



National Cattlemen's
Beef Association

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

By Trade Show Bob Milam, Competitive Edge

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

While conducting the evaluations, we looked for exhibits throughout the show that displayed 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 effective exhibiting practices observed at the 2018 NCBA Trade Show.

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



Bayer

One highly visible sign in the exhibit hall was Bayer's rotating sign. The chrome finish and movement created a sparkle that was highly visible from every corner of the exhibit hall.



RFD TV

RFD did a fantastic job of bringing live radio and television directly onto the trade show floor with their live "on air" broadcast of the Cowboy Channel - perfectly positioned for attendees to "jump into" the broadcast.

Creative Attention-Grabbing Techniques



Caterpillar

“New” is one of the top reasons why attendees visit trade shows. If you have something new to introduce -- call it out strongly -- the way Caterpillar does.



Y-Tex

The Y-Tex banner not only calls out the “new”-ness of their program, but describes it in a simple, well-illustrated four-step process.

Creative Attention-Grabbing Techniques



Zoetis

Grabbing attention can be extended even after visitors leave your exhibit. Zoetis' giveaways were both relevant to the attendees jobs and highly visible throughout the show. They kept attendees asking each other, "where'd you get that?"



Effective Visual Communications

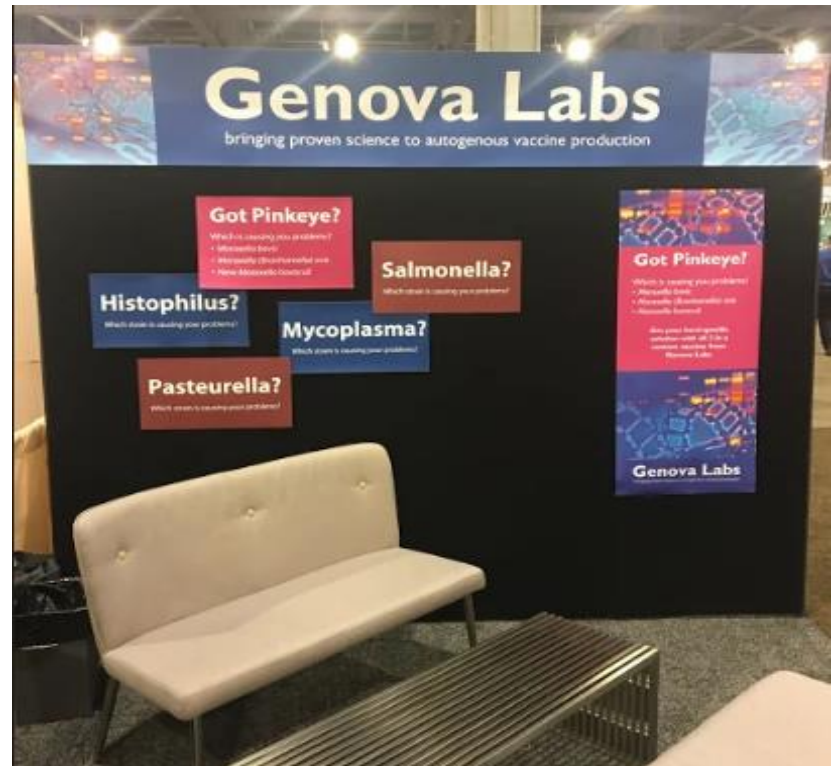
- Crystal Clear Value Propositions & Messaging
- Answering Attendees' 3 Major Questions: What – Why - Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration

Effective Visual Communications



American National Insurance

Selling insurance at a trade show is a tough business unless you can relate directly to the attendees needs, as American National does.



Genova Labs

Problem / solution is a proven communication method to get attention. Genova Labs clearly and colorfully highlights the problems they solve.

Effective Visual Communications



Case IH

Case captured attention with their “NEW” signs, then invited people to visit the outdoor exhibit to take their new product for a test drive. This is a great example of an effective “Call to Action”.



Merck Animal Health

Simple but brilliantly backlit letters immediately helped Merck’s name stand out. By positioning the name above a “gateway” to the exhibit, it didn’t take up much of their valuable floor space.

Effective Visual Communications



Central Life Sciences

Effective backlighting calls your attention to the important areas of focus in the Central Life Sciences exhibit. The backlit ovals include infographic style data directly relating to the benefits their products will deliver. Effective “over-the-top” communications about “Why a Visitor Should Care” to stop.

Effective Visual Communications



Boehringer Ingelheim

Strongly integrated colors and messages highlighted the Boehringer Ingelheim exhibit. The unique overhead structure and sign captured attention, while simple and relevant messages supported the theme of “Cattle First”. The overhead horizontal slats further allowed this exhibitor to control the sightlines of the visitor experience both inside and outside the exhibit - outstanding.

Effective Visual Communications



Cabela's

Cabela's did a great job of adjusting their value proposition to fit the exact needs of the audience at NCBA, by focusing on how attendees could use Cabela's products in their businesses.



Diamond V

Familiar icons communicate quickly. The familiar road sign, with its bold "right turn", quickly informed and invited visitors to explore the benefits of committing to change.



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



Te Pari

Effective demonstrations are both easily understood and immediately engaging. Te Pari's battery powered dosing and injector gun demo fits the bill on all counts.



Ritchie

This brilliant sponsorship was located immediately adjacent to the Ritchie exhibit. It perfectly captured the essence of Ritchie's message - "Fresh Water for Life".

Engaging & Informative Presentations / Demonstrations



Merck Animal Health

Sometimes how a demo is presented or staged is of equal importance to the material being presented. Merck presented their demo inside this engaging and fun fuzzy black bovine silhouette.



GrowSafe

If one of your objectives is to inform the audience about new or important trends, a "one-to-many" approach works best. GrowSafe's well staged theater area also clearly informed visitors about what they were going to hear.

Engaging & Informative Presentations / Demonstrations



Case IH

A kiosk promoting a drawing to win a huge tool chest encouraged attendees to stop; and while waiting, view other elements of their exhibit.



Bayer

Bayer effectively used a magician to draw crowds to the edge of their exhibit, filtering them and directing them to other areas of the exhibit at the close of his act. Each question the magician asked helped Bayer's staff to identify key visitors.

Engaging & Informative Presentations / Demonstrations



Cargill

Sponsorships can deliver real benefits to exhibitors. By sponsoring Friday's keynote speaker (retired Major League pitcher Jim Abbott), Cargill was able to stage a book signing, autograph & picture session in their exhibit. Mr. Abbott's popularity brought a queue of visitors to Cargill that snaked throughout the exhibit hall, and created a ton of "buzz" for Cargill and neighboring exhibits.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



American Hereford Association

Would you like to know another “bald-faced truth”? Intriguing statistics presented boldly and clearly - WILL attract visitors’ attention.



Summit Livestock Facilities

A singular focus on their slanted roof design, helps Summit draw visitors’ attention to a single communication point -- in a powerful way.



Before & After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made



Te Pari

After receiving an E3 evaluation in 2017, the team at Te Pari decided to incorporate many of the suggestions included in their evaluation. The result -- “in-your-face” graphics with a bold product claim, and a much more engaging and effective in-booth visitor experience. Excellent work.



National Cattlemen's
Beef Association



Your Evaluator: Bob Milam

Thank You for Exhibiting at the 2018 NCBA Trade Show!

Mark your calendar now for the upcoming 2019 NCBA Trade Show

January 30 - February 1, 2019, New Orleans, LA

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