



41 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluation Team

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As a value-added exhibitor service, VMX 2026 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 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 we observed at VMX 2026 *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



VetCor

VetCor grabs attention with bold yellow and green colors and an iconic take-home toy for pets. Smart use of the backside of their booth helps extend their visual reach and attract traffic from multiple directions. The design highlights the value of upgrading to a double booth, especially when a corner creates a small peninsula with three sides.

Creative Attention-Grabbing Techniques



Suveto

Suveto proves that a small booth can make a strong visual impact by using a unique color scheme paired with effective downlighting and backlighting. Smart lighting choices help the booth stand out and draw attendees. Raffleing off a high-interest item like an espresso machine adds an extra layer of attraction and encourages booth entrance and engagement.

Creative Attention-Grabbing Techniques



Domes Pharma

Domes Pharma created a visually striking booth anchored by a circular blue overhead sign that clearly framed the space. High-quality exhibit properties, elegant lighting, relevant imagery, and a large flat panel worked together to attract attention and drive visitor engagement.

Creative Attention-Grabbing Techniques



Veterinary Practice Partners

VPP drew strong attention with a visually attractive 10×20 booth that clearly expressed their brand. Halo lighting reinforced company identity, while a large flat panel delivered quick-read messaging and a backlit counter completed an effective one-two-three visual attraction punch.

Creative Attention-Grabbing Techniques



IndeVets

IndeVets follows a familiar formula seen in many attention-grabbing booths: strong use of color and lighting. Adding whimsical, cartoon-style characters creates a visually appealing space that's hard to pass without taking a closer look.

Creative Attention-Grabbing Techniques



PRN Pharmacal

PRN Pharmacal creatively refreshed existing exhibit properties by shifting to a bold purple and blue lighting scheme that stood out in the crowd. The “get in the ring and fight back” theme, highlighted by four corner product stations styled like a purple boxing ring—added an interesting, memorable, hard-to-miss focal points.

Creative Attention-Grabbing Techniques



Elanco

Elanco's "Playing With Fire" game drew steady lines of attendees eager to learn about pain relief for canine osteoarthritis. Bright colors, bold imagery, and theatrical smoke created strong visual storytelling, while multiple experiential touchpoints turned passive visitors into active participants.

Creative Attention-Grabbing Techniques



KVP International

KVP International showed how color, lighting and structure can combine to define space and attract visitors. A unified, easy-to-identify color theme—anchored by large backlit yellow panels—made the booth hard to miss across the show floor. Staff in matching yellow apparel reinforced the brand and tied the space together, creating interest about what was inside.

Creative Attention-Grabbing Techniques



Zomedica

For Zomedica, color and lighting did the heavy lifting. Bright, backlit panels in distinctive brand colors ensured strong visibility across the expo floor, while corner kiosks angled inward increased access and engagement. Dramatic lighting and AV messaging further amplified interest.



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



Zyvet

Zyvet's well-designed exhibit quickly answers the key questions on an attendee's mind. A circular overhead sign clearly establishes who they are, while mid-level graphics deliver three quick-read words that reinforce their brand promise. A flat-panel graphic efficiently answers the "what do you do" question.

Effective Visual Communications



Courage Treats

Courage Treats did an excellent job of quickly and visually communicating their product value proposition. Smart placement at eye level made it easy for visitors to immediately understand what the product is and the need it addresses.

Effective Visual Communications



Instinct Science

Instinct Science used top-tier signage to deliver strong, highly visible branding across the show floor. The backlit, enclosed upper structure created a clear focal point that consistently reinforced the brand throughout the exhibit.

Effective Visual Communications



Vet's Choice Radiology

New products and services are trade show essentials, and Vet's Choice Radiology used them effectively to drive attention. Large-scale, top-tier messaging highlighted new features, increased visibility, and gave attendees a clear reason to stop and learn more.

Effective Visual Communications



PetDesk

PetDesk used top-tier signage to capture attention with high-visibility messaging placed inside a square banner. By using all four sides, the exhibit effectively communicated multiple key facts and benefits about their veterinary software.

Effective Visual Communications



Dr. Cuddles

Dr. Cuddles delivered a standout exhibit through thoughtful brand integration. Attendees were introduced to Ready Rescue through photos, clear messaging, and live product demonstrations, with “first of its kind” positioning driving strong interest and discovery.



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



Heart + Paw

Heart + Paw used a highly interactive and emotional engagement strategy with its “Wall of Wins.” Inviting veterinary professionals to share stories on Post-it notes about delivering gold-standard care created meaningful participation and connection. By tapping into emotion, the exhibit reinforced how people engage first emotionally and then justify with logic.

Engaging & Informative Presentations / Demonstrations



Kong

KONG has never struggled to drive traffic thanks to its iconic red rubber chew toy, but this exhibit focused on deeper engagement and education. A three-stage experience—covering exam room best practices, at-home use, and a quick case-study test—turned the booth into an interactive learning environment. The result was so compelling that lines stretched down the center aisle.

Engaging & Informative Presentations / Demonstrations



Banfield Pet Hospital

Banfield Pet Hospital clearly understood the value of creating a defined visitor journey. A simple two-step experience combined interactive A/V with knowledgeable staff to educate attendees about the company and its hospital services.

Engaging & Informative Presentations / Demonstrations



Blue Pearl

BluePearl created an interactive and rewarding experience by inviting attendees to vote on what matters most in specialty and emergency medicine using blue M&Ms. This simple activity doubled as inexpensive, real-time market research into what veterinarians customers care about now.

Engaging & Informative Presentations / Demonstrations



Hill's

Gamification proved to be a powerful engagement tool in Hill's exhibit. Four interactive game stations helped visitors quickly learn about microbiome and how Hill's products support improved animal health.

Engaging & Informative Presentations / Demonstrations



IPC

IPC used a tried-and-true engagement strategy by clearly proving its claims. Visual demonstrations reinforced the promise of “more time caring, less time cleaning”, while the “mopping is like chasing a fastidious cat” message added humor. Visitors could quickly see and experience how fast and easy floor cleaning is with IPC products.

Engaging & Informative Presentations / Demonstrations



Merck

Merck brought back its highly popular custom, colorful pet photo experience after it created major buzz at last year's VMX. The photo reward was paired with a guided journey that included QR code registration and small-group presentations to learn more about Bravecto. This smart one-two strategy effectively taught and rewarded veterinary professionals.

Engaging & Informative Presentations / Demonstrations



Wuffes

Wuffes used a fun, energetic design strategy by incorporating tennis balls throughout the exhibit, creating instant familiarity and motion. The tennis balls powered a simple, incentive-based activity that helped attendees win prizes, boosting engagement and dwell time. The result was an interactive experience that felt rewarding and memorable.

Engaging & Informative Presentations / Demonstrations



LuxyVet

Looking for new ways to learn at VMX? LuxyVet used a large perimeter video panel as a true focal point. Featuring a full-size, virtual AV host, the display introduced attendees to LuxyVet's tech solutions while reinforcing key messages and highlighting products within the exhibit.



Engaging & Informative Presentations / Demonstrations



Elanco

Elanco's "Serenity Sip" created a busy yet calming interactive learning center. Inviting attendees to sample teas reinforced the sense of comfort and calm experienced by dogs during treatment for varying levels of itching. The experience guided visitors through a thoughtful journey of discovery into Elanco's clearly defined solution areas.

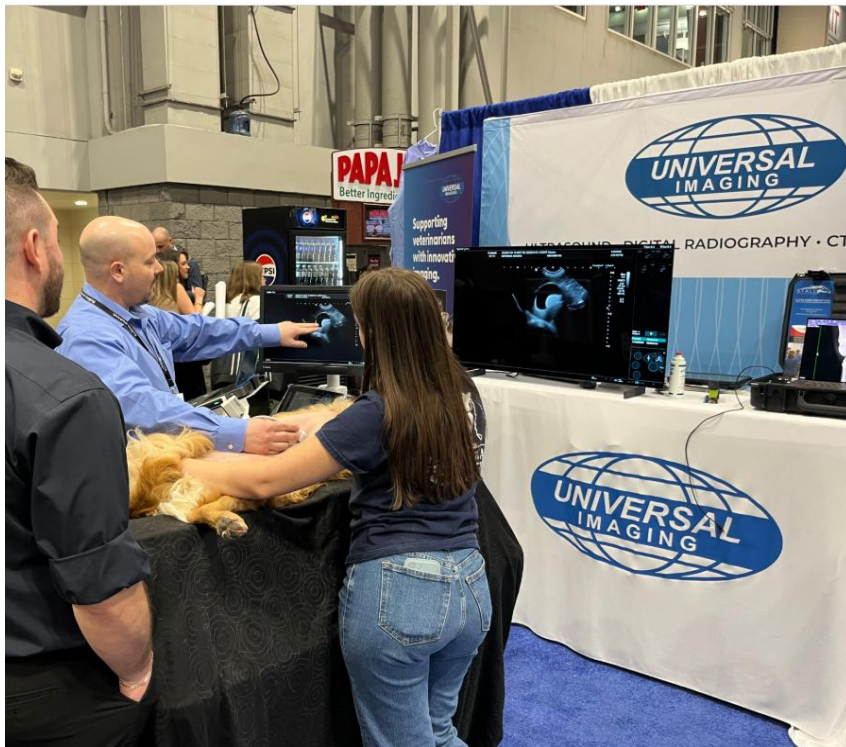
Engaging & Informative Presentations / Demonstrations



PetSmart Veterinary

By scanning a simple QR code, attendees learned how to receive a custom pet portrait takeaway. This approach created a meaningful connection while converting on-site engagement into future business through effective lead capture. The long lines of portrait lanyards waiting for pickup clearly showed strong attendee interest.

Engaging & Informative Presentations / Demonstrations



Universal Imaging

If a picture is worth a thousand words, Universal Imaging proved a live demonstration is even more powerful. Featuring hands-on demos with a live dog patient, the exhibit delivered a memorable, interactive way for attendees to experience the system's distinctive features firsthand.

Engaging & Informative Presentations / Demonstrations



IDEXX

Learning from experts is a key reason attendees visit trade shows, and IDEXX delivered with a captivating theater presentation. The format drew interest from both seated attendees and passersby, while creating easy opportunities for follow-up conversations with nearby staff.

Engaging & Informative Presentations / Demonstrations



Shepherd Veterinary Solutions

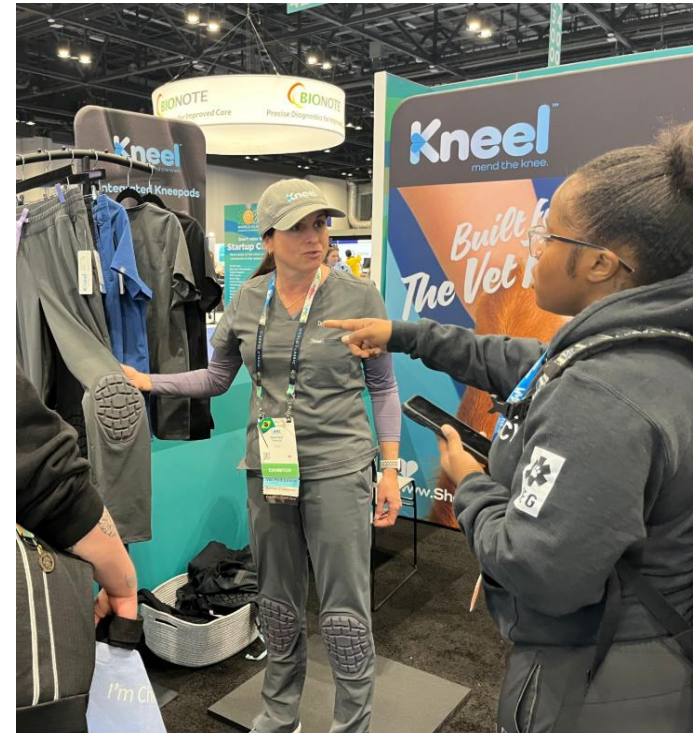
Shepherd Veterinary Solutions provided strong visual support for its key message through live software demonstrations. By showing how the platform truly “simplifies your day,” the exhibit created immersive, interactive opportunities for attendees to learn about its unique features.



Effective Staffing Practices

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

Effective Staffing Practices



Kneel

At Kneel, staff wearing branded apparel were easy to identify and served as walking demonstrations of the product. Live demos sparked strong curiosity and helped attendees better understand features, influencing both current and future purchasing decisions.

Effective Staffing Practices



Thrive Pet Healthcare

Passing by, attendees couldn't miss the staff in vivid, branded T-shirts that clearly stood out on the show floor. Strategic staff placement and bright lighting improved visibility both in and around the exhibit, extending attention beyond the booth itself.

Effective Staffing Practices



Lemonade

Cool, creative promotional T-shirts with front-and-back branding became a strong draw for this exhibit. Interested attendees simply asked the energetic, smiling staff—who proudly wore the shirts themselves—how to get one. Complementary branded bags rounded out a smart staff-identification strategy tied directly to the on-site promotion.

Effective Staffing Practices



Chewy Health

Chewy Health showcased a smart, unified staff appearance with coordinated vests in their brand color. The clear staff identification made team members highly visible and easy to find throughout the exhibit, reinforcing a key trade show best practice.



In-Line Success: Small Booths that Rock!

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FreshPet

FreshPet's small booth was a lesson in grabbing attention and quickly telling a clear product story. A wood backdrop, farmhouse-style lighting, and backlit graphics—featuring retail merchandising imagery—came together to create an effective visitor learning experience.

In-Line Success: Small Booths that Rock!



Comfurt Collar

Comfurt Collar proved that small doesn't have to feel second-rate. A brightly lit backdrop grabbed attention and communicated the value proposition in just three words, while products were placed for easy access. Proactive staff consistently put the product directly into visitors' hands, driving strong engagement.

In-Line Success: Small Booths that Rock!



ICU Medical

ICU Medical's well-lit, thoughtfully designed small booth was impossible to miss. An emotional message—"our love of animals isn't professional, it's personal"—resonated strongly with the veterinary audience, while a collage of dogs and cats added visual interest. Products were elegantly staged just off the aisle, subtly inviting visitors to step in and learn more.

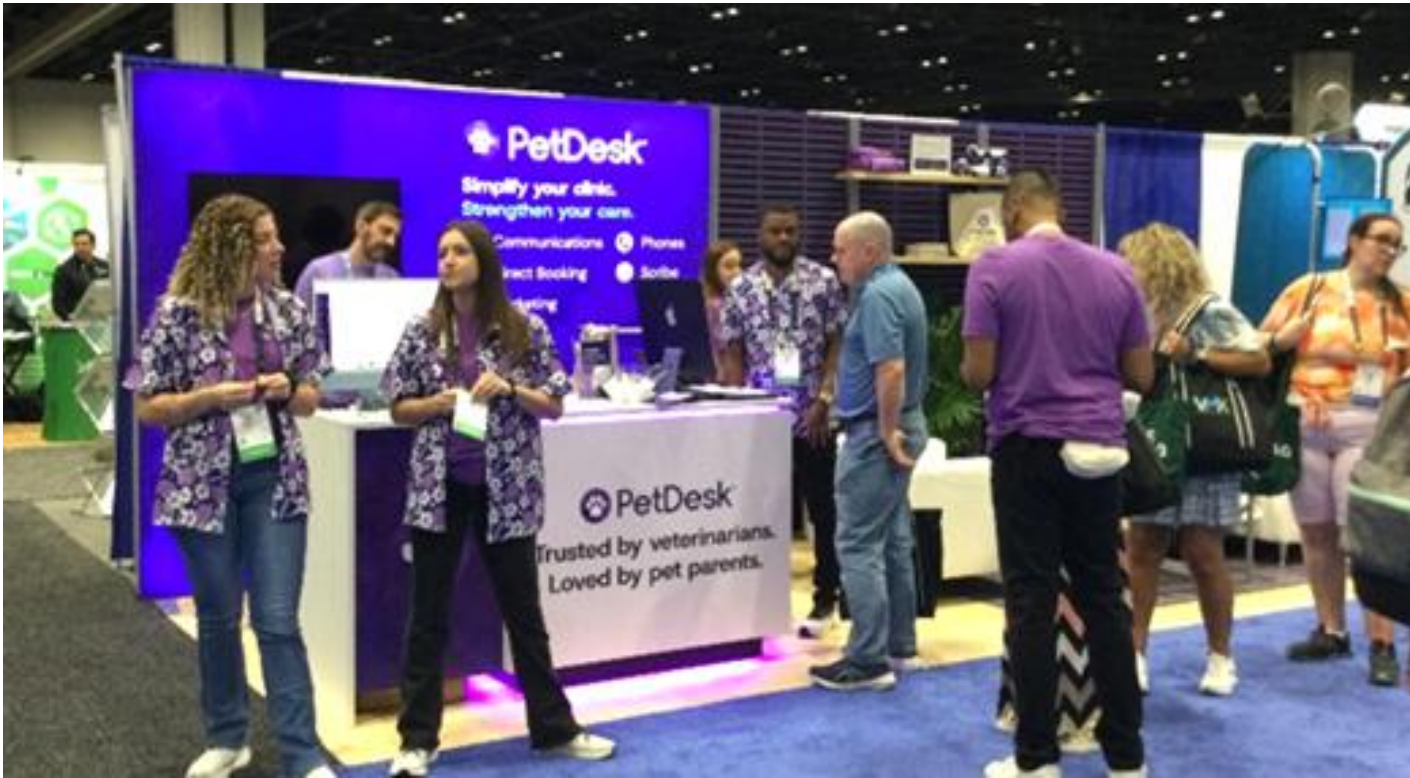
In-Line Success: Small Booths that Rock!



Dig Defence

Dig Defence did an excellent job leveraging a corner booth to allow easy access from both aisles. A well-designed backdrop with an integrated flat panel clearly answered who they are, what they do, and why it matters. Successfully co-branding two products in a small space isn't easy, but this exhibitor made it look effortless.

In-Line Success: Small Booths that Rock!



Pet Desk

PetDesk delivered another standout small booth by clearly communicating its value proposition, “simplify your clinic, strengthen your care,” on a well-lit backdrop. Purple halo lighting reinforced the brand, while a wood slat wall, greenery, and seating added warmth and comfort to the space.

In-Line Success: Small Booths that Rock!



CareVet

CareVet's small booth was firing on all cylinders with bold colors, backlighting, and crystal-clear messaging. A smiling, costumed dog in scrubs added a fun, attention-grabbing element, while the open layout made the booth easy to enter and explore.

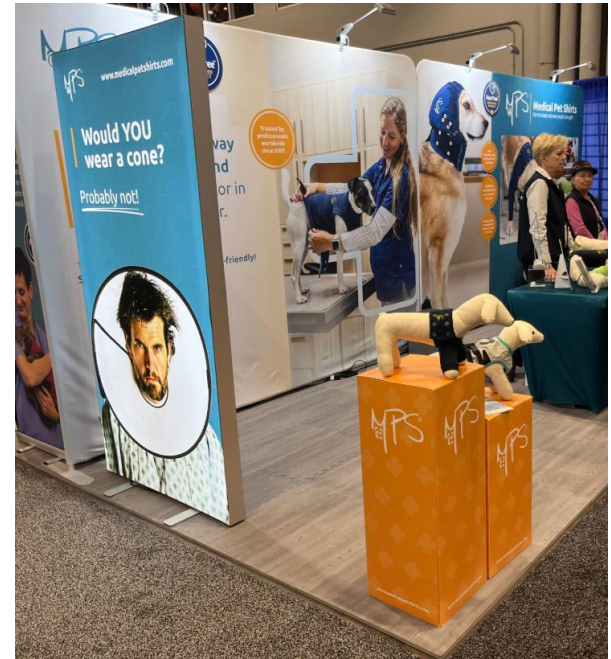
In-Line Success: Small Booths that Rock!



Hudson

Hudson used a minimal design approach in its 10×10 corner booth to create maximum impact. Clear messaging, strong brand integration, featured literature, and the introduction of a new product quickly answered the “who, what, and why” questions attendees seek. Bright lighting and smart use of the corner delivered excellent visibility for this in-line exhibit.

In-Line Success: Small Booths that Rock!



Medical Pet Shirts

Medical Pet Shirts demonstrated smart visual control through strong sightlines, imagery, and well-defined product zones. Corner placement of products and messaging on both ends of the booth effectively directed traffic from all surrounding aisles. Tabletop demonstrations and branded staff apparel supported one-on-one conversations and reinforced the exhibit's messaging.



**Thank You for Exhibiting at
VMX 2026!**

***Mark your calendar now for Global Pet Expo 2027,
January 16-20, 2027, 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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