



26 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluation Team

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As a value-added exhibitor service, NCBA 2023 provided new exhibiting companies, advertisers and sponsors with the TSE Gold 100 award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show that displayed 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 2023.
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



Jeffers

An overlooked way for an exhibit to grab attention and stand out from the crowd is the creative use of flooring. This small exhibitor did a great job of orienting their booth to take advantage of the corner display. And by putting calfskins on the floor, they immediately drew eyes and stood out from the crowd.



Creative Attention-Grabbing Techniques



Norbrook

Now here's a great way to grab attention to your product by creating a simulated, real-world vignette, and then Ratcheting up the interest factor by positioning the product as newsworthy.



Creative Attention-Grabbing Techniques



North American Rescue

People's eyes are Naturally attracted to lights. One of the fastest ways to make sure a small exhibit gets noticed, is to light it up. Here's an example of how to use a backlit exhibit to draw more attention.



Creative Attention-Grabbing Techniques



Central Life Sciences

Using distressed, western-styled graphics to attract attention, the imagery and messaging from Central Life Sciences was informative and Very well stated.





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



C-Lock

When displaying your products, a best practice that adds a lot of value is to use signage attached to the product to quickly communicate features and benefits. C-Lock did a great job by placing text bubbles on all of their SmartFeed products being displayed.



Effective Visual Communications



BioZyme Incorporated

BioZyme Incorporated is another great example by placing a large and highly relevant question to draw cattle producers attention toward their solutions.



Effective Visual Communications



Farmers Business Network

FBN offers many solutions to farmers: Animal Health Products, Financing, Insurance, Real Estate and more. FBN included many different videos and images with messaging showing solutions important to farmers.



Effective Visual Communications



Animal Health International

Animal Health International effectively presented their overall brand identity along with supporting brand products with tiered overhead hierarchy signage.



Effective Visual Communications



Tarter Farm and Ranch Equipment

By demonstrating the multiple uses of some of their products along with features and benefits, attendees could easily consider how to include the products in their operations. Including QR codes made it even easier for attendees to consume the information they wanted.



Effective Visual Communications



Lincoln Agribusiness Services

Planning to pass on a ranching business to another family member can feel daunting, but Lincoln Agribusiness Services shows Presented a message designed to create confidence with cattle producers.



Effective Visual Communications



Vence

With simple and well-placed messaging, Vence quickly, visually and powerfully answered the who, what, and why questions in attendee's minds.



Effective Visual Communications



Fort Supply Technologies

Breaking down what might be considered a complex process with simple graphics and images allowed Fort Supply Technologies to communicate their features and benefits simply.



Effective Visual Communications



Ranch Hand Solar Lighting Systems

Not only did Ranch Hand Solar Lighting Systems provide a list of features on the product signage, they included show discounts that attendees may want to take advantage of.



Effective Visual Communications



Livestock Transport Nation

The human brain has a hard time resisting a question, especially when it is relevant to their operations. The small exhibitor did a great job of asking a question as a hook to draw attendees to the exhibit to learn about their truck tracking solution.



Effective Visual Communications



CattleFax

Showing the actual product reports and the various types of reports, CattleFax made it easy for attendees to visualize how their service could help their ranch operations.

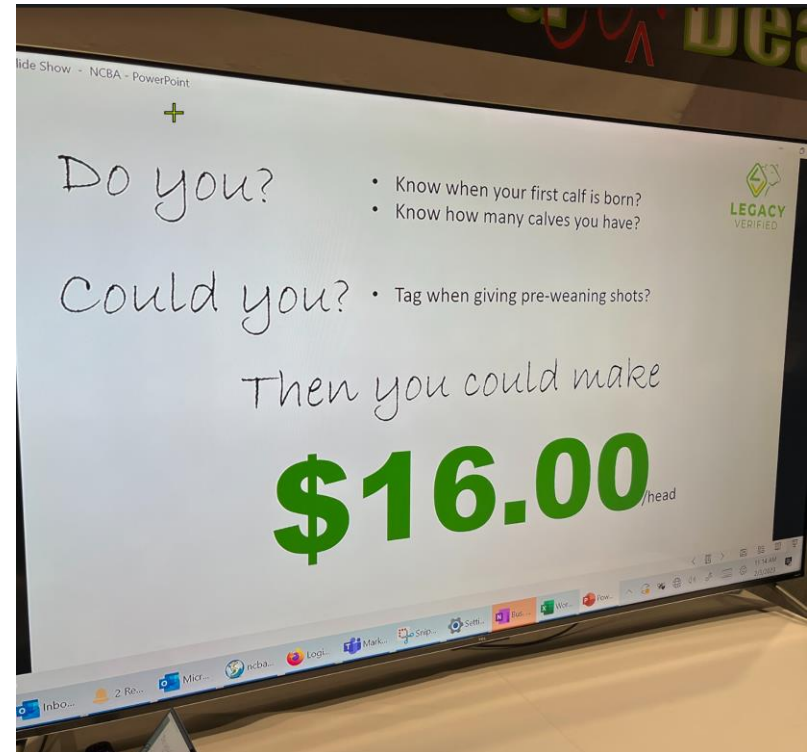




Engaging & Informative Presentations / Demonstrations

- 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

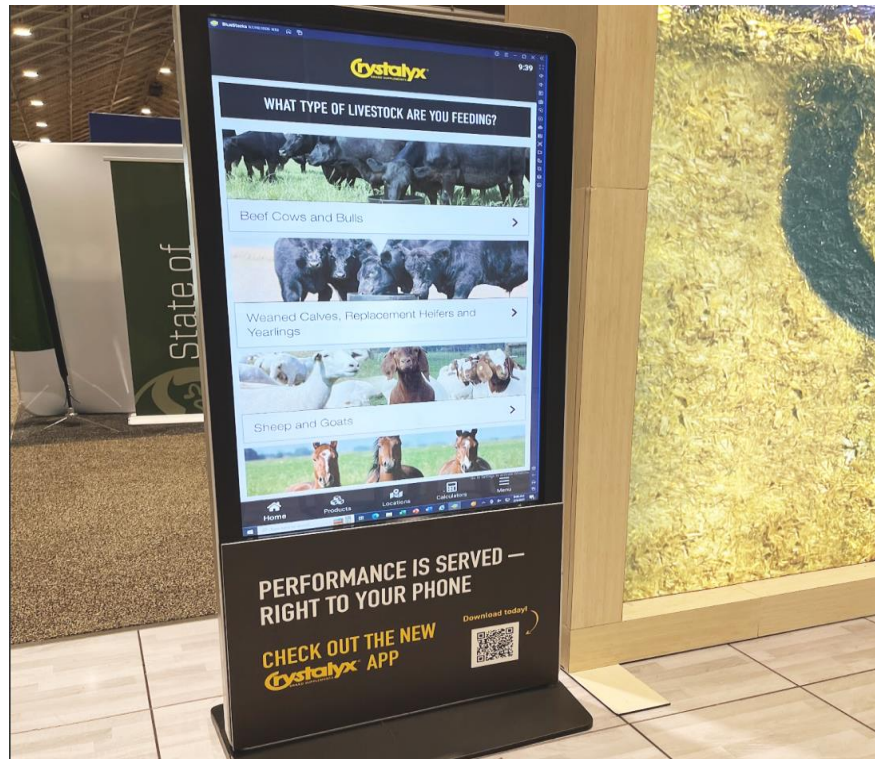


Legacy Verified

Now here's a creative use of A/V themed to a world famous game show. The "Let's Make a Cow Deal" large flat panel asked relevant questions that prompted cattle producers to think about their operation and showed them what the cost benefit would be of addressing these issues.



Engaging & Informative Presentations / Demonstrations



Crystalix

When you're not showing or demonstrating a product and yet still want to educate visitors about your solutions, the use of interactive A/V can be a tremendous boost. Here's a great example of how to use a large, interactive touchscreen along with giving visitors quick access to information with a QR code.



Engaging & Informative Presentations / Demonstrations



Kent Nutrition Group

Comfortable seating and attentive staffers ensured that attendees were able to focus on the entertaining and instructive presentation in the Kent Nutrition Group exhibit.



Engaging & Informative Presentations / Demonstrations

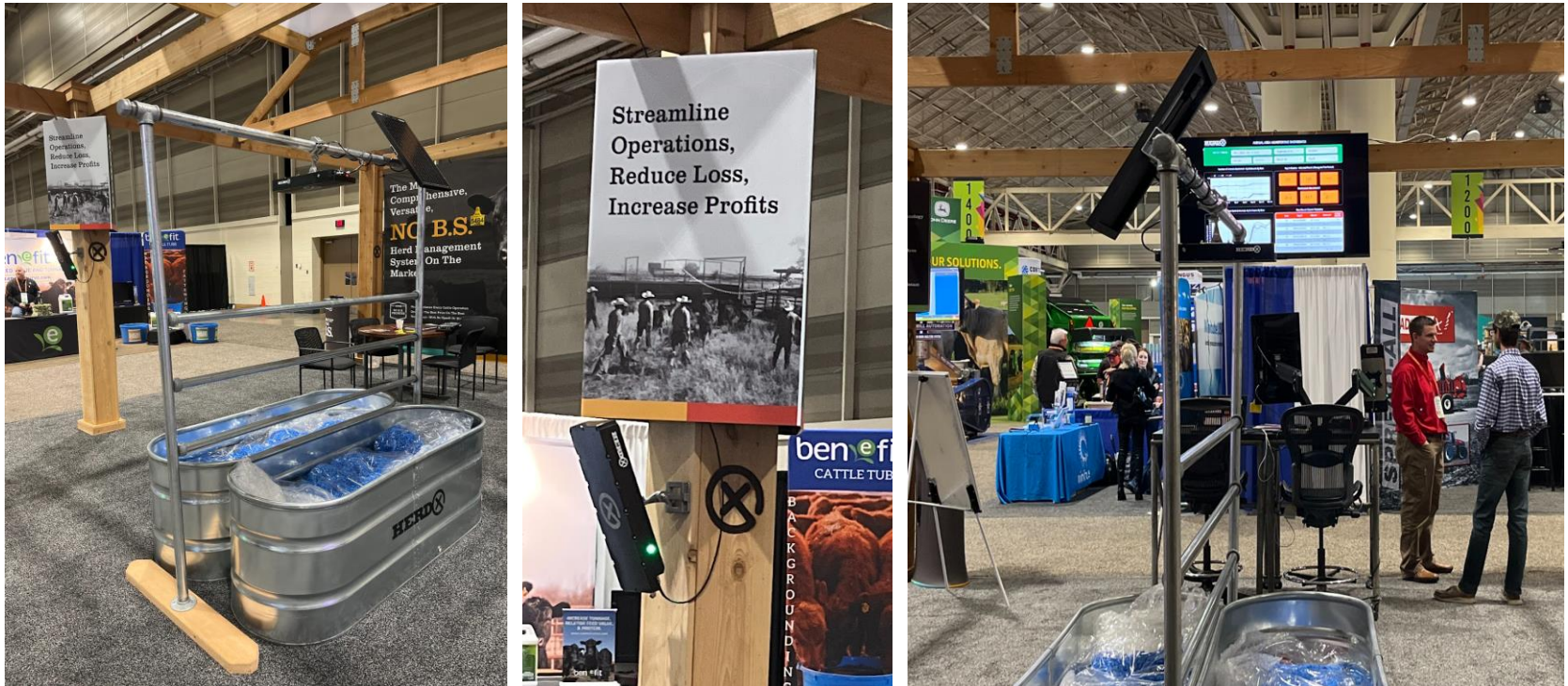


Stay Tuff Fence

Using a video to capture attention, Stay Tuff Fence staffers were able to engage visiting attendees. Once qualified, staffers were able to use different hands-on demonstration areas to share more details.



Engaging & Informative Presentations / Demonstrations



HerdX

The number one way attendees want to interact with an exhibit is by some form of a product demonstration or presentation. The more you can do to bring your product story to life through a demonstration, supported by feature and benefit messaging -- the more traffic you'll get. Here is an excellent example of how to do just that.



Engaging & Informative Presentations / Demonstrations



NMSU College of Agriculture

NMSU provides training and did an excellent job of communicating when important calf birthing demonstrations would be held.





Effective Staffing Practices

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

Effective Staffing Practices



AG-Gear

The staff of AG-Gear wore different examples of their product which gave them the ability to demonstrate the quality and broad range of options available.





Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



RanchBot

Now here's a creative way to engage attendees. When your product is water monitoring solutions, what a great way to communicate the features and benefits of your product then by branding your water cooler. Taking it one step further they also branded the cups ... creative and very well done.



Smart Exhibit Access & Attendee Navigation



R&R Machine Works

By including feature and benefit signage on their equipment, R&R Machine Works made it easy for visitors to understand why they would want more information.



Smart Exhibit Access & Attendee Navigation



John Deere

By displaying large, easy-to-read signage next to their equipment, John Deere clearly communicated features and benefits important to attendees.





Before and After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made



Quality Liquid Feeds

The key to improving exhibiting results is to make continual improvements. As a result of their E3 report last year, Quality Liquid Feeds realized they needed to do a better job of telling their product story with more impact. So this year they added a well-placed flat panel that delivered product information, and staged their products so people can take a closer look.





Thank You for Exhibiting at 2023 NCBA Trade Show!

Mark your calendar now for the upcoming NCBA 2024
January 31 - February 2, 2024, Orlando, Florida
And be sure to bring your creativity and excellent execution
so we can feature your exhibit in this report next time!



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