



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 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: Care Credit - Booth #1817

Honorable Mentions: Covetrus, Elanco, Hills, Merck

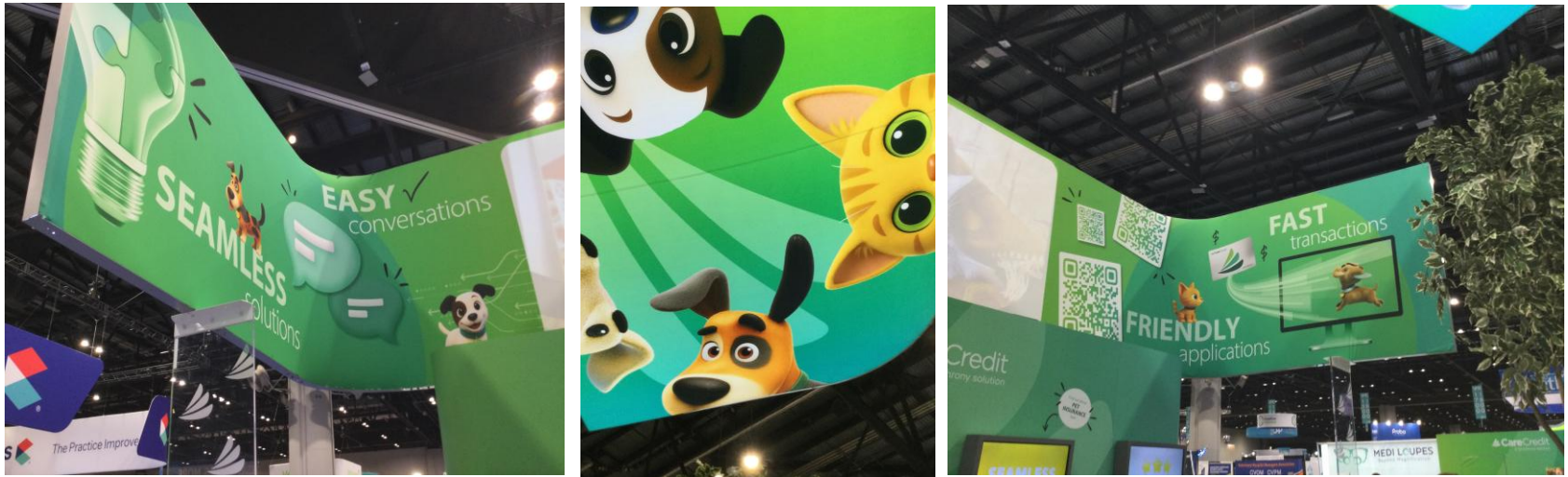
Best of Show Large Island Exhibit Winner: Care Credit



Winning the Best of Show contest in the large exhibit category is no easy task. But this year, Care Credit was up to the challenge. With a visually stunning, can't miss, illuminated green exhibit that communicated clear and compelling messaging strongly stood out in the crowd. They used back lighting and cute, colorful animal personas as a part of a design theme that visually and playfully connected to veterinary professionals.

Proof of how impactful this exhibit was the fact there were lines circling the booth every time we passed. Attendees were engaged by staffers while in line so they would stay and knew what the experience would be.

Best of Show: Large Island Exhibits Winner: Care Credit



The inside of the booth was visually stunning and smartly designed to control sightlines while communicating key messaging and benefits in a quick read, fun and playful style.

Videos ran on both top sides of the booth interior and QR codes were placed in the graphics so that anyone who took a picture of the booth would also be linked to more information.

The top sign had colorful images on the bottom of the four animal personas that peered down on you as you entered and were in the exhibit. How cute and fun!

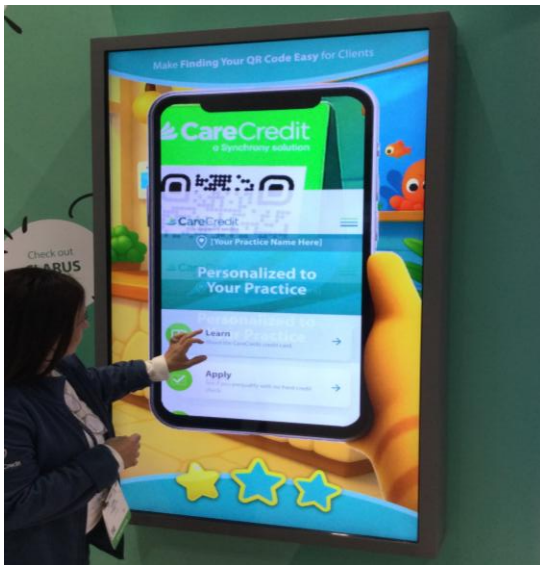
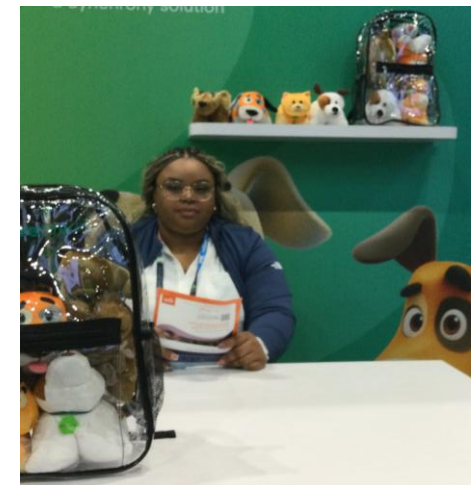
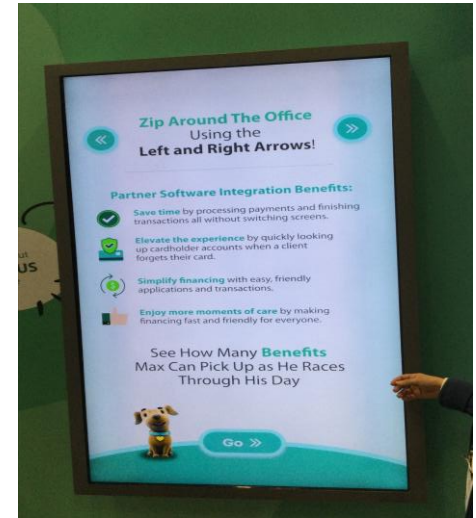
Best of Show: Large Island Exhibits Winner: Care Credit



Upon entering, visitors were escorted to one of eight large video touchscreens detailing integrated fun games to support the four solutions being presented.

Once attendees completed the interactive video experience they were given a coin. They would cross across the aisle and receive a clear backpack that contained mini pillow versions of all four of the featured animal personas.

All in all, Care Credit put on a clinic on how to design a fun, highly experiential, “must visit” booth that not only pushes the heart and the humor strings of the veterinarian community, but drives them in droves. Great work Care Credit!!!





Best Small Island Exhibit

Winner: VEG - Veterinary Emergency Group
Booth #1053

Honorable Mentions: Pet Desk, PRN, Team, Zyvvet

Best of Show: Small Island Exhibit Winner: VEG - Veterinary Emergency Group



VEG brought creativity and high energy to win the best small island booth. Stepping up from an inline booth to an island booth and doing it with impact, style and flair is no easy task, but VEG made it look easy.

The black exhibit structure with embedded color and moving lights pulled eyes to their “Find Your Beat” theme. The disco balls on top with the rotating icon stood out on a show floor dominated with fabric square and circular banners. This unique exhibit blended architectural circular shapes that increased visual impact. VEG did a great job of carrying the “Find Your Beat” theme throughout the entire exhibit, design and experience.

Best of Show: Small Island Exhibit Winner: VEG - Veterinary Emergency Group



The left side of the booth was an interactive area where veterinary professionals could peer into a live veterinary practice remotely. Carrying the music theme, their flat panel communicated “we’re in tune with where you wanna be” and showed practice opportunities around America.

The swag was on point with the experience, including bracelets, a record chew toy for animals, and a cassette catnip toy. Even the literature tied the experience together.

For visitors who wanted to learn even more about the VEG experience, they had four large interactive videos themed around ‘ER is our jam’ featuring veterinarians placed by VEG. What a great way to hear from your colleagues about the experience.

VEG’s big step up from inline to small island booth was a most triumphant success!!!



Best Inline Exhibit

Winner: Inaba/Churu - Booth #3726

Honorable Mentions: Blue Pearl, Heart & Paw, Pet Desk

Best of Show: Inline Exhibits Winner: INABA Churu



INABA/Churu was selected as best inline exhibit. High-quality, layered, well-designed exhibit blending halo lighting around logos, edge lighting around the structure, and bold bright colors to make sure people looked. Their brand promise was well placed on the counter.

Once they looked, the large flat panel delivered quick information about their products with large captions, so they were not running a silent movie. The visual messaging delivered quick data points to educate veterinarians about issues like inappetence, distraction, and quality of life.

Best of Show Inline Exhibits Winner: INABA Churu



The booth layout was open and easy to enter. Wood flooring added warmth and tied the booth together in a visually attractive way. The products were well-displayed and supported with easy to access information. The booth staff wore branded apparel, which quickly identified them, and they were proactive in engaging attendees on the perimeter, and as they entered the booth. All in all, an extremely well-executed small booth.



Thank You for Exhibiting at VMX 2026!

***Mark your calendar now for VMX 2027
January 16-20, 2027 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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