



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

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As a value-added exhibitor service, NCBA provided selected exhibiting companies 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 CattleCon 2025.

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



Performance Stock Analytics

To draw attention you have to “stand out” not only from other exhibitors but from every source of visual distraction in the Exhibit Hall - even the Hall itself. Performance Stock Analytics did exactly that with their well-lit booth and fire engine red color scheme.

Creative Attention-Grabbing Techniques



Westway Feed Products

The fastest way to get a booth noticed is to light it up. Westway's booth used bright LED lighting and familiar imagery to make sure they got their fair share of looks and to communicate exactly what they do.

Creative Attention-Grabbing Techniques



MacroSyn

MacroSyn drew consistently large crowds throughout the day by employing a “Trade Show Magician” to perform sleight of hand AND use it to illustrate their company’s story. By cleverly weaving tricks with tips, attendees got both entertainment and knowledge of MacroSyn’s products.

Creative Attention-Grabbing Techniques



Chatel Farms

Exhibits have the power to transport guests to any place or mood an exhibitor desires to take them. Chatel Farms used faux wood, brick and greenery to create an oasis amid the bustling exhibit hall at CattleCon. This booth was an inviting and relaxing respite for visitors.

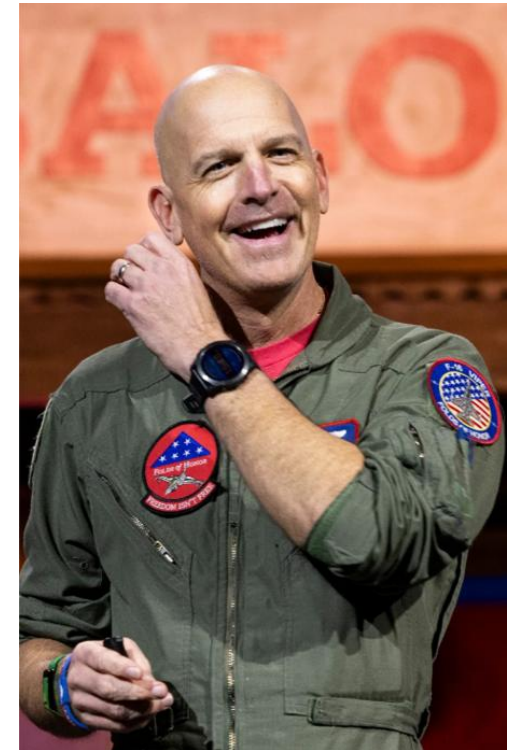
Creative Attention-Grabbing Techniques



Novonesis

Novonesis used a combination of dramatic lighting, bold product statements, a unique exhibit design, and a staff decked out in powder blue to draw attendees to their space. Once there, the relaxing ambience allowed them to leisurely explain the value offered by this new company.

Creative Attention-Grabbing Techniques



Zoetis

Following the stirring Keynote session delivered by Lt. Col. Dan Rooney, Zoetis leveraged their sponsorship and relationship with the Colonel by bringing him into their exhibit for a “meet & greet” event with show attendees - drawing large crowds to see Zoetis on CattleCon’s opening day.

Creative Attention-Grabbing Techniques



Behlen Country

Here's a terrific show stopper. Behlen Country wanted guests to learn all about their grain & feed storage structures, so they downsized one and brought the compacted version to display in their exhibit -- which then served double duty as a client meeting space. Pretty cool.

Creative Attention-Grabbing Techniques



Farm Credit

Farm Credit understands that the process of asking for money can make folks feel uncomfortable, especially for independent ranchers who are ruggedly self-reliant by nature. So they designed their exhibit to be as comforting and relaxing as possible. A savvy decision by this exhibitor.

Creative Attention-Grabbing Techniques



Old Three

Flooring is often overlooked as a way to magnify and draw attention to your brand. Old Three not only added to the rustic and weather-worn feel (1) of their booth, but they added a “front porch” area (2) to set their space apart from the aisle carpet - a good foundation for drawing attention.

Creative Attention-Grabbing Techniques



Hayden Outdoors Real Estate

Ranching requires land. Telling Hayden's story is as simple as that. So, to help visitors feel exactly what they can do, they came up with this unique exhibit structure. Guests were transported to the ranch and range through their decor scheme and furnishings. Very effective, creative and simple.



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



Noble Research Institute

Successful ranching requires a wide range of supplies and services for success. It's important that attendees understand how your company fits into the big picture. Noble Research Institute summed it up concisely with their headline, and visitors immediately knew what to talk to Noble Research Institute about.

Effective Visual Communications



Lonestar Tracking

The three most important questions attendees need to know the answers to are (1) Who you are, (2) What you do, and (3) Why the visitor should care. Lonestar effectively hits all the bases including three key benefits to answer the “Why” question -- all in only 10 words.

Effective Visual Communications



MWI Animal Health

A hanging sign is an expensive exhibiting tool, but it can also be very powerful. By telling attendees more than simply their name and location, but also what they do -- MWI Animal Health gets the most bang for their “hanging-sign” buck.

Effective Visual Communications



Strobel

Strobel's huge awnings are impossible to miss. However, there remains much more to learn about their products and the importance of using them. Utilizing banners and backlit panels, Strobel clearly and effectively spelled out exactly why their role in the industry is so vital.

Effective Visual Communications



Purina

Slogans are easily remembered. Purina confidently and clearly proclaimed their value to the industry with slogans like “Rain or Shine,” “Sunup-Sundown,” “Sunday-Sunday” and “Grit Never Quits.” These are powerful and laser focused ways for people to understand the value you bring.

Effective Visual Communications



Breedr

Here's another clever spin on words, communicating an important concept. Breedr wanted to introduce their new concept of "Full Circle Beef" to attendees, so they proclaimed that the supply "chain" had evolved into a "circle." This caused attendees to ponder and question the way they currently look at things in the industry. A great way to introduce a new concept.



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



Gallagher

Demos are a vital part of every trade show. Hands-on time with your product is often key to a sale. Of equal importance is understanding the features and benefits of the products being shown. Gallagher knows this and adds depth to each demo with these floor standing banners.

Engaging & Informative Presentations / Demonstrations



Central Life Sciences

A new idea will always draw visitors to your exhibit, and new ways of doing familiar things is interesting to almost all attendees. By placing their new drone technology on a circular lighted pedestal, Central Life Sciences taught attendees about this new way to control insects.

Engaging & Informative Presentations / Demonstrations



EBM Manufacturing

Two ideas contribute to this terrific demo's success. First, it's a scale model of a much larger machine. Second, plexiglass is used to show the process going on inside. A great one-two punch.

Engaging & Informative Presentations / Demonstrations



Tonon Meat Rails & Kuhl Haus Ranch Coolers

Since they couldn't hang a real side of beef, Tonon did the next best thing, showing off their rail and cooler systems using a foam board replica of a side of beef. Now that's some meaty creativity.

Engaging & Informative Presentations / Demonstrations



RanchBot

A successful exhibit should create enduring memories for visitors. RanchBot brought in a embroiderer to create custom bandanas in the company colors. A huge hit with lasting impact.

Engaging & Informative Presentations / Demonstrations



Fera

Visitors come to CattleCon to learn. When exhibitors fill this need, the visitors become open to adopting new ideas and methods. Fera's small theater (here, about to start a presentation) delivered important data and trend information relevant to the ranching industry.



Effective Staffing Practices

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

Effective Staffing Practices



Halter

The coordinated shirts worn by the Halter team made them look good, conveyed their brand, and made it easy for visitors to spot them to engage in conversations about their products.

Effective Staffing Practices



Immucell

If you saw them, you remembered them. Whether it was the crazy top hats and dark glasses, or the wild leather jackets, the Immucell staff were clearly having a blast. And frankly, so were we.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Tusker

The mix of bright orange and light green really turned heads for Tusker. Combine this with a super clear value proposition and well-placed easy-to-read messages and this small exhibit really rocks!

In-Line Success: Small Booths that Rock!



Herdwatch

Herdwatch used bold, bright, easy-to-read headlines to pose a primary question to visitors. This is a great way to “call out” exactly the people you want to talk with. Perfect for a small space.

In-Line Success: Small Booths that Rock!



Ritchey

This 10'x20' exhibit has so many great things happening. Their back wall is brightly lit and boldly conveys their primary value proposition. This is supported by a video presentation, product display rack, customization demo, and a Show Special offer. There's lots to see and do in this exhibit.

CATTLE 20 CON 25 SAN ANTONIO

Thank You for Exhibiting at NCBA's CattleCon 2025!

Mark your calendar now for the upcoming CattleCon 2026

February 3-5, 2026 in Nashville, TN

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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