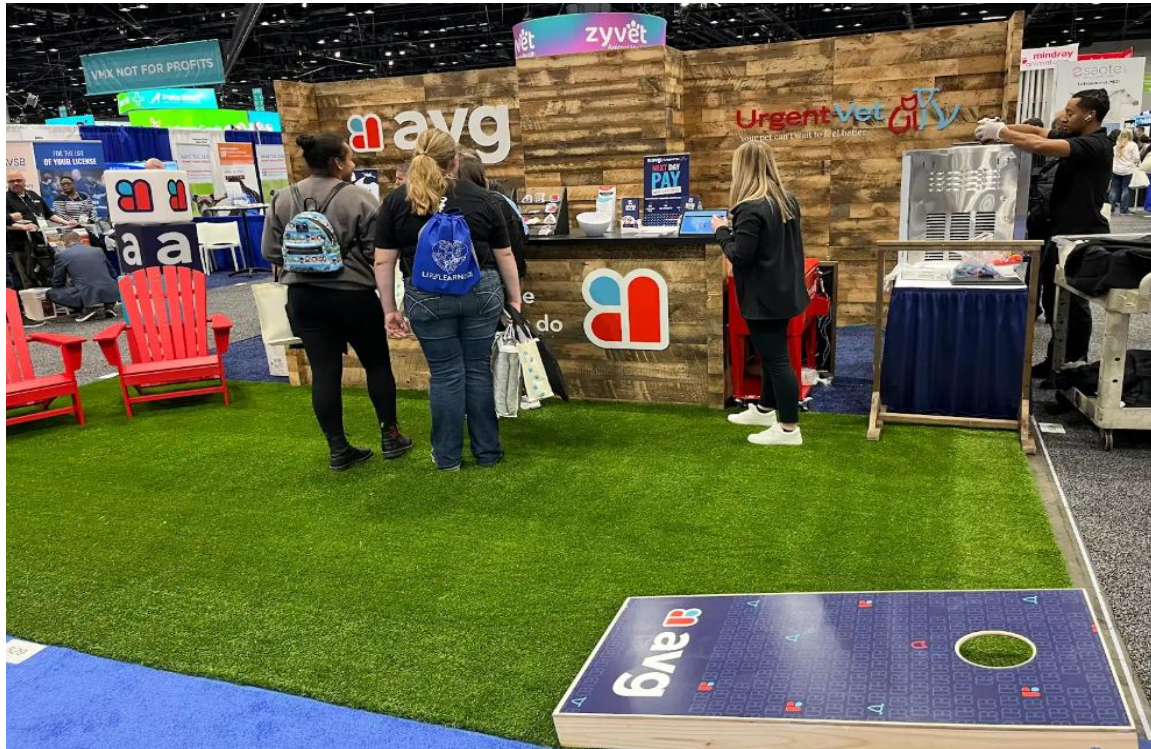


### VPP

VPP echoed the colors of their logo throughout their exhibit, creating an interesting mix of visuals and messages that felt very nurturing, care-driven and welcomingly comfortable -- almost like a child's nursery. It's a great way to invite new visitors and prospective members to join your flock.



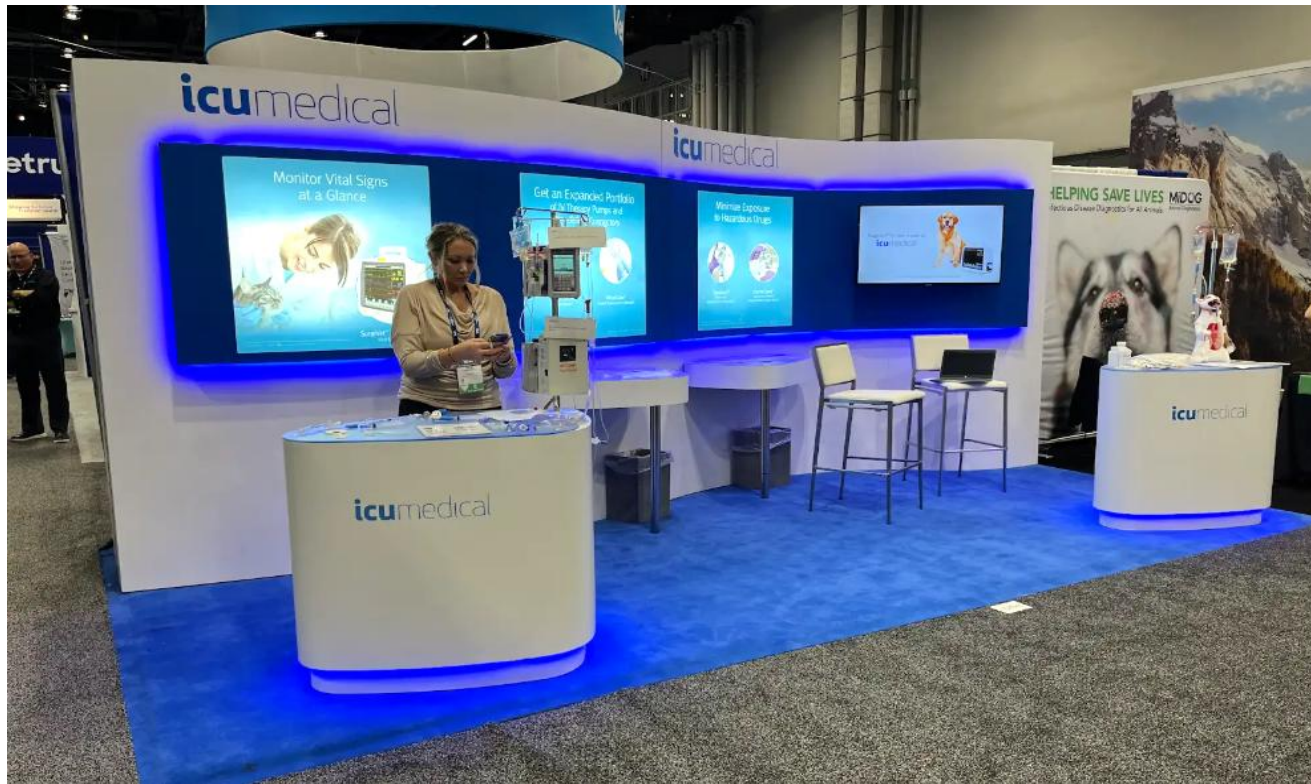
## Creative Attention-Grabbing Techniques



### AVG

The adirondack chairs, cornhole game, and faux grass carpet combined with the unique wooden backwall made the AVG booth feel just like a backyard (where many pets spend a lot of time). It creates a unique setting for AVG to engage visitors and deliver their messages.

## Creative Attention-Grabbing Techniques



### ICU Medical

Combining stunning lighting effects, A/V, color-coordinated carpet and direct benefit messaging, ICU Medical packed a ton of impact into their 10x20 exhibit. A real show stopper in a small space.



## Creative Attention-Grabbing Techniques



### Woof

Woof's top tier messaging drew attendees to their exhibit, while branding on the floor reinforced who they were. The deep green hues and wooden materials brought a warm, earthy feel. Together, these supported their recognizable deep green product and toy line.



## Creative Attention-Grabbing Techniques



### Antech

It was hard to miss Antech's life size mascot who helped bring their product story to life in a memorable way - connecting visitors emotionally with their brand. This was an effective marketing strategy that also created a memorable experience for attendees by enabling them, to take a mini mascot home.

## Creative Attention-Grabbing Techniques



### Patterson Veterinary Supply

Patterson offered guests two ways to win their cool promotion. Either sign up and be guaranteed to receive it as gift with purchase, or scan the QR code to enter the sweepstakes. This is a smart and savvy way to pre-sort your leads into two groups for follow-up: 1) those who already brought, and 2) those who might buy later. This accelerates the post-show processing of the leads taken.



## Creative Attention-Grabbing Techniques



### Kong

Floating above the exhibit, their oversized, bright red KONG CLASSIC dog toy, was prominent and easy to see, offering a strong focal point that could be seen across the floor. This ensured that their branding was visible at all viewing tiers, and from all directions.



## Creative Attention-Grabbing Techniques



### Royal Canin

At Royal Canin, attendees were drawn to their Show Special - prominently featured on a brightly lit A/V screen. Their use of bright colors, large copy, and prominent lighting, ensured that their promotion could be seen from many areas, increasing their visibility and their traffic.



# 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



### Day Smart Vet

This company did a great job of quickly and visually answering the questions: who they are, what they do, and why you should be interested. By adding just the right touch of lighting, and a hospitality station, they increased the overall impact of the exhibit.



## Effective Visual Communications



### Nutramax

One of the top reasons people come the exhibit hall is to see what's NEW. Nutramax did a great job to address these needs by placing well-lit signage in their booth, promoting their new products.

## Effective Visual Communications



### Fear Free

One of the most under optimized elements of a booth is video flat panels. Besides just delivering product information the flat panel can and should be used to call out your target visitor. Fear Free did a great job of asking a question to draw attention and engage veterinarians.

# Effective Visual Communications



## Weave

Your top sign should do more than just communicate your company name. Weave smartly used the inside of their sign to answer the questions: what they do, and why a visitor should care. The graphics below then continues their story in a top down manner. Very effective.



## Effective Visual Communications



### roo

Wow. This is impressive. Roo hits a royal flush with their messages. 1) Who it's for. 2) Data to support the claims. 3) The benefits delivered. 4) A direct "Call to Action." 5) A way to get involved now. With this positioned below their recognizable logo and top sign, Roo has an "All-In" winner.

## Effective Visual Communications



### Butterfly

Butterfly crafted their messages to be so clear and succinct, it was understood immediately, by expert and lay-people alike. In addition, they told you exactly what they wanted you to know about how they fit into the industry, giving their visitors a clear understanding of their role.

## Effective Visual Communications



### Pet CGM

Here's another great example of quickly and visually answering the key questions of who we are, what we do, and why you should care. Clear, simple and easy to read.



## Effective Visual Communications



### KVP

Attendees are always on the lookout for new products. “NEW” demands attention, communicates quickly and effectively sparks curiosity. Staff can then customize their messages to target attendees and their interests.

## Effective Visual Communications



### Asteris

Asteris did a great job communicating their messages with combination of printed & well-lit signage, video, and icons to convey the information attendees needed and wanted to know.

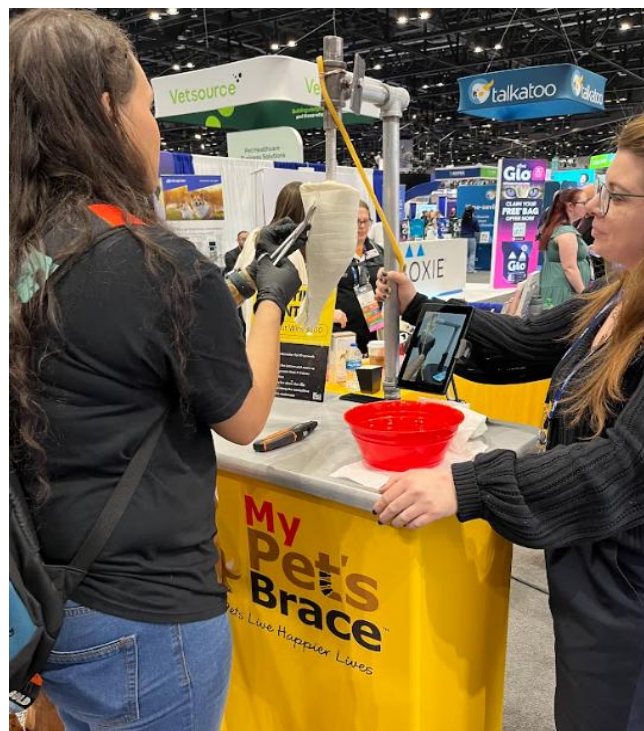


## Engaging & Informative Presentations / Demonstrations

- 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



### My Pet's Brace

When your product has a measurable and observable benefit to vets in the workplace -- then show them how to do it -- in fact, challenge them to. This is exactly what My Pets Brace did in their exhibit, creating a memorable hands-on experience and some great theater.

## Engaging & Informative Presentations / Demonstrations

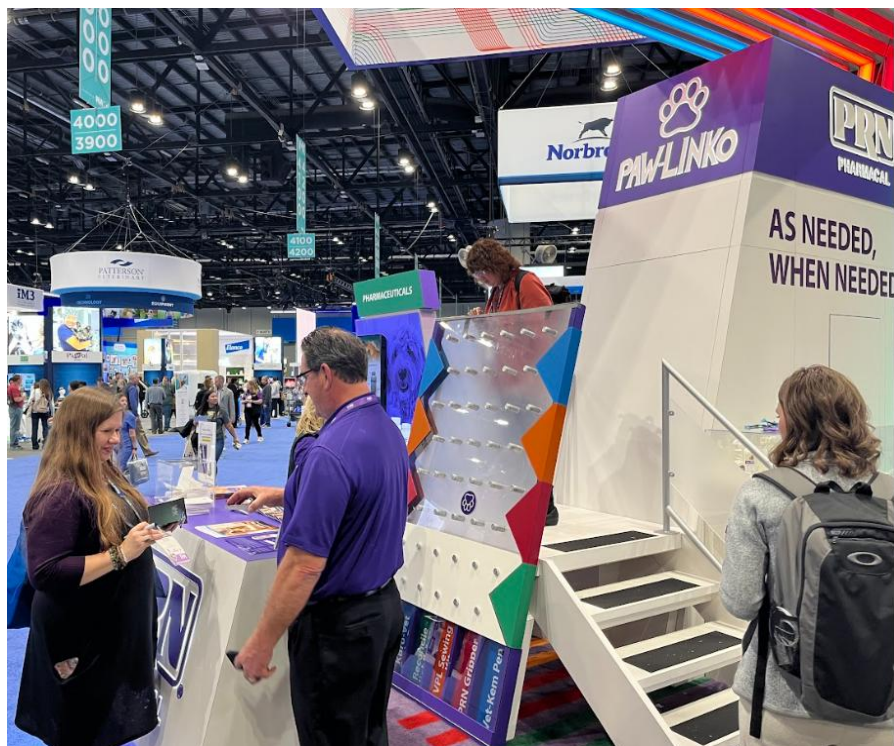


### Heart + Paw

Heart + Paw's call-to-action is to "Join the Team." What better way to illustrate this than with a giant coloring/painting activity where the total effort creates something new and unique. "Join the team & help us create together." That's a great approach, and beautifully staged.



## Engaging & Informative Presentations / Demonstrations



### PRN Pharmacal

PRN Pharmacal's "Paw-Linko" game was a true standout. Their game space, which was always full, had lines throughout the day. The game was fun and educational - as players discovered new information about color-coded products while the branded tokens were falling. Excellent!





# Effective Staffing Practices

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

## Effective Staffing Practices



### Vet Receptionists

Staff apparel is an under utilized asset that can be used to grab attention and reinforce your company's brand identity. Here's a great example of a colorful suit with matching shows that definitely draws attention.

## Effective Staffing Practices

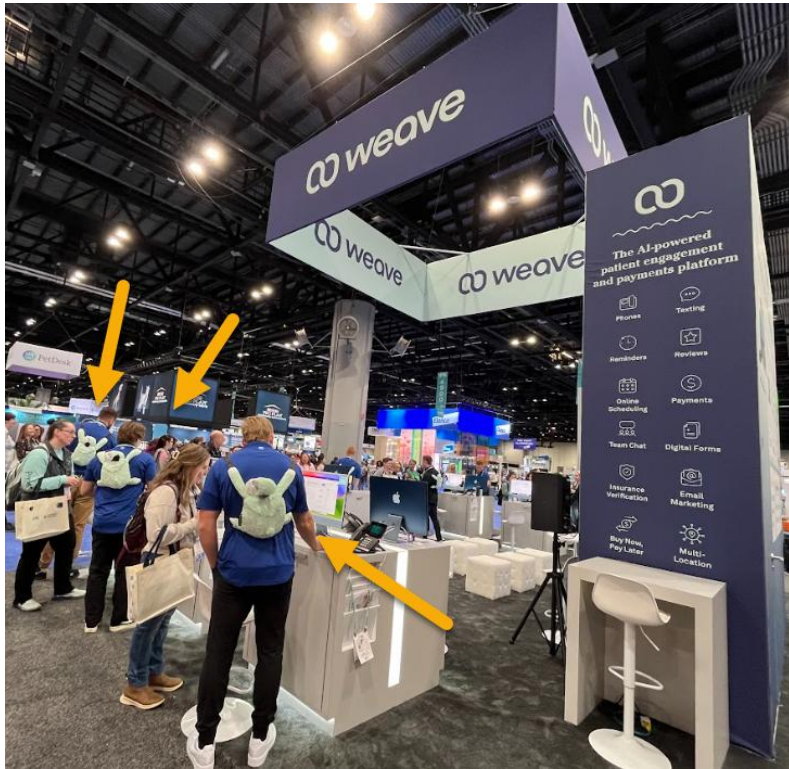


### Associated Veterinary Partners

This group was obviously having fun and enjoying the show. Their casual Hawaiian-style shirts added to their enthusiasm. These are people I'd want to stop and talk to. How about you?



## Effective Staffing Practices



### Weave

Sloth backpacks? Why not? It seems whimsical, yet it's purposeful - their apparel presented a unified image, and introduced their backpack giveaway. A win-win for both exhibitor and visitor.

## Effective Staffing Practices



### Purina Pro Plan Veterinary Diets

“Working for Vets” resonated with attendees at VMX25. This visual mirrored the exhibit message while supporting the mission of the company.

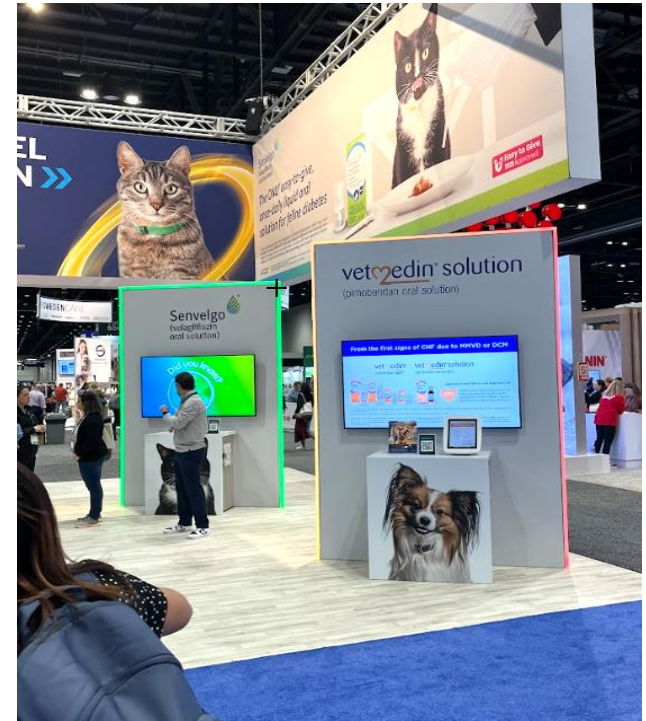


# Smart Exhibit Access & Attendee Navigation

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



## Smart Exhibit Access & Attendee Navigation



### Boehringer Ingelheim

In a large booth presenting multiple solutions, it's important that attendees be able to quickly find what they are looking for. B/I did a great job of placing their tall product signs and using different colored edge lighting to draw eyes and help attendees quickly find what they're looking for.



## **Before and After: Changes Exhibitors Made**

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**BEFORE**



**AFTER**

### Privet

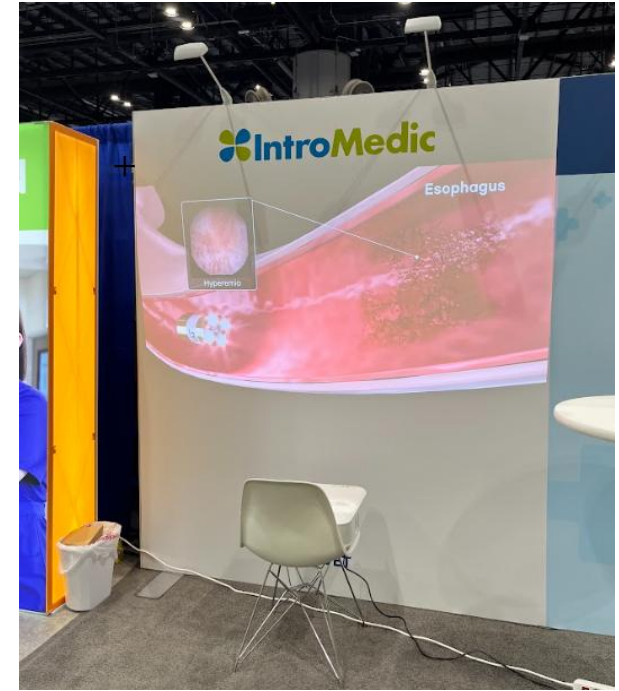
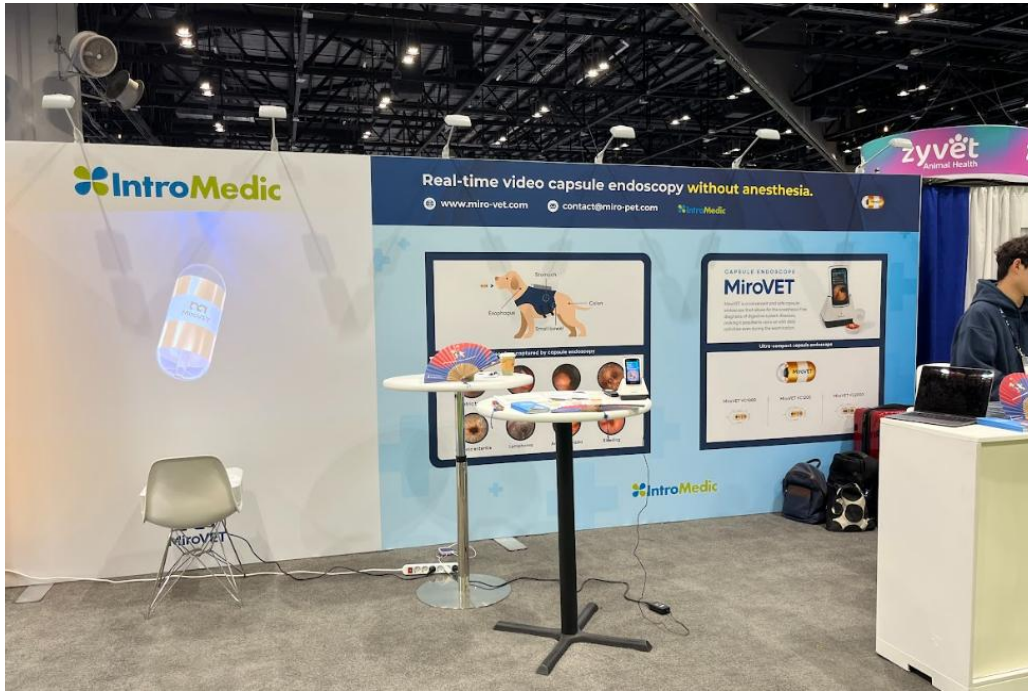
What a difference small changes can make for an exhibitor! By simply moving their welcome kiosk backward off the aisle, they created more space for attendees and staff to stand inside the exhibit space, without blocking the aisles.





## **In-Line Success: Small Booths that Rock!**

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### IntroMedic

This 10x20 exhibit combined clean straightforward graphics with innovative projection animations to tell their story. Big execution in a small, but open space.

## In-Line Success: Small Booths that Rock!



### PetsApp

This beautiful 10x20 exhibit was a real head-turner. A crisp, open appearance, bright bold colors, on-target messages, space to learn, engage and meet, and even functionally branded staff apparel combined to make the booth a true standout.



## In-Line Success: Small Booths that Rock!



### Petivity

Petivity used bright colors and consistent visuals to present their products grouped by categories for easy identification. Light carpet, bright lighting, and thoughtfully placed messaging drew further interest. Together, these improved the attendee's experience at Petivity.



**Thank You for Exhibiting at  
VMX 2025!**

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

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



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