



National Cattlemen's  
Beef Association

## 13 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team

*By Betsy Earle, Diamond CTSM, Competitive Edge*

As a value-added exhibitor service, NCBA 2020 provided random exhibiting companies with the award winning E<sup>3</sup> Exhibiting Effectiveness Evaluation.

While conducting the 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 effective exhibiting practices observed at NCBA 2020. *Enjoy!*



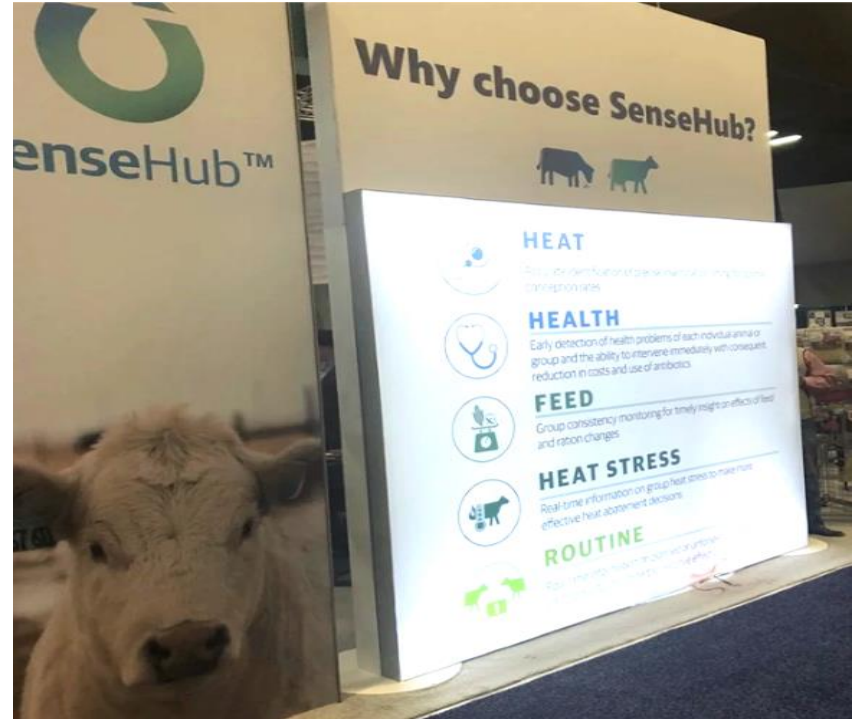
**Exhibiting Effectiveness Evaluation™**  
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



# 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



### AlliFlex USA - #927

AlliFlex did a great job telling us why we should be interested in their product, SenseHub. The sign they placed on the aisle literally told us why we should choose their product with clear messaging. On the other side of their booth, they were making custom luggage tags using the material from their ear tags, which attendees could text to order using the term "ALLFLEX", thus embedding their name in the heads of attendees. Great marketing overall!

## Creative Attention-Grabbing Techniques



### Boehringer Ingelheim - #1343

Boehringer Ingelheim put an edge on their t-shirt giveaway by integrating creative slogans onto the shirts and letting people know that they weren't going to get "pelted by a t-shirt gun." This was a fun interactive way of getting attention from attendees, and booth staff was engaging with people waiting in line. They also had a driving range in their booth where attendees could interact a bit, spending more time in their space.



# 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



### Plain Jan's - #1022

Plain Jan's did a nice job using a brightly lit backwall with a clear description of what they have to offer, a call to action, and a list of features and benefits. They were on a corner booth space, and kept the table to the side so attendees could easily see their signage.



### Hall and Hall - #546

Hall and Hall used extremely clear messaging to tell us who they are, what they offer, and why we should care. They used the design of their signage to also tell us part of their brand story - that they are a company with history, in business since 1946.

## Effective Visual Communications

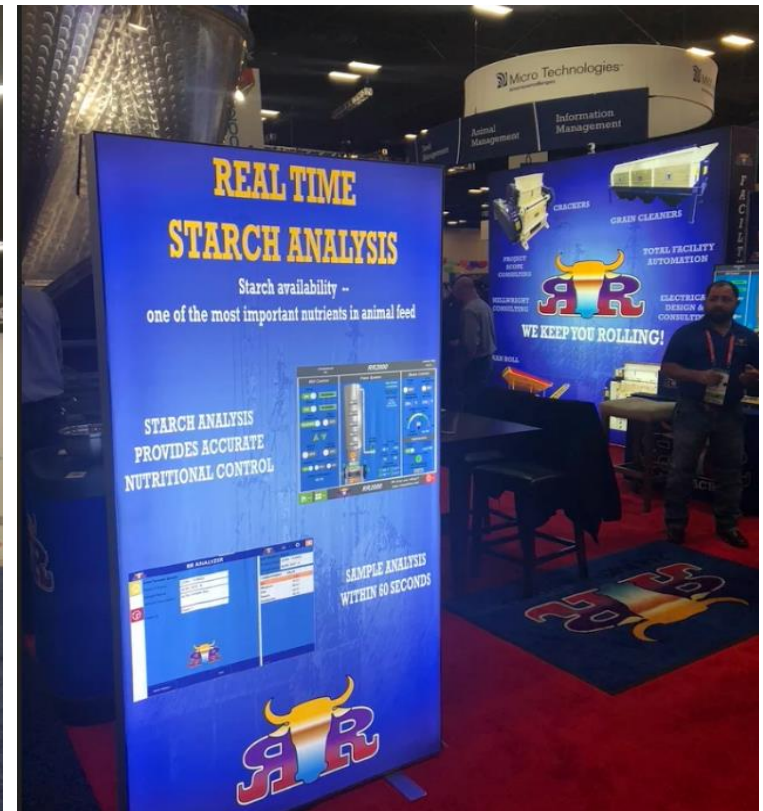


### Diamond V - #1049

Diamond V used clean, crisp messaging to stop attendees in their tracks and encourage them to "Commit to Change." The message was bright, using street signs to grab the eye of the attendee, and make them wonder what they needed to change.



## Effective Visual Communications



### R&R Machine Works - #1249

R&R Machine Works nailed their messaging with clearly worded signs on brightly lit walls. Great lighting helps any display step it up a notch, and R&R used language that told attendees precisely what they had to offer, and why they should care.





# 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



### Gallagher - #1223

Gallagher did a great job showing off their Livestock Weighing Solutions with a clearly labeled kiosk. Attendees could walk up to it, see the product live in action, and know exactly what's what. The clearer an exhibitor can make a product display, the easier it is for attendees to quickly grasp what's going on, and choose to get involved.

## Engaging & Informative Presentations / Demonstrations



### Immucell Corporation - #1357

Immucell created an interactive attendee experience in their booth. Selling a product designed to kill germs, they created a shooting gallery and used a Nerf gun to knock out the nasty bugs. This was a super fun way for attendees to "play" a little bit on the show floor, and Immucell left a lasting impression by creating a memory instead of just putting static product bottles on display.



## Engaging & Informative Presentations / Demonstrations



### Ritchey Livestock ID - #768

Ritchey Livestock ID used the product that they sell as part of a live demonstration, where attendees could get their name inscribed on one of the tags they offer. Their message was simple and clear, and the takeaway was an item where attendees could clearly know them by. They also integrated one of their main features into their signage - that their ear tags don't fade! Great, clear messaging and live demo.





# Smart Exhibit Access & Attendee Navigation

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

# Smart Exhibit Access & Attendee Navigation



## New Generation Supplements - #1115

New Generation Supplements did an excellent job telling us what they have to offer. Their booth space was open and easy to get around, and each of their kiosks shared key products and information. A cool aspect was a sign featuring a "new" product with the message, "Ask us how", a deliberate call to action, since so many attendees are interested in seeking out new products.



# Effective Staffing Practices

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

## Effective Staffing Practices



### RAM Trucks - #1926

RAM Trucks had great booth staffers that were on their toes throughout the show, and even when the show floor seemed quieter, they were still engaging with attendees. They didn't sit down and were proactively approaching people walking down the aisles, getting them to enter their contests.





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

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



### ENDOVAC - #1617

ENDOVAC made great use of their corner space and kept their booth clean, with good lighting, nice graphics, and a clear message. They were dressed in matching shirts and had an appropriate number of booth staffers in the space, ready to greet attendees. The back wall described the features and benefits of their product. Great job, ENDOVAC!

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



### Curicyn - #2548

Curicyn had an all-around great exhibit at NCBA. They used bright colors in their backwall, and their signage stated exactly what they had to offer. They did an excellent job putting their product on display, and had sent pre-show mailers out to attendees to enter a contest to win. Tabletop signage offered up the product's features and benefits, and the staff was on point throughout the show, on their feet, engaging with attendees passing by.



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**Thank You for Exhibiting at NCBA 2020!**

***Mark your calendar now for the upcoming NCBA 2021  
February 3-5, 2021, Nashville TN***

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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