



National Cattlemen's  
Beef Association

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

*By Jefferson Davis and Judi Baker Neufeld of Competitive Edge*

As a value-added exhibitor service, NCBA 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 2021. *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



### GROV

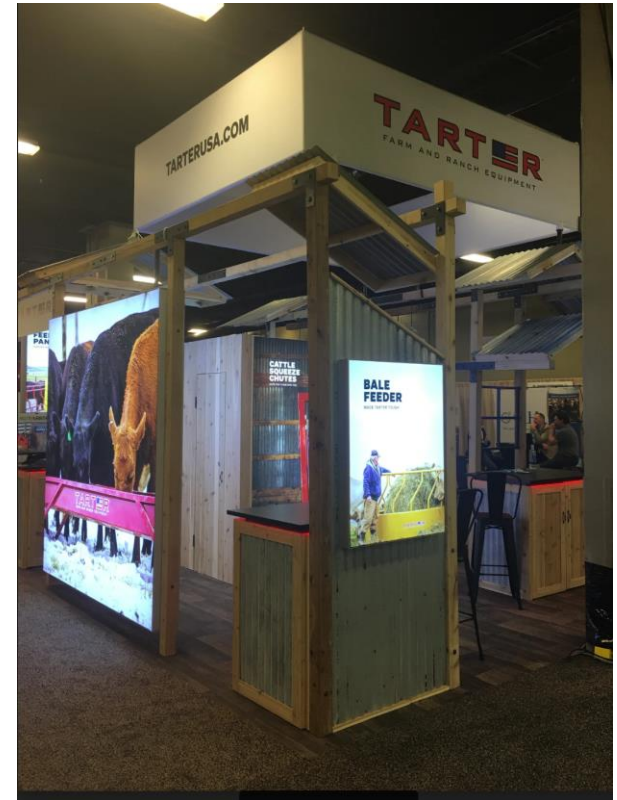
Color and lighting are among the most powerful tools an exhibitor can use to draw attention to their booth. GROV's vivid backlit exhibit and AV presentation hit the mark and helped them demand attention of attendees.



### Nationwide

A powerful way to stand out is with a unique exhibit structure. It's even better when the structure is familiar to the target audience of ranchers. Nationwide's re-creation of a barn did a great job attracting attendees attention.

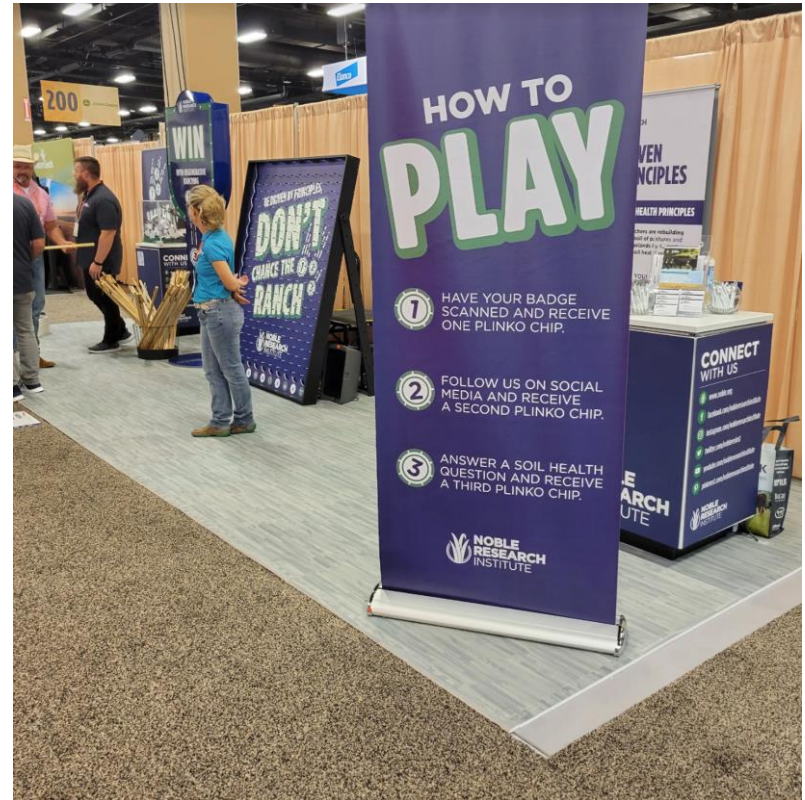
## Creative Attention-Grabbing Techniques



### Tarter Farm and Ranch Equipment

Here's another outstanding example of how to use a unique exhibit property to attract attention, stand out from the crowd and show your audience you know them.

## Creative Attention-Grabbing Techniques



### Noble Research Institute

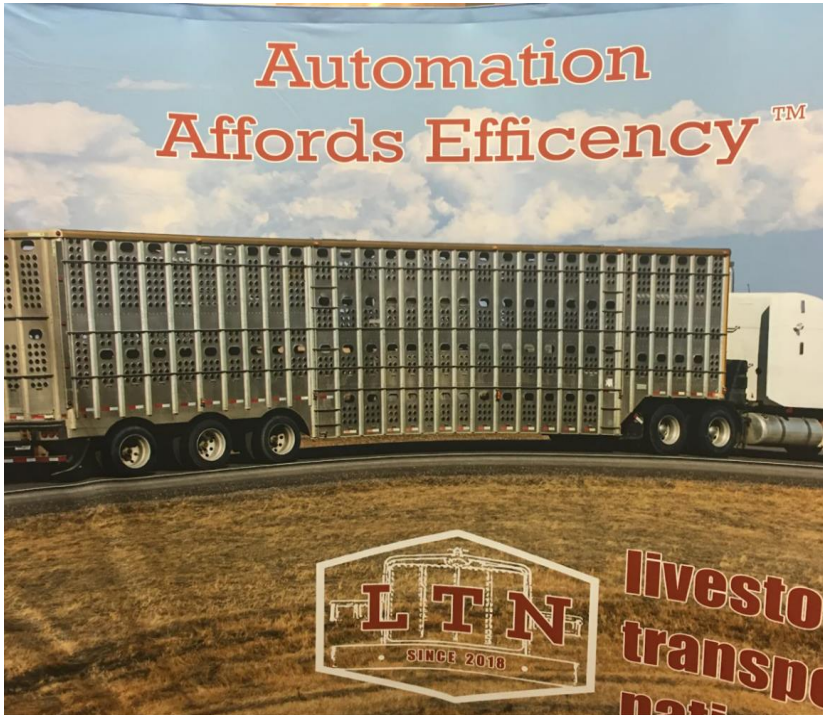
Interactivity and fun are powerful ways to grab attendees attention. It works even better when the theme speaks directly to your target audience's concerns.



# 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



### Livestock Transport Nation

When an attendee glances at your booth, one of the first messages they want to know is -- "how does this help me?" Livestock Transport Nation nailed their value proposition in just three short words.



### RAM

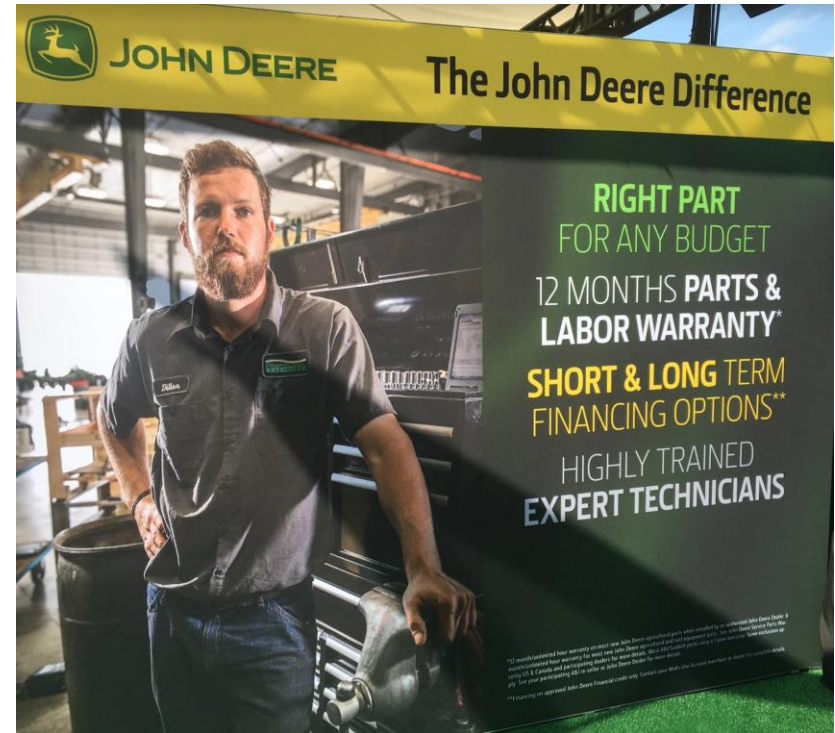
When booth visitors look at a product they want visual support of the key messaging they need to know. RAM did a great job with their LED freestanding signs to not only attract attention, but deliver product messaging.

# Effective Visual Communications



## VitaFerm

Questions are a powerful tool to engage visitors, as they approach your booth. VitaFerm did a great job of asking an open-ended question that prompted producers to think about a problem they may need to solve.



## John Deere

When buyers consider a large purchase, they want to be sure it's the right one. Among the most powerful messages is a company's unique selling proposition. John Deere makes it crystal clear why they should be in the mix.



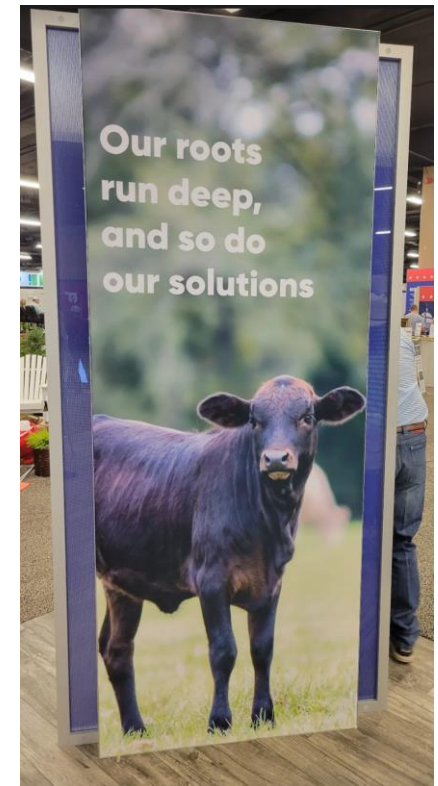
# Effective Visual Communications



## Zinpro

Zinpro's new exhibit was a home run: a cutting edge design with backlit graphics, and messaging that answered the who, what, and why messages. This is how to quickly and impactfully tell your story. Zinpro also did a great job using both sides of their backlit panels. The front told the product value proposition, and the reverse provided information and data on the specific benefits.

## Effective Visual Communications



### AmerisourceBergen

Impactful and well-placed messages helped position the company as a leader in technologies that impact the food chain. This was supported by the wide reach and the breadth of their solutions.

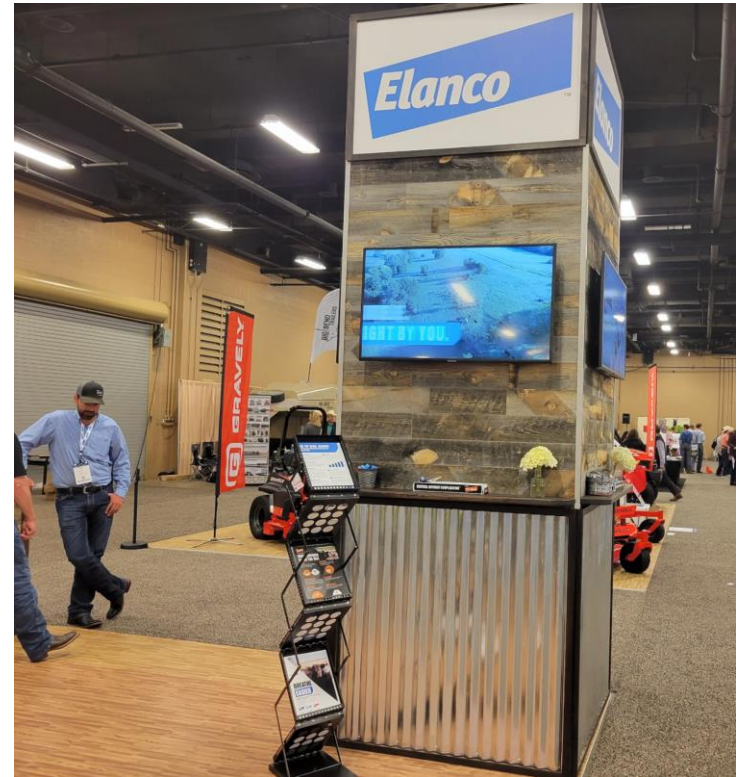
# Effective Visual Communications



## Alltech

Alltech coupled solutions for healthier cattle with statements about proven nutrition and even made downloads available to learn how to detect potential threats. This enabled attendees to extend their learning beyond the show, reinforcing their learning experience.

# Effective Visual Communications



## Elanco

Relevant photography and great staging combined to give this exhibit an authentic Western look. The combination quickly and visually communicated Elanco's value proposition and brand image.

# Effective Visual Communications



## Central Life Sciences

Central Life Sciences made it easy to understand their contribution to fly control. The messages, powerpoints, and displays gave producers renewed confidence that their ongoing challenges of dealing with flies could become a thing of the past.



# 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

Super Duty Fans did a great job of staging their fans on a truss and having a large fan blowing cool air into the aisles. Demos like this make fast connections with attendees.



### Preformed Line Products

There's no better way to quickly tell your product story than through a well-designed demo. PLP hit the bull's-eye with their compact in-booth demonstration of their fencing product.

## Engaging & Informative Presentations / Demonstrations



### Ritchery Livestock ID

A powerful way to demo a product while engaging visitors is to create a custom version of your product for attendees to take back, extending your message post-show.



### Case IH

It's challenging to bring live tracting into an exhibit hall. To ensure attendees could experience this "live", IH created a virtual experience using QR codes at select displays.



## Engaging & Informative Presentations / Demonstrations



### Gallagher

When you're in the business of animal management and looking for an engaging way to get attendees to stop at your booth, gamification often hits a home run. Gallagher's interactive cattle herding game ensured visitors stopped, connected with the brand and discovered their story.

## Engaging & Informative Presentations / Demonstrations



### Zoetis

Zoetis was packed with information that reinforced the bond between visitors, the Zoetis brand, and livestock. They drove home the point, using a cool interactive game/demo staged in a unique and interesting setting.



# Effective Staffing Practices

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

# Effective Staffing Practices



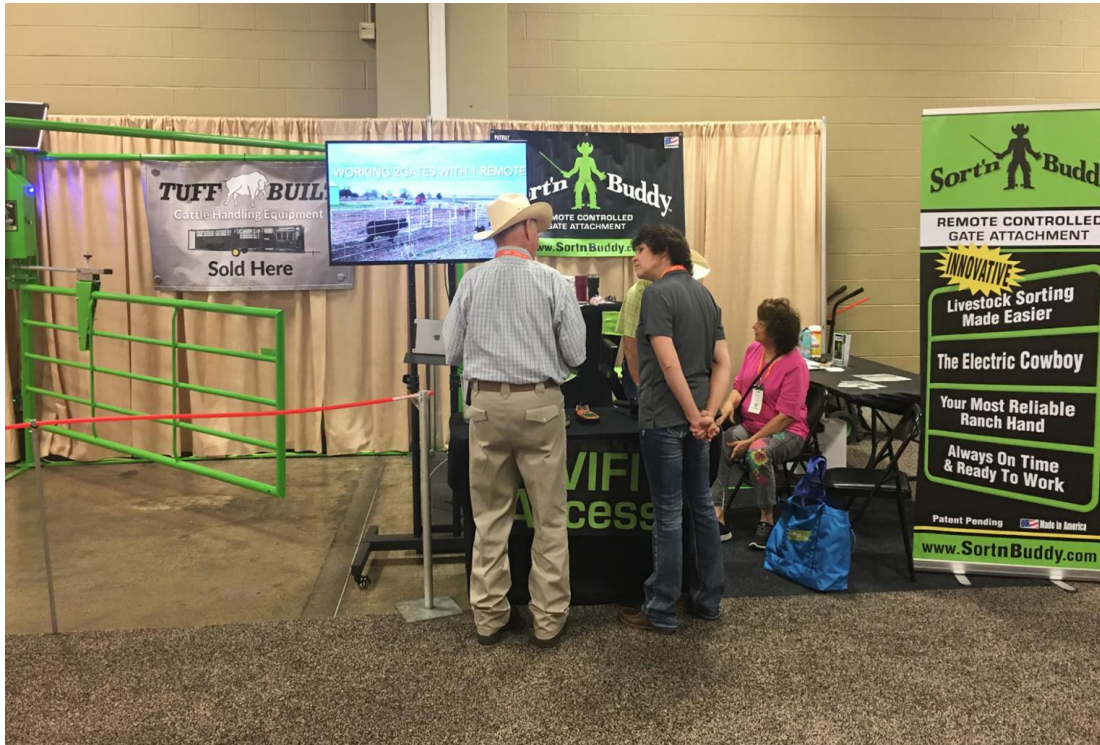
## Case IH

Your booth staff can make an impression which can be the difference between a little or a lot of traffic. Case IH maximized the effectiveness of their staff by outfitting them in chic branded apparel. They were also trained to engage visitors ensuring they registered for their contest.



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

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



### Sort'n Buddy

Now here's a small booth firing on all cylinders. Colorful well-branded graphics quickly answered the questions of what they do and how it benefits you. And this live in-booth demo supported with an AV presentation proved capability. To top it off, Sort'n Buddy had a very engaging and excited both staff that did a great job of working the show.

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



### Immucell

This small booth is yet another example of powerful communication in a compact space. It quickly and effectively delivered their message about calf scours. Small but mighty, it attracted its fair share of interested attendees and prospects in the process.

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



### **Double S Liquid Feed Services, Inc.**

Here's a small booth that rocks. A unique exhibit property, great lighting, and crystal clear messaging. They effectively answer the questions of who they are and what they do. The flooring added a nice finishing touch to their space, and the staff wore coordinated apparel that immediately helped carry their brand identity into the aisles.





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## **Thank You for Exhibiting at NCBA 2021!**

***Mark your calendar now for the upcoming NCBA Trade Show  
February 1-3, 2022, Houston, 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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