



## **“Best of Show” Contest Award Winners Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team**

*By Jefferson Davis and Lisa Goodman of Competitive Edge Training*

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 the herd to deliver outstanding and educational experiences to our producers.

Winners were selected based on careful examination of specific exhibiting criteria, and awards presented to exhibits in the following categories: Large Island Booth (1,000 sq ft+), Small Island Booth (up to 900 sq ft), and Inline Booth.

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

- **Booth Creativity:** Exhibit grabs attention and stands out through use of design elements, color, lighting, imagery, materials, furnishings, A/V, props, etc.
- **Message Effectiveness:** Exhibit quickly and visually communicates company and/or product/service information that informs and engages attendees
- **Visitor Engagement :** Products/services thoughtfully displayed in an appealing, interactive and informative manner, compelling visitors to engage.
- **Booth Staff :** Booth staff is easily identified, staffed at proper level, and behaviors are positive.



# Large Island Exhibits

**Grand Champion: Zoetis**

**Reserve Champion: Case IH**

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



Zoetis was awarded the best of show for the second time. While their unique and attention-grabbing exhibit structure is the same, their evolution of messaging and visitor experiences once again gave them the win. Tapping into cattle producer's emotions with a theme of "Born of the Bond" and offering interactive experiences supporting the bond message demonstrates a deep understanding and creates an emotional connection with customers beyond their products. Placing calves on wheels around the venue that attendees' wheel back to the booth to win a prize is a tried-and-true method that continues to deliver traffic.

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



On entering the booth, visitors are encouraged to relax and have fun taking “The Calving Season Challenge” game where they were rewarded with an ever-popular cattle flag. Supporting the new product launch, there was a well-designed video which quickly delivered important product details. To vary information delivery style, a static product display With quick read graphics focused on the economic health their products deliver. With ranch transitions being an important topic to the future of the industry, they provided a well-designed video showing how one family transitioned the ranch to the next generation. Booth staffers wore branded apparel and were highly attentive and responsive to visitors.

## Best of Show: Large Island Exhibits Reserve Champion: **CASE IH**



Case also won best of show recently. Like Zoetis, they keep adding new elements to their booth that strongly differentiate them from the rest of the large booths. Grabbing attention and informative product demos take center stage in this exhibit. They visually draw attention to their tractor to bailer communication solution by placing a large moving light that drew the attention of attendees near and far. Product staging was outstanding with simulated fields showing how the factor collects data. Products were well supported with informative static signage and large AV providing key product detail. The case staff did a great job of covering the entire booth and were quickly responsive and proactive to all visitors.



## **Small Island Exhibits**

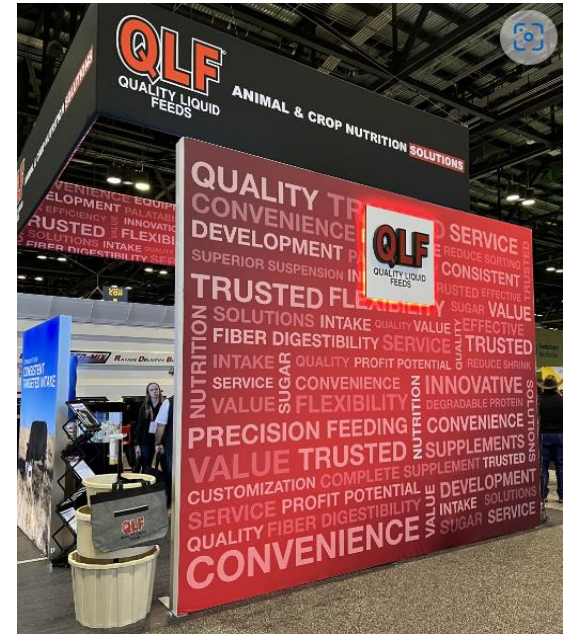
**Grand Champion:**

**QLF**

**Reserve Champion:**

**Farmers Business Network**

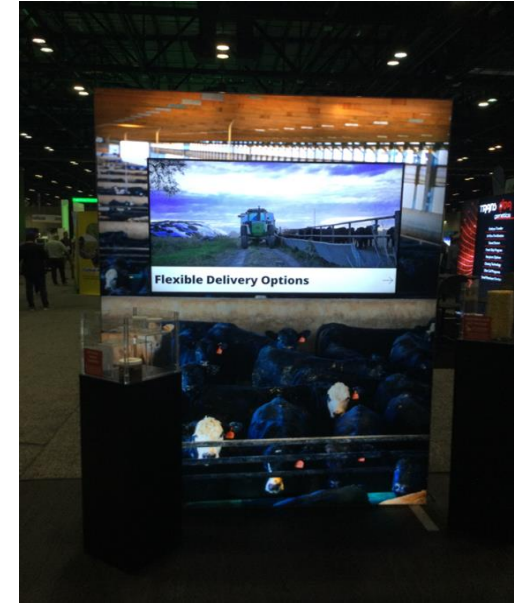
## Best of Show: Small Island Exhibits Grand Champion: QLF/Quality Liquid Feeds



We are proud to welcome to QLF to the winner's circle. Sara Gabor, their exhibit manager actively participates in the NCBA Exhibitor Summit and applies learnings to making her exhibit better and better every year. A large top sign clearly identified who they are, what they do, and helped define the space. By using word clouds on the inside of the top sign, on center tower and back, they were able to subtly implant key messages in visitor's minds. Large backlit signs all around the booth visually communicated value propositions which encouraged visitors to stop and learn more.



## Best of Show: Small Island Exhibits Grand Champion: **QLF/Quality Liquid Feeds**



Upon entry, there were multiple interactive visitor experiences designed to educate visitors through a QLF Quick Facts game where visitors answered five questions for a chance to win. Ample Product demos were thoughtfully staged to be able to visually show why their feed solutions are so important. The booth staff radiated excitement and energy about engaging visitors and sharing their feeding solutions. Nicely done Sara!

## Best of Show: Small Island Exhibits Reserve Champion: **Farmers Business Network**



FBN executed a very effective booth by putting “Farmers First” and showing them how to “Feed Your ROI”. Messaging was clear and direct, highlighting their commitment to put Farmers First - maximizing profit potential using their digital platform and network. To draw attention, motion was used from top to bottom, from the rotating banner above to scrolling messaging on digital displays placed throughout the space at multiple levels. Well-placed interactive spaces and product displays directed visitors to areas of interest, and eased navigation. With high-volume visitor traffic and consistent staff interaction, it was clear to see that this was a must-see exhibit!



## **Inline Exhibits**

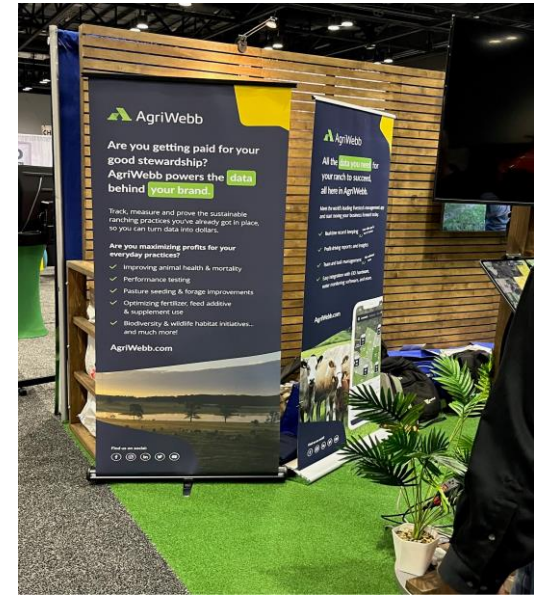
**Grand Champion:**

**Agriwebb**

**Reserve Champion:**

**Oklahoma Steel & Wire**

## Best of Show: Inline Exhibits Grand Champion: **Agriwebb**



Agriwebb was chosen winner for their uniquely designed small booth that grabbed attention with a wooden pallet like backdrop and side fence with green carpeting that simulated grass. They offered interactive and fun learning experiences. The neon like "my grazing is amazing" sign beckoned attendees to stop and take a photo with various signs imprinted with humorous messaging. Visitors were encouraged to post the photo on social media. A branded proactive staff did a great job of engaging and questioning visitors to determine interest level and guide them to the left for a brief video presentation. The presentation was well supported with graphics that delivered key product messaging. All elements worked well together!

Best of Show: Inline Exhibits  
Reserve Champion: **Oklahoma Steel & Wire**



OKBRAND was selected for creative use of imagery and materials to draw attention. Their product was well-staged, designed to simulate the experience of being on the farm, demonstrating fencing in use. Full-size imagery of cattle, combined with artificial grass on the floor drew visitors in, supporting their theme - while fencing, placed in front showed product function when installed. Fencing samples and a demo on the tabletop provided an opportunity for visitors to interact with the product and discover distinctive features. Staff were friendly, engaging and were well identified with branded apparel.



**Thank You for Exhibiting at NCBA's CattleCon 2024!**

***Mark your calendar now for CattleCon 2025,  
February 4-6, 2025 in San Antonio TX.***

We hope this contest and report inspires you to bring your creativity and great execution to next year's show so we can award your company as a winner!



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