



National Cattlemen's
Beef Association

29 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluator

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As a value-added exhibitor service, NCBA 2019 provided random exhibiting companies with the award winning E³ Exhibiting Effectiveness Evaluation.

While conducting the evaluations, I 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 effective exhibiting practices observed at NCBA 2019. *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



Pneu-Dart

A simple way to draw more attention to your booth is to creatively use lighting. Pneu-Dart did a great job by putting a tall fabric backlit tower on the edge of their booth to draw visitors attention.



Central Life Sciences

When your product helps reduce flies, we can't think of a more powerful way to demand attention than to have an oversized, life-like, menacing fly to grab attention.

Creative Attention-Grabbing Techniques



Hyundai Construction Equipment

A top-tier sign should not only communicate who you are, but also what you do. When you integrate your brand promise by using the inside of the banner -- you're hitting all the key messages in the mind of the attendee... and getting the most bang for your rigging buck.

Creative Attention-Grabbing Techniques



Merck Animal Health

Wow!!! Now here's a booth that rocks. Merck creatively used printed fabric to create a textured look and large swooping lines to define their space while powerfully and elegantly communicating their brand identity.

Creative Attention-Grabbing Techniques



MWI Animal Health

Another Wow!!! Talk about getting maximum value from your top tier sign. This super well designed sign not only integrates two company divisions, but the curved panels below also communicate their four solution areas along with their brand promise.

Creative Attention-Grabbing Techniques



Louisiana Department of Agriculture and Forestry

Here's terrific example of creatively using lighting to draw attention. What makes this unique is the motion and the changing color of the light. Hard not to notice!



Effective Visual Communications

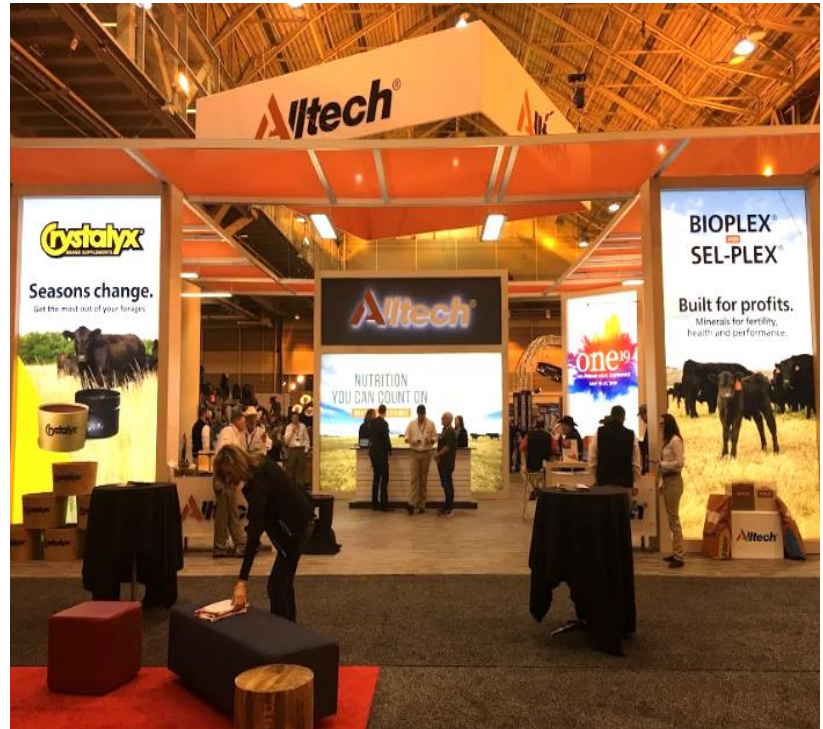
- Crystal Clear Value Propositions & Messaging
- Answering Attendees' 3 Major Questions: What – Why - Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration

Effective Visual Communications



San Antonio's Steel Company

Trade show attendees are desperately looking for exhibitors to make their value proposition crystal clear. This exhibitor did a great job by communicating their 50 year warranty to make their fencing stand out from the crowd.



Alltech

Here is an outstanding example of using large backlit imagery with crystal clear value messaging and relevant imagery to demand the attention of cattle producers.

Effective Visual Communications



Central Life Sciences

Many companies use their top tier sign to communicate who they are. Central Life Sciences took it one step further by adding a second ring that included what they do. This is tremendous use of top-tier signage.



AP Manufacturing

One of the primary reasons people visit the exhibit hall is to see what's new. This exhibitor did an outstanding job of drawing attention to their new solution by placing a large red "NEW" arrow that drew your eyes to their solution.

Effective Visual Communications



Purina

Knowing what you want your visitors to do after visiting the booth is critically important. Purina did an excellent job of integrating a crystal clear “call-to-action” to visitors.



Ritchie

Trade shows are the perfect place to introduce new solutions. Ritchie did an outstanding job of presenting their new watering solution in a visually attractive and highly-informative style.

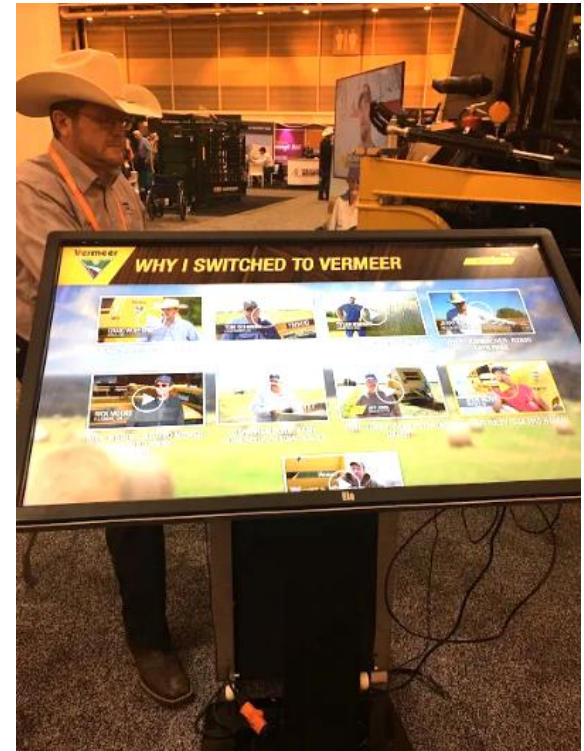
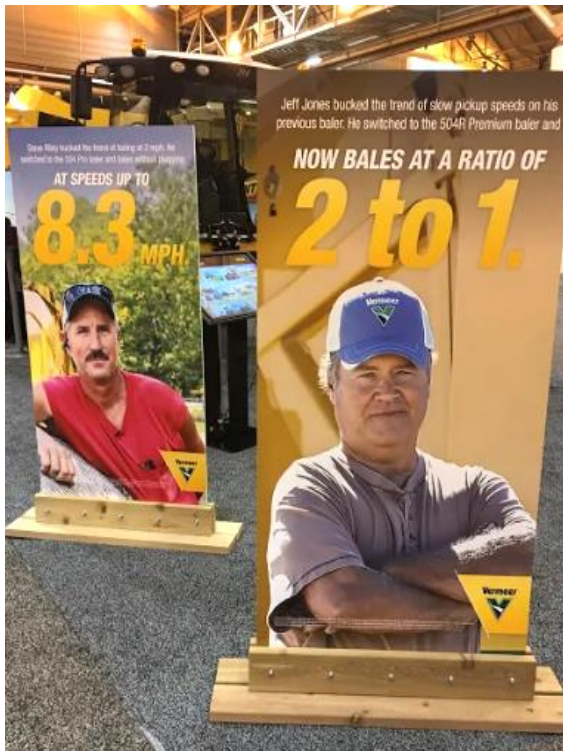
Effective Visual Communications



R&R Machine Works

Here's an example of not only a dramatic demo, but great visual communication by placing magnetic signs at various places to call out the key features of their mill.

Effective Visual Communications



Vermeer

Social proof is a super-powerful way to communicate product benefits. Vermeer did an outstanding job of placing large meterboards with pictures of real customers talking about the key benefits they achieved with their solution. To take it even further, they added customer videos to their well-placed touch screens right in front of their product display.

Effective Visual Communications



John Deere

John Deere literally took the use of customer testimonials to the next level by placing the testimonials on the inside of their top banner and on the edges of their booth.



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



Super Duty Fans

Here's an outstanding example of how to stage your product demonstration in a dramatic style that demands the attention of show attendees.



Greeley Hat Works

Using excellent visual merchandising with a well branded display and embedded lighting, Greeley cleverly placed a mirror in a perfect spot -- to encourage attendees to try their hats on.

Engaging & Informative Presentations / Demonstrations



Gallagher

Gallagher did an outstanding job of creating an engaging product demonstration. Using kiosks with clear messaging and well-placed demo units, they encouraged attendees to touch and learn more about their solutions.



Purina

A powerful in-exhibit experience technique is to offer your attendees a photo op in your booth. Purina did a great job with their "snap your photo with a legend" visitor engagement.

Engaging & Informative Presentations / Demonstrations



PATENTED SYSTEM
NO NOZZLES NO FILTERS
NO HIGH PRESSURE PUMPS
ADJUSTABLE MIST LEVEL
WALL MOUNT OR PORTABLE
MULTIPLE SIZES

Joape

It's important to present your key product messaging in static form so visitors can quickly process it. Joape did a great job of placing their demo right on the perimeter with signs communicating key messaging.



New Holland Agriculture

Here's another excellent example of an informative product presentation using an actual hay bale with a well-placed sign delivering the value proposition and key benefits of using their balers.

Engaging & Informative Presentations / Demonstrations



Kubota

Kubota did a great job of creating an interactive experience and leveraging social media with their “Are You #KubotaProud?” twitter promotion. A great way to extend the impressions made at a trade show.



Grow Safe Systems

While many exhibitors appear to run silent movies on their flat panel, Grow Safe did an outstanding job of presenting their solution with a well-designed video presentation that included quick-read captions.

Engaging & Informative Presentations / Demonstrations



John Deere

Gamification is a super hot strategy to create visitor engagement, deliver your messaging, and imprint your brand in the visitors minds. John Deere did an outstanding job with their trivia challenge game.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Plainjans

Who says that small has to be second rate? Plainjans did an outstanding job of demanding attention with a colorful well lit backdrop, and unique flooring that included their branding and product line.



Wilks Ranch

Wilks Ranch did an great job with their small inline booth. The wooden walls and neutral colors effectively re-created a ranch house experience that was open and inviting, while strongly reinforcing their brand identity.

In-Line Success: Small Booths that Rock!



First Defense

A small exhibit is like a billboard on the freeway. First, it must visually grab attention, then quickly communicate. First Defense did an outstanding job with their large backlit graphic calling out the big problem they solve.



Insure My Forage

The human brain cannot resist a well-articulated question, especially when it's extremely relevant and important. Here's a great example of using powerful well-placed questions to grab attention.

In-Line Success: Small Booths that Rock!



Noble Research Institute

When a small booth needs to demand the attention of visitors, there's no better way to do it than to use strong backlighting imagery.



**National Cattlemen's
Beef Association**

Thank You for Exhibiting at NCBA 2019!

***Mark your calendar now for the upcoming NCBA 2020
February 2-7, 2020, Henry B. Gonzales Convention Center,
San Antonio, TX***

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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