



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

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NCBA 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 recognize 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:

Case IH

Reserve Champion:

Merck

Best of Show: Large Island Exhibits Grand Champion: **CASE IH**



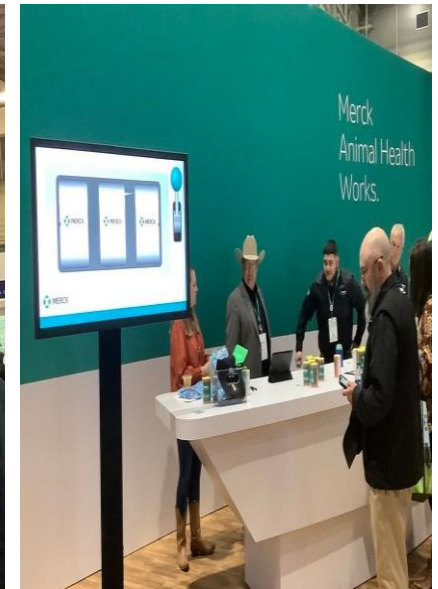
CASE IH was selected as the grand champion in the large category. The large and well-placed top sign defined the space and blocked visual entry from nearby booths. Graphics all around the booth did a great job communicating commitment to the cattle industry, while also delivering top-level, mid-level and drill down information on products and support. Creating a high-value visitor engagement by asking visitors what they love for a chance to win a FARMALL on it's 100th anniversary was a big draw building buzz around the show.

Best of Show: Large Island Exhibits Grand Champion: **CASE IH**



There were multiple ways to engage visitors on the corners. To encourage visitors to do a walk around or a demo of the booth. They were providing free, mechanic gloves. The **booth staff** was highly visible by wearing black braded vests with white long sleeve shirts with the Case logo on the right arm. The staff was very proactive and engaging and did a great job of covering the booth.

Best of Show: Large Island Exhibits Reserve Champion: **Merck**



Merck did an excellent job of showcasing multiple brands while keeping the Merck brand highlighted throughout the exhibit. Each supporting brand had a dedicated space with relevant images and messaging. A video wall supported the overall message with compelling storytelling. Visitors were able to engage with easily identified and attentive staffers at a variety of demonstration stations as well as a Merck Animal Health virtual slots game.

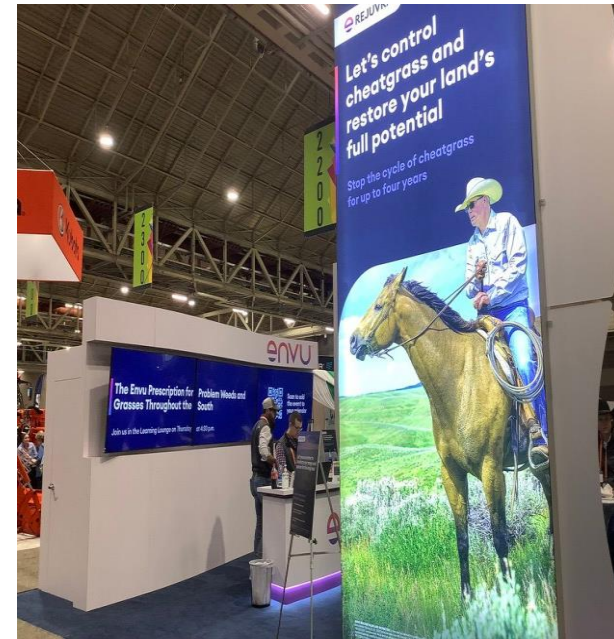


Small Island Exhibits

Grand Champion: ENVU

Reserve Champion: 44 Farms

Best of Show: Small Island Exhibits Grand Champion: **ENVU**



Envu was selected as the grand champion small island booth for making a very strong and bold entrance with their state-of-the-art new exhibit. The highly-effective use of various forms of lighting, including large backlit billboard style graphics, with a three-part video wall, and edge lighting around the reception area, not only drew the eye, but delivered quick, concise, and effective messaging about their products.

Best of Show: Small Island Exhibits Grand Champion: **ENVU**



The three integrated video panels did behind the reception desk a great job of delivering product messaging in impactful way. The placement of a large interactive touchscreen along with easy to access literature helped visitors quickly capture information they were looking for. The booth staff was very proactive and wore branded vests to ensure visitors knew who they were.

Best of Show: Small Island Exhibits Reserve Champion: **44 Farms**



44 Farms made a big splash with their new exhibit. A unique curved tall property prevented visual entrance from other booths. The inside of the top sign with the image of a cattle ranch drew eyes down to three walls that educated ranchers about their Genetics, Feeder calf and retail partnership programs. The booth staff were easily identifiable by wearing branded shirts, and to top it off hats, increasing their visibility . The staff was proactive, engaging, and appeared excited to deliver their messaging to ranchers visiting . Way to raise the bar!!!

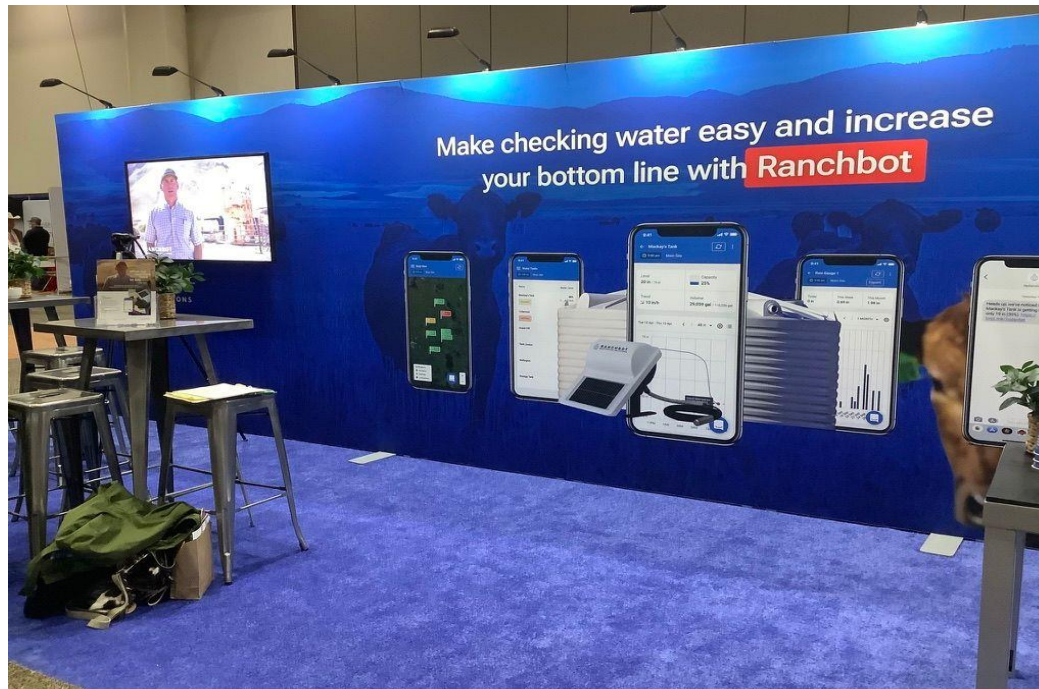


Inline Exhibits

Grand Champion: Ranchbot

Reserve Champion: Rice Lake

Best of Show: Inline Exhibits Grand Champion: **Ranchbot**



Ranchbot executed an outstanding inline booth. The blue color motif simulated water. The well-placed headline delivered an intriguing value proposition. Using a water cooler as a hook with a graphic wrap with promoting their core benefits and providing branded cups was a brilliant engagement device.

Best of Show: Inline Exhibits Grand Champion: **Ranchbot**



Visitors were proactively engaged by enthusiastic staffers wearing various types of branded apparel. The product demo was strategically placed near the front of the booth with well designed signage that explained features and benefits. A large monitor on the back wall provided additional product information.

Best of Show: Inline Exhibits Reserve Champion: **Rice Lake**



Rice Lake showed how a small booth can have big impact. A well-designed backdrop with familiar imagery quickly told what the company does. A well-placed video with multiple product displays and a cool scale model demonstrated how their scales work. The booth staff wore branded apparel, were proactive, energized and excited to tell their story to visiting ranchers.



Thank You for Exhibiting at NCBA 2023 Trade Show!

***Mark your calendar now for NCBA Trade Show 2024,
January 31 to February 2, 2024, in Orlando, FL***

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.



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