



National Cattlemen's
Beef Association

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

By Jefferson Davis and Bob Milam of Competitive Edge Training

As a value-added exhibitor service, NCBA provided select 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 2026.

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



Endovac Animal Health

The fastest way to get a small booth noticed is to light it up. Endovac Animal Health did a great job with their 10 x 20 inline booth using bold colors and bright backlighting to draw your eyes. They had a clear value proposition and integrated a customer testimonial on the right panel.



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Creative Attention-Grabbing Techniques



Defend by Tactacam

Another way to make an exhibit stand out is through the use of color. Defend integrated a bright green and black color scheme which created high contrast and stood out in the aisle.



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Creative Attention-Grabbing Techniques



Case IH and New Holland

Case IH and New Holland teamed up to add a cool extension to their large booth. They creatively designed The Farmacy as a cool place that attendees could take a break from the show floor, listen to a little music, and grab a drink in a Western-style theme lounge. Because of the unique entrance, passing attendees had to take a peek inside to see what was going on.



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Creative Attention-Grabbing Techniques



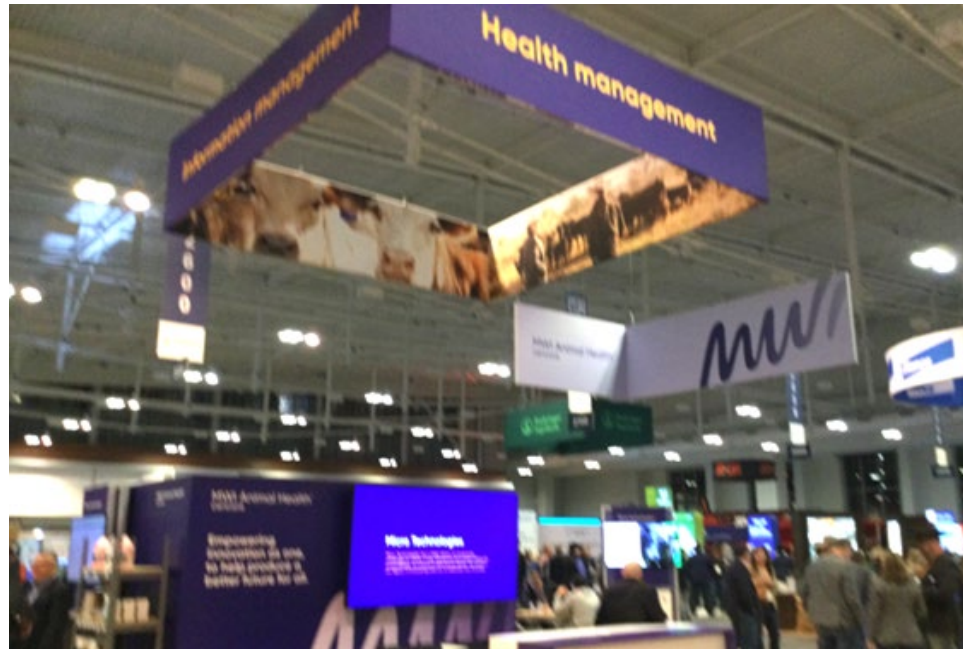
Herdwatch

Herdwatch made sure they got their fair share of attention with their brightly lit and colorful exhibit backdrop. The backdrop not only drew your eyes, but delivered crystal clear messaging about how they help cattle producers simplify livestock.



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Creative Attention-Grabbing Techniques



MWI

MWI knows the cost to rig a top sign is not cheap. So, if you're going to do it, why not get more bang for your buck. Their well-designed top sign quickly communicated what they do and the imagery on the inside of the sign added visual interest, driving more attendees to look.



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Creative Attention-Grabbing Techniques



Wagyu Beef Association

Lighting can be used in many strategic ways within an exhibit. Here, the Wagyu Beef Association uses it to spotlight their tasting station, naturally drawing visitors. After all, experiencing the product firsthand is the most powerful proof they can offer.



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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



Monil

Monil did an outstanding job of quickly and visually communicating a value proposition and reason to stop and learn. Their perfectly positioned headline, “The future is fenceless”, grabbed attention and created curiosity for cattle producers to stop and learn.



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Effective Visual Communications



Cambridge

A strong trade show headline should be powerful and concise. Cambridge delivers on both. In just five words, they clearly communicate their value. You immediately understand how they can help.



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Effective Visual Communications



AAP

Rigging a hanging sign from the ceiling can be costly in most exhibit halls. AAP smartly avoided that expense by anchoring their overhead structure to the floor instead. The result delivered the same high-visibility impact without the added rigging fees.



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Effective Visual Communications



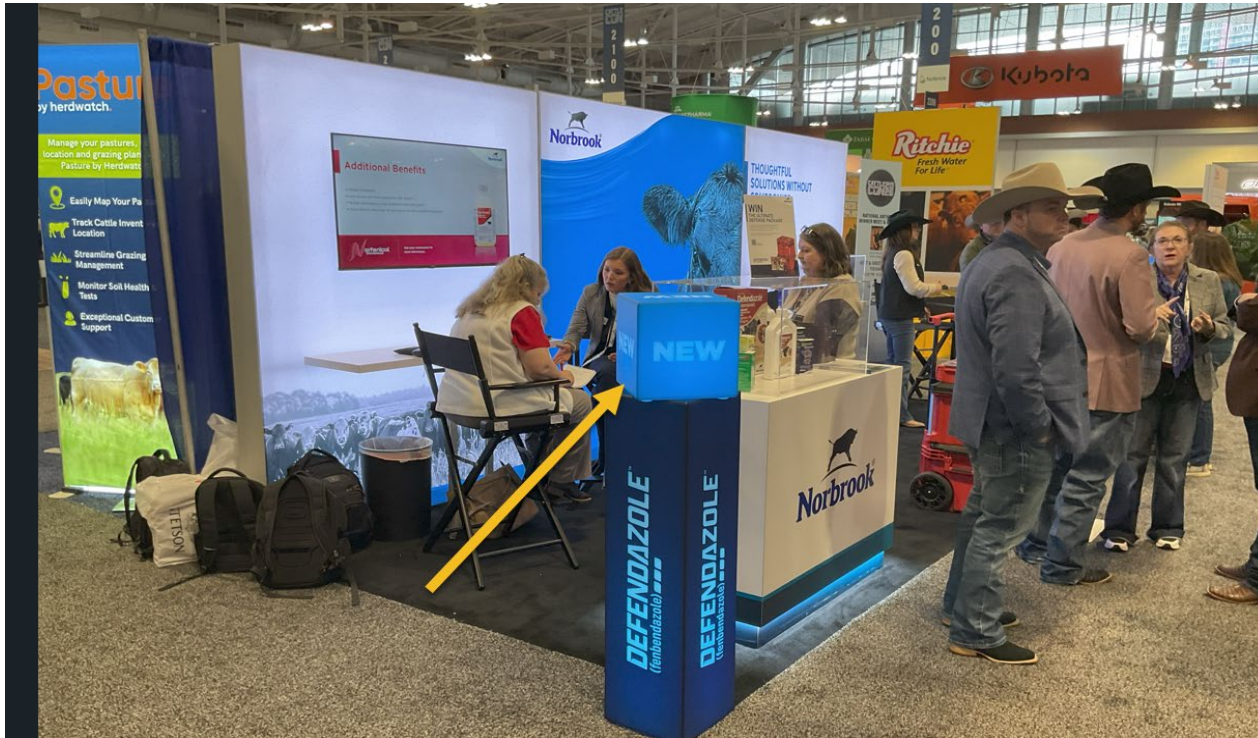
R&R Machine Works

R&R Machine Works delivers their messages —through clear, bite-sized chunks. Throughout the exhibit, strategically placed signs identify each component and explain its function. It's a smart, systematic way to visually communicate the key attributes of their system.



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Effective Visual Communications



Norbrook

Few words carry more power on a trade show floor than “NEW.” Norbrook leverages it effectively to draw in cattle producers eager to see what’s just been introduced. It’s a simple word that consistently sparks curiosity and traffic.



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Effective Visual Communications



Breedr

For signage to be effective at a trade show, it must communicate - whether the booth is empty or packed. Breedr accomplished this by positioning key messages above head level, ensuring visibility even in a crowded space. It's a smart move that keeps the brand working at all times.



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Effective Visual Communications



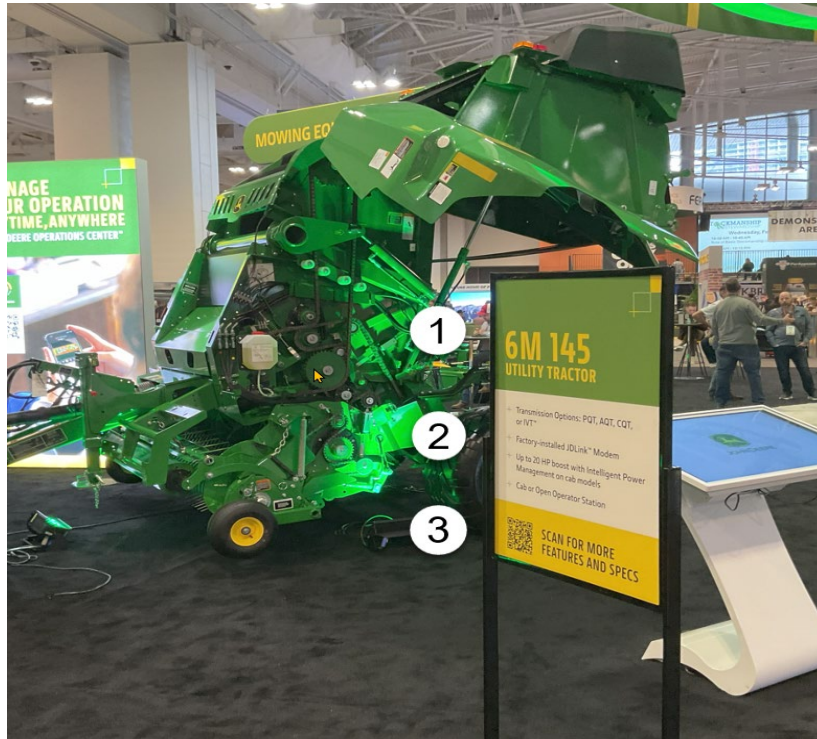
MJE Livestock Equipment

Here's another strong example of delivering key benefit information effectively. By mounting concise benefit statements directly on their products, MJE LE ensured visitors received important details as they explored the displays, meeting attendees exactly where attention was focused.



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Effective Visual Communications



John Deere

Information is retained longer when it's delivered in a recognizable pattern. John Deere reinforces this by consistently presenting (1) the product name, (2) key benefits, and (3) a QR code for more details on every display. The repetition creates clarity, flow, and stronger recall.



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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



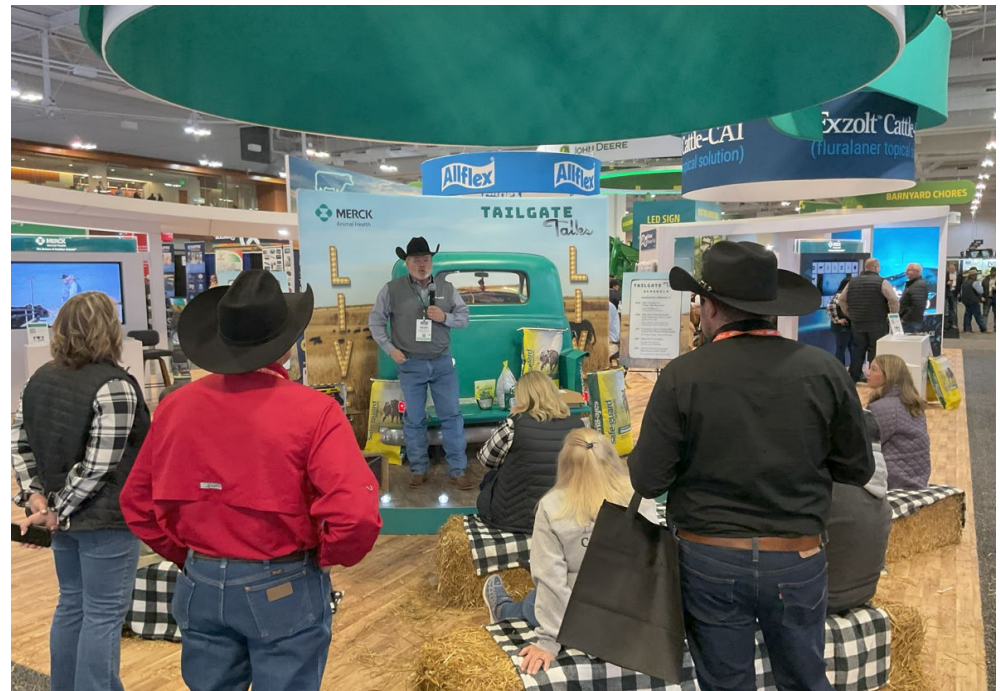
Certified Angus Beef

Certified Angus Beef took their exhibit to a whole other level with their pathway to progress visitor experience. They integrated strong audio-visual, with floor decals that guided visitors through a three-step process to learn more about making progress with Angus Beef.



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Engaging & Informative Presentations / Demonstrations



Merck

Merck understands that cattle producers come to the show to learn. To support that goal, they created a “tailgate talk” area featuring the back-end of a classic truck as a circular stage centerpiece. Hay bales with checkered covers added visual interest while providing comfortable seating for live presentations and casual gathering between sessions.



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Engaging & Informative Presentations / Demonstrations



Nofence

Presenting in-depth information in a clear, inviting way is key to meaningful engagement. Nofence accomplishes this with an angled touchscreen kiosk that naturally draws visitors in. With a staff member always present, the experience becomes both interactive and personal.



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Engaging & Informative Presentations / Demonstrations



John Deere

One of the biggest barriers to demo engagement is unclear instruction. In this case, John Deere removes that obstacle with the simple directive, “Step on to activate”. Clear guidance like this makes participation easy and inviting for every visitor.



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Engaging & Informative Presentations / Demonstrations



RangeView by Envu

To support their claim of helping solve grazing challenges, Envu brought the problem to life. Custom flooring replicated real-world range conditions and the issues ranchers face every day. It was a tangible, visual way to reinforce their message and spark meaningful conversations.



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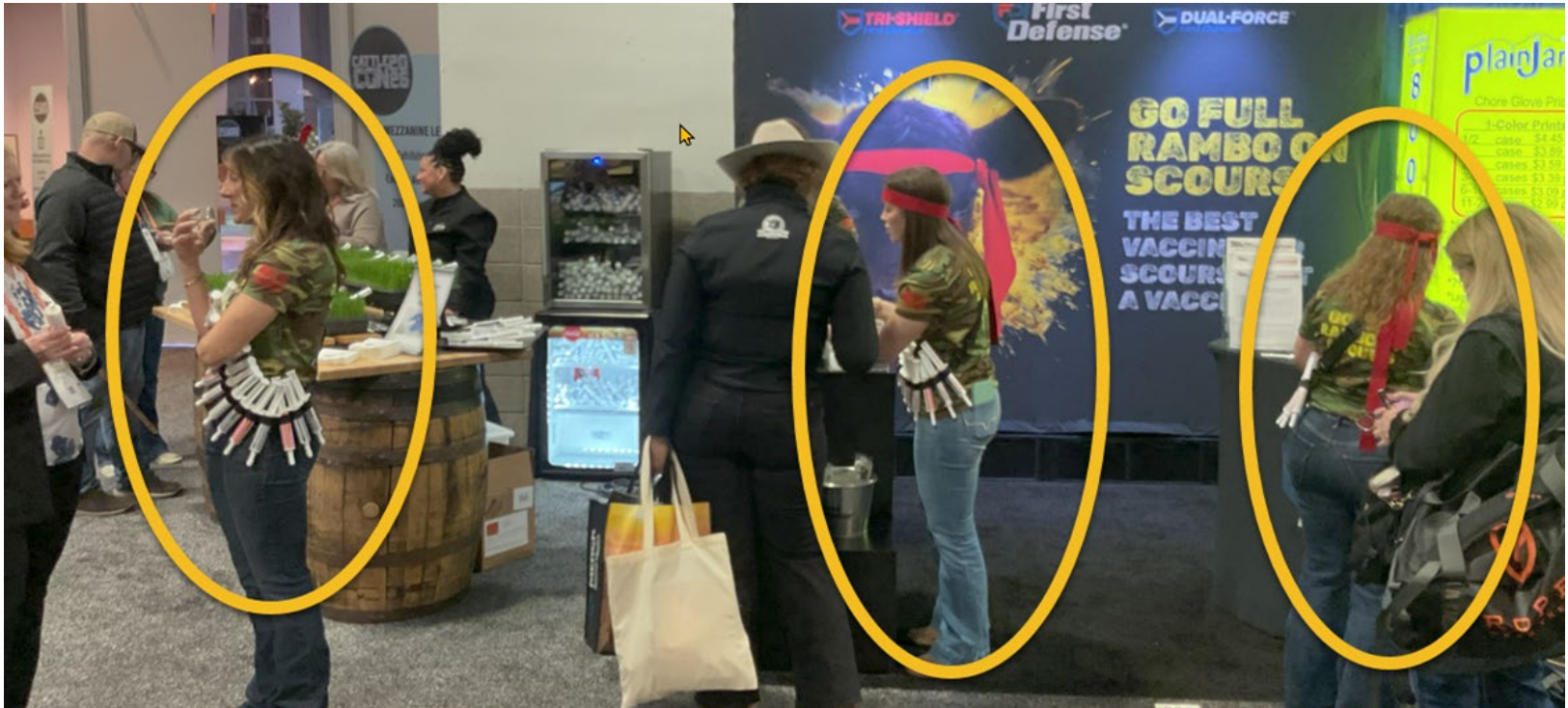


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Effective Staffing Practices

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

Effective Staffing Practices



ImmunoCell

ImmunoCell once again went all in with a Rambo-inspired theme, complete with headbands and syringe-filled bandoleros to dramatize their fight against disease. The bold look grabbed attention and made their message instantly memorable. It's a smart way to send a strong brand message.



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Effective Staffing Practices



Texas Tech University

By sporting branded vests paired with colorful cowboy-themed shirts, the Texas Tech staff visually aligned themselves with the ranching community. Their attire reinforced authenticity and approachability. It's a simple yet effective way to live the brand on the show floor.



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Inline Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Choice Concrete LLC and Midwest Beef Systems

These companies did an excellent job co-branding two business units within a compact footprint. A well-designed backdrop clearly communicated three key messages for each company, supported by relevant imagery both centrally and beneath each graphic. A strategically placed AV element added energy and movement, while the wood flooring unified the space into a polished, highly-effective small booth design.



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In-Line Success: Small Booths that Rock!



Novonesis

Novonesis knocked it out of the park with this high-quality small exhibit that integrated natural wood colors, an illuminated logo, accent lighting under the counter, and a large LED video wall in the center of the booth that helped make sure they got their fair share of attention and traffic.



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In-Line Success: Small Booths that Rock!



Pasture Management

Pasture Management's small booth proves once again that small is not second rate. An extremely well-designed booth integrating relevant colors, imagery, lighting accents, A/V, and multiple product displays -- all well designed to encourage exploration from visitors.



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Thank You for Exhibiting at CattleCon 2026!

Mark your calendar now for the upcoming CattleCon 2027

February 2-4, 2027 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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