



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

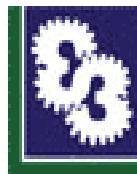
*By Jefferson Davis and Bob Milam of Competitive Edge Training*

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 attendees.

Winners were selected based on 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), Inline Booth,  
and New Exhibitor .

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:**

**John Deere**

**Reserve Champion:**

**R&R Machine Works**

## Best of Show: Large Island Exhibits Grand Champion: **John Deere**



**John Deere** raised the bar with a strategic overhaul of their booth design and communication approach. Instead of relying on the sheer presence of large equipment, the focus shifted to clearly communicating the real-world benefits of their solutions. This turned the booth from a static display into a purposeful, value-driven interactive experience. The message first strategy was executed consistently. Clear storytelling, interactive A/V demos, and an enter-to-win contest drove engagement, with each element accessible either live in the booth or digitally through well-placed QR codes. This hybrid approach made participation easy while extending engagement beyond the show floor.

## Best of Show: Large Island Exhibits Grand Champion: **John Deere**



**John Deere (Cont.):** The result moved away from a one-dimensional product presentation to a professionally staged brand experience. Every element felt intentional, reinforcing John Deere's position as a customer-focused market leader and inviting attendees to stay, explore, and connect.

Visually, the booth struck a confident, understated balance. Neutral colors complemented John Deere's iconic green and yellow without overpowering the space, allowing the products, messaging, interactivities and conversations to remain the focal point—an approach that reflects the confidence of a true industry leader. Outstanding work John Deere!!!

## Best of Show: Large Island Exhibits Reserve Champion: **R&R Machine Works**



Congratulations to R&R Machine Works for winning Reserve Champion in the Large Island category.

Their new exhibit stood out strongly on the show floor. The top illuminated signs drew attention from across the hall and quickly identify the company identity and provided information about their products.

On the perimeter of the exhibit were interactive demonstrations that were staffed with proactive staffers who are quick to engage visitors and encourage them to participate in a highly visual demonstration.

The highlight of the booth was the ability to enter a large trailer and see their products physically on display. They also augmented the display with quick read signage pointing out key elements they wanted visitors to know about.

The booth staff wore branded apparel and exhibited energy and enthusiasm for engaging and educating. All in all, this was a great step up for this exhibiting company!



## **Small Island Exhibits**

**Grand Champion:**

**Halter**

**Reserve Champion:**

**CERES TAG**

## Best of Show: Small Island Exhibits Grand Champion: **Halter**



Congratulations to Halter for winning the Grand Champion Small Island exhibitor award. Their unique, attractive and well-designed wooden exhibit structure stood out on the floor in a sea of fabric booths. Company identity was highly visible from all viewing tiers. Static graphics quickly communicated clear and strong value propositions encouraging attendees to stop and learn more. Including a well-placed sandwich board that encouraged visitors to check out their solar powered collars. Visitors were further enticed to stop and fuel up at their coffee bar on the perimeter of the booth and enter to win a beautiful saddle, which was a very on target and desirable giveaway for cattle producers.

## Best of Show: Small Island Exhibits Grand Champion: **Halter**



On the perimeter of the booth, they had multiple large video screens showing live electronic fencing applications in action.

Upon entering the space, there was a well-designed case study wall combining lighting, imagery messaging around the theme Real Ranchers, Real Results.

Electronic collars were uniquely displayed on hooks that were easy for attendees to physically interact with and there was a large bench for producers to sit and talk.

The staff wore branded Western apparel and were proactive in engaging visitors. There was always a crowd around this booth every time we got near. Outstanding execution on all levels and a deserving winner of the best Small Island exhibit.



## Best of Show: Small Island Exhibits Reserve Champion: **CERES TAG**



Congratulations to CERES TAG for winning Reserve Champion in the Small Island category.

An extremely well-designed top sign with an image pointing down toward the booth and quick read copy on the inside grabbed attention near and across the hall.

A cool display of two cattle in grass was a hero element in the booth that people stopped to take pictures of and with. They had a neon sign photo op area that integrated the CattleCon name drawing additional attention.

Plenty to do in the booth in terms of touchscreen interactives, personalized demo stations, and a drawing to win free tags. The responsive and engaging booth staff made sure everyone who entered the booth was greeted promptly and educated in an interactive format about their products. Great work!!!



## **Inline Exhibits**

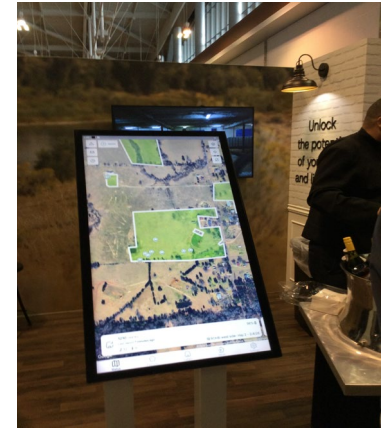
**Grand Champion:**

**Nofence**

**Reserve Champion:**

**Jones Hamilton**

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



Congratulations to Nofence for winning the Grand Champion award for the Inline Exhibit category.

Honestly, this was one of the most impressive small booths we have seen at CattleCon in years.

When you have a high-tech product integrating technology into your booth is a smart play. They were able to combine visually impactful lighting elements, quick read messaging, state-of-the-art audio-visual, with familiar and relevant imagery, and wood flooring that made the booth feel both high-tech and warm and approachable at the same time. No easy feat!

The hero element in the exhibit was the glass product display that drew attention and communicated product messaging and almost felt like a hologram. Visitors were shown to interactive A/V showing their Nofence solution in real time operation on a ranch.

The booth staff exuded energy and excitement for their solutions, and this booth had a crowd around it every single time we passed. This world-class booth shows that small does not have to be second rate.

## Best of Show: Inline Exhibits Reserve Champion: **Jones Hamilton**



Congratulations to Jones Hamilton on winning Inline Exhibit Reserve Champion.

The bold red and black color scheme was hard not to notice. Perfectly placed, quick-read graphics drew attention and quickly educated ranchers about their pH solutions.

A large flat panel with a well-designed video including large captions added motion and created additional visual interest.

The layout was open and easy to enter. They smartly placed interactive AV on the perimeter that with a trivia type game to test your knowledge about pH with a chance to win.

The booth staff wore branded apparel and did a great job of keeping body language open and quickly engaging visitors near the booth.



# Best New Exhibitor

**JCB**

## Best of Show: New Exhibitor JCB



Congratulations to JCB for winning the Grand Champion New Exhibitor award.

Sometimes, simplicity, unique product staging and great messaging can make all the difference in an exhibit.

The large equipment in the booth made it quickly obvious what they did, but the showstopper was the hay bales elevated high in the air with a perfectly-placed, double-sided, back-lit sign communicating their value & unique selling proposition of “lift higher, reach further and dig deeper”. To differentiate their height advantage, the graphic included a site line showing where competitive products stop reaching.

The space was open and easy to enter. Each piece of equipment had quick read product detailers on it, there was an informative, well-placed video. Rather than give away a general promotional product, they offered 50 hours of free equipment usage which is a super smart and valuable giveaway.

Booth staffers did a great job covering the large base and quickly responding to visitors. Nice entry JCB!



**Thank You for Exhibiting at NCBA CattleCon 2026!**

***Mark your calendar now for CattleCon 2027***

***February 2-4, 2027 in Nashville TN.***

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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