NCBA TRADE SHOW

"Best of Show" Contest Award Winners
Selected by the E³ Exhibiting Effectiveness Evaluation Team

By Jefferson Davis and Bob Milam of Competitive Edge Training

NCBA 2022 wants all exhibitors to showcase their products and services
in the most creative and effective ways possible.

The "Best of Show" awards were created to encourage and support the efforts of exhibitors who go above and beyond normal expectations to deliver outstanding exhibit experiences to our visitors.

Winners were selected based on careful examination of critical exhibiting criteria, and awards presented to exhibits in the following categories: Large Island Exhibit (900 sq ft+), Small Island Exhibit (300-900 sq ft), and Inline Exhibit (100-300 sq ft)

Congratulations to each winner for "Raising the Bar" and being selected as "Best of Show"

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

Judging Criteria

- **Attention Grabbing**: Exhibit design grabs visual attention of visitors. Use of color, lighting, imagery, A/V, motion, compliant sound, materials, and props.

- **Clear Value Proposition**: Graphics and/or A/V clearly and visually communicate what the company offers and why visitors should be interested.

- **Interactive Visitor Experience**: Products/services thoughtfully displayed in an appealing, interactive and informative manner, compelling visitors to engage.

- **Exhibit Staff Behaviors**: Booth is staffed at the proper level, and behaviors are proactive and positive.

Large Island Exhibits

Grand Champion: **Zoetis #1135**

**Reserve Champion:**   **Case IH #1511**

Best of Show: Large Island Exhibits
Grand Champion: **Zoetis #1135**

Zoetis: A key to success in this new frontier of post pandemic tradeshows is the ability to extend your company's influence as far as possible throughout the event. Zoetis extended their impact through smart cross marketing efforts to drive traffic to their booth, and then bounce that traffic to their subsidiaries and partners. The "Building Healthy Herds" theme and motif was on target and carried throughout to exhibit. They engaged people in five separate demonstrations each designed to teach a specific point, or lead to a specific action by the visitor.

Best of Show: Large Island Exhibits
Grand Champion: **Zoetis #1135**
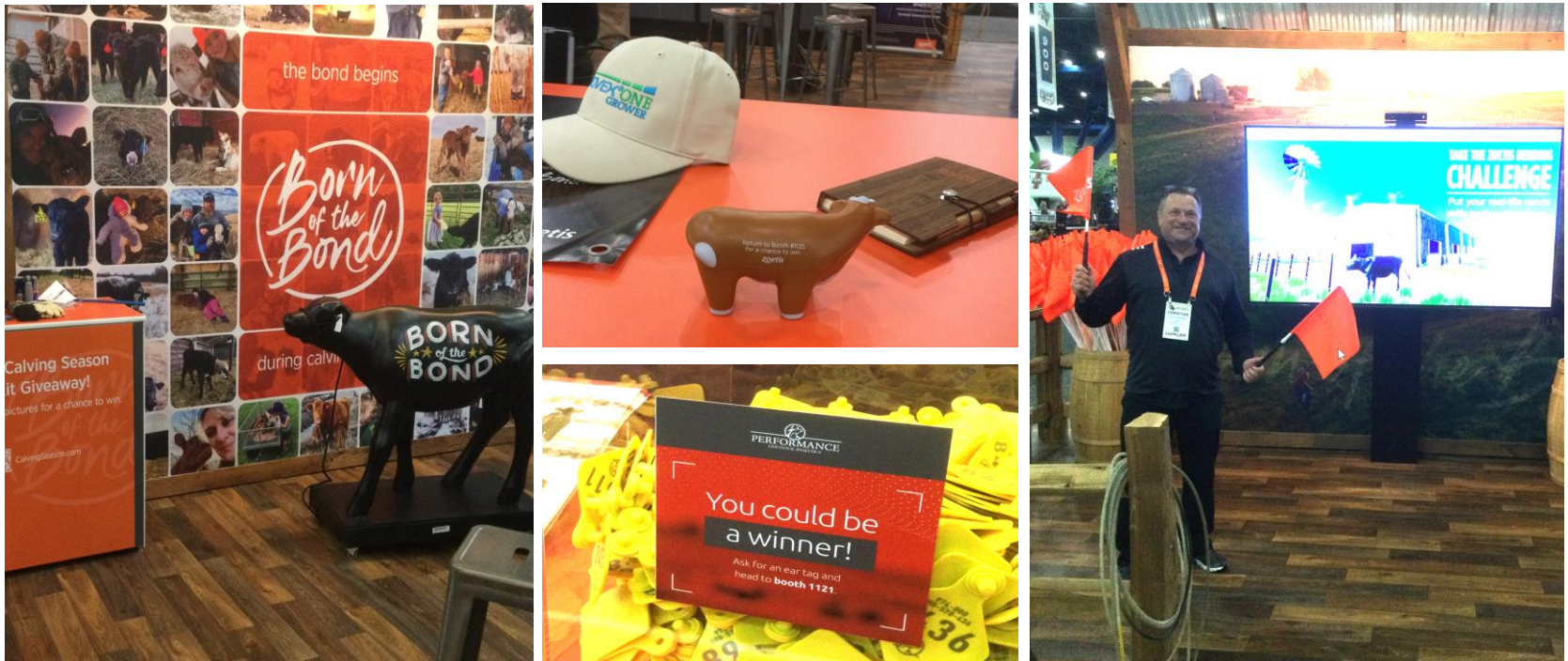
Zoetis (Cont.): Among these interactive demonstrations, visitors could choose to test their cattle herding skills via a virtual Wii-style game, or receive a personalized plan printed or emailed to help them manage their herd's health over the next 12 months. They extended their presence far beyond the boundaries of their exhibit by placing small stress toy cows throughout the exhibit venue and placed a lifesize calf with an ear tag directing attendees to pull it back to the booth for a gift. This created a strong brand buzz throughout the entire event campus.

Small Island Exhibits

Grand Champion: **Noble Research #2315**

Reserve Champion: **Performance Livestock Analytics #1121**

Best of Show: Small Island Exhibits
Grand Champion: **Noble Research #2315**

Noble Research: This once small 10x10 exhibitor continues to make big improvement to their exhibit each year. Now in a 20x20, they raised the bar with a great theme and messaging and made their exhibit experience much more energetic and interactive. Enthusiasm is contagious, and the Noble Research staff were efffective "super-spreaders" of this. Their Plinko experience was not merely fun (which it was), but designed to teach important message points about their company. Visitors flocked to participate, because it was supported so enthusiastically by staffers who got genuinely excited as people competed to win prizes.

Best of Show: Small Island Exhibits
Grand Champion: **Noble Research #2315**

Noble Research (Cont.): Trade shows are all about "making memorable face time" with visitors, and Noble Research did that, and much more. By teaching important points about soil health and regenerating the land, visitors will now remember along with the good feelings created, they will more easily recall their experiences at NCBA 2022 through their interactions with Noble Research. Extremely well done.

Inline Exhibits

Grand Champion: **CattleMax #2401**

Reserve Champion: **AgriWebb #1400**

Best of Show: Inline Exhibits
Grand Champion: **CattleMax #2401**

CattleMax: Cattle producers understand processes. Their whole livelihood revolves on the "cycle of life" they share with the herds they manage. CattleMax showed how they could simplify much of the process of measuring and managing this stream of ever-changing information as herds grow, by boiling the data down to three simple steps -- which CattleMax demonstrated brilliantly in their three demo stations.

Best of Show: Inline Exhibits
Grand Champion: **CattleMax #2401**

CattleMax (cont.): By so doing, They effectively invited visitors to see exactly how their products could simplify their lives, and grow the profitability of their ranch. Their demonstrations were on point, easy to understand, easy to access and quick to do. They provided an efficient way to educate visitors about their value proposition in a way visitors would easily remember.

Your Judges (L-R): Jefferson Davis & Bob Milam
with Show Manager Lorie Liddicoat

Thank You for Exhibiting at NCBA 2022!

Mark your calendar now for NCBA 2023,
February 1-3, 2023, in New Orleans, LA

We hope this contest and report inspires you to bring your creativity and great
execution to next year's show so we can recognize your company too.