



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

By Jefferson Davis and Lisa Goodman of Competitive Edge Training

As a value-added exhibitor service, NCBA 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 CattleCon 2024.

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

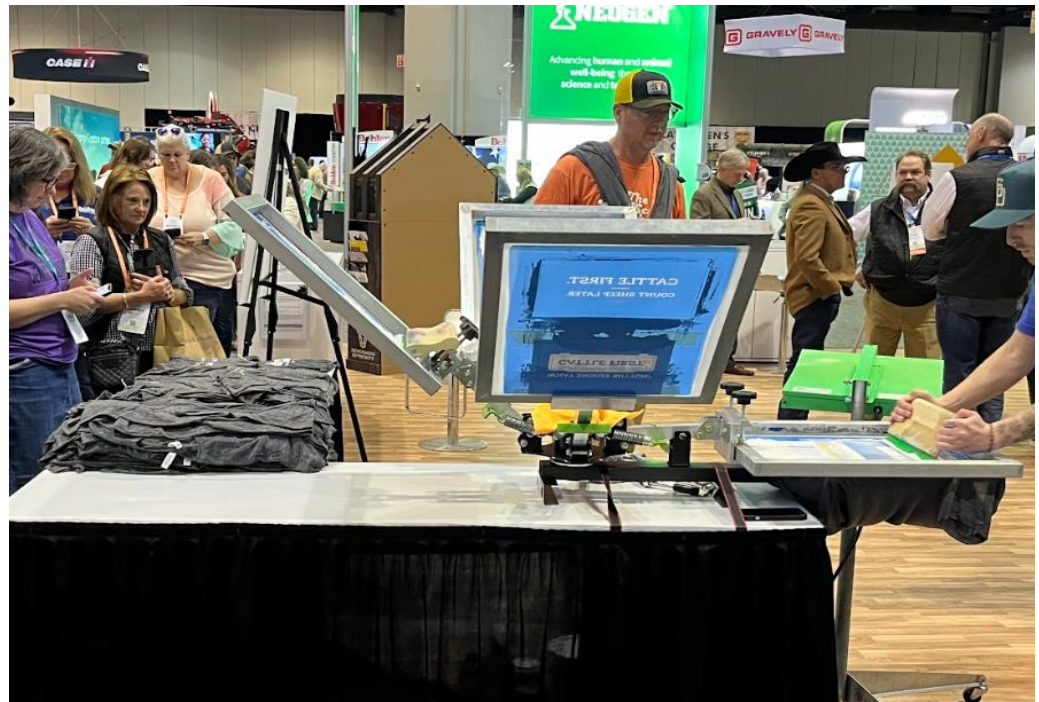
Creative Attention-Grabbing Techniques



Caravan Tech

Now here's a creative way to grab attention by placing your actual product into large colorful exhibit graphics instantly letting attendees know exactly what you do.

Creative Attention-Grabbing Techniques



Boehringer Ingelheim

Who doesn't love a custom T-shirt made just for them? BI did a great job of drawing attention to their booth with their receive a free custom T-shirt engagement.



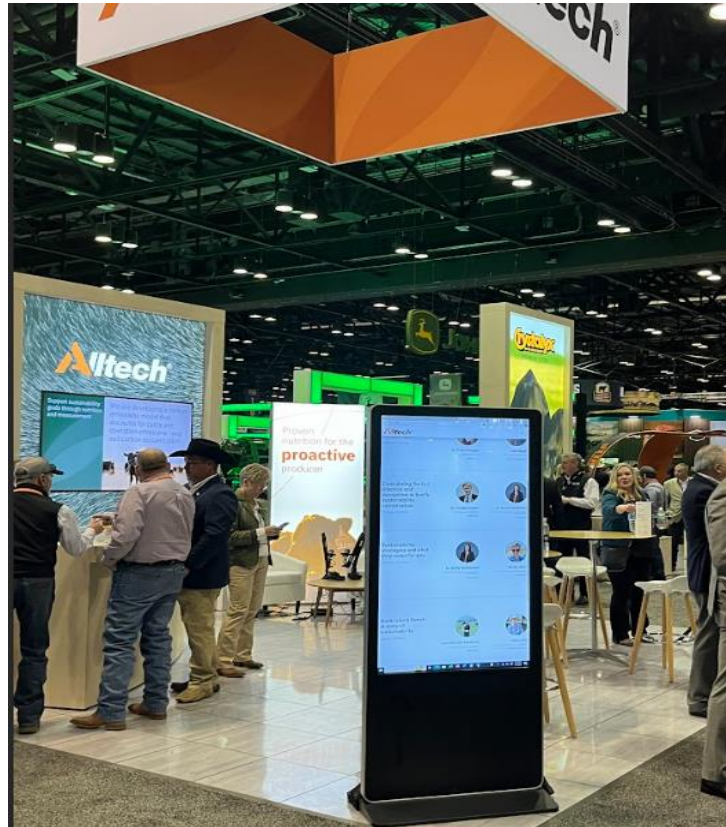
Creative Attention-Grabbing Techniques



John Deere

When you have such an iconic brand like John Deere, sometimes all it takes to dominate the visual landscape of an exhibit hall is to integrate your brand color with strong lighting.

Creative Attention-Grabbing Techniques



Alltech

An overlooked strategy for drawing attention is the creative use of flooring. When you combine a shiny bright tile flooring with high-quality backlit exhibit graphics, you have a formula for success.



Creative Attention-Grabbing Techniques



Clear Dart

An unusual display can be a powerful, interruptive attention grabber. Clear Dart did a great job of staging their product in a unique and eye catching manner.



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



E. I. Medical Imaging

For E. I. Medical Imaging, presentation of their new product provided an interactive solution-based experience. All eyes were drawn to the corner tabletop display. Here, signage supported by products for demonstration helped visitors discover the unique benefits this new product offers. Effective visual communication in a compact space.

Effective Visual Communications



Genova Labs

Genova Labs' bold use of color not only defined their space, but played a key role in their messaging. Bright pink drew your eye to different solution areas, helping visitors learn about custom vaccines for pinkeye. The unique pink design theme effectively represented their products and their purpose.

Effective Visual Communications



Merck

On a large, vertical wall with bold copy facing the aisles, visitors could not miss messaging introducing a NEW and improved product by Merck Animal Health. Bright colors and imagery enhanced graphics, while product details answered the who, what, why questions.



Effective Visual Communications



Strobel Manufacturing

From top to bottom, Strobel's crystal clear messaging drew great interest to their exhibit. Large copy atop the giant shade's edge, along with back-lit signage at eye level, presented key facts and a strong benefit statement.



Effective Visual Communications



AgSpire

AgSpire's messages were visible from all levels and directions, answering the What-Why-Who questions. Bright, back-lit signs drew interest and attention to their products and promotions.

Effective Visual Communications



EarthOptics

Here's a great example of delivering a large and well-placed message that instantly creates intrigue. Can you imagine how many visitors stopped to ask "what are you seeing that we are not?"

Effective Visual Communications



Central Life Sciences

Sometimes a picture is worth a thousand words. Especially when your image visually communicates your value proposition.

Effective Visual Communications



PlainJan's

A top reason why attendees visit the exhibit hall is to see what is new. PlainJan's did a great job of using attention grabbing yellow and black backlit copy to let people know there was something new to see in the booth.

Effective Visual Communications



Purina

An often overlooked exhibiting strategy is to partner with complementary exhibitors and create a cross promotion. Here's a great example of how Purina did it.



Effective Visual Communications



Gallagher

All products displayed on both the tabletop and vertical banners highlighted many distinctive product features. Together, these present a unified image and effective product support.





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



Priefert Ranching Equipment

Priefert sponsored and installed the fencing on the ongoing livestock demos. This savvy strategy allowed visitors to see their product in action. Visitors could then go to the exhibit to learn more.

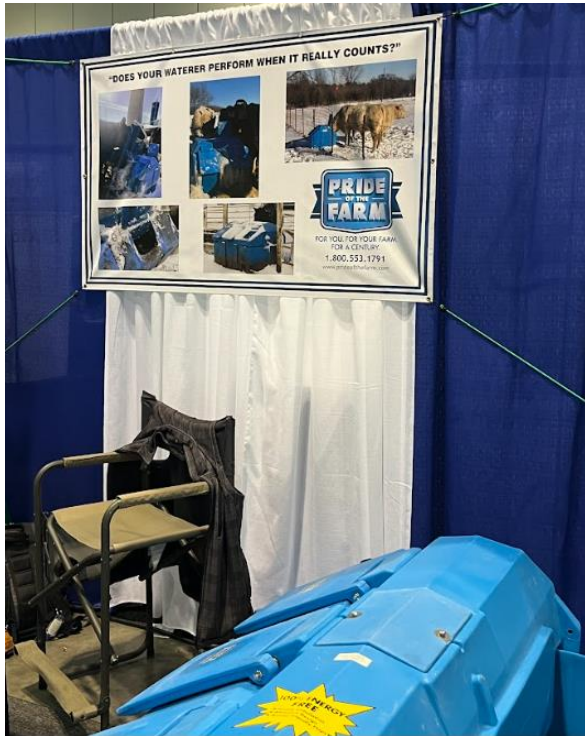
Engaging & Informative Presentations / Demonstrations



Blattner

Here's a different approach, yet equally effective. When you have a large product that is difficult to display in your booth, a well-designed scale model is just the ticket.

Engaging & Informative Presentations / Demonstrations



Pride Farm

When attendees look at a product display, they want to know instantly what is the key message that you want me to know? And the good news is, sometimes you don't have to spend a lot of money to effectively deliver your message -- like this example.

Engaging & Informative Presentations / Demonstrations



New Holland

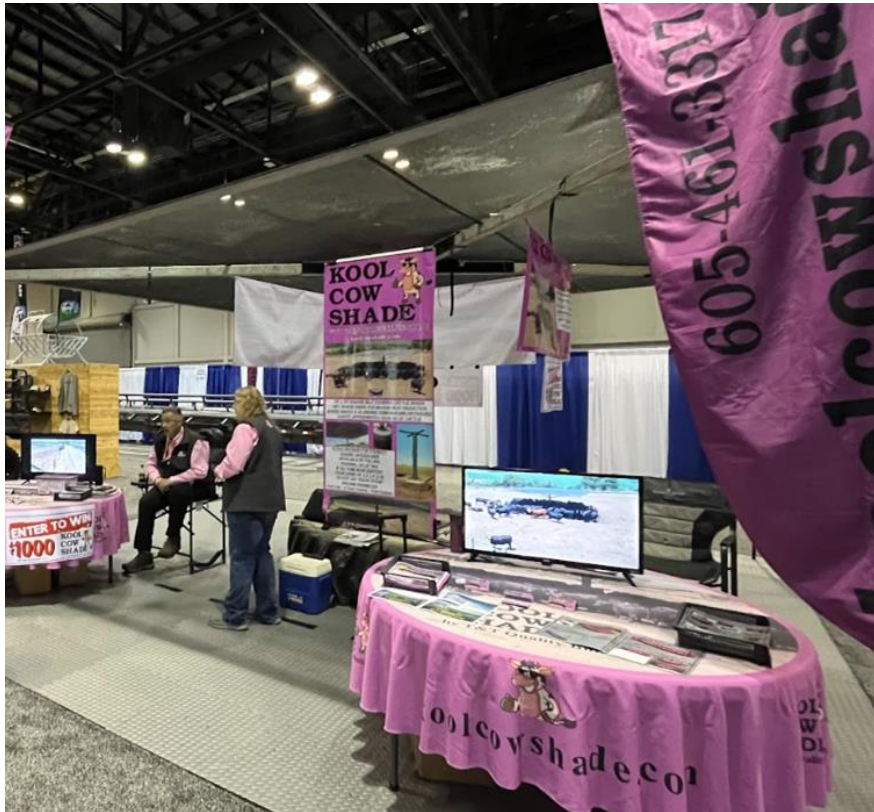
When you combine great product staging with quick read signage that visually communicates your key product messaging, you have a winning combination for an effective product display like this.



Effective Staffing Practices

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

Effective Staffing Practices



KOOL COW SHADE

From the aisles, it is easy to identify the staff at KOOL COW SHADE, in their coordinated pink attire. Their use of the primary and unique brand color was effective for staff identification.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



TOPCON

Many visitors were drawn to TOPCON by the bold question placed on the back wall. Visitors were offered an interactive experience to explore their many solutions. Structures and AV screens were placed effectively for easy access, and staff were easy to identify wearing branded shirts.



In-Line Success: Small Booths that Rock!



Stay-Tuff Fencing

Stay-Tuff Fencing maximized their opportunities to highlight product information, present live and AV demonstrations, and offer ease for navigation. Branding was well-placed and visible from all viewing points. Staff, wearing branded shirts, assisted visitors throughout the conference.

In-Line Success: Small Booths that Rock!



University of Florida

Wow! I have evaluated a lot of academic booths, and I have never seen a University put as much creativity into a small space as this. Blue lighting casts a halo that drew visitors eyes toward the large, well-designed flat panel presentation in the center of the booth. Using calf skins as flooring and adding greenery to the booth, made this small booth a true stand out..

In-Line Success: Small Booths that Rock!



ITS LIVESTOCK

This small booth is an excellent example of how to use strong lighting and crystal clear, well placed messages to answer the big questions of who we are what we do and why you should be interested.



CATTLE CON

Thank You for Exhibiting at NCBA's CattleCon 2024!

Mark your calendar now for the upcoming CattleCon 2025

February 4-6, 2025 in San Antonio, TX

And be sure to bring your creativity and excellent execution
so we can feature your exhibit in this report next time!



Exhibiting Effectiveness Evaluation™

Improving Exhibitor ROI & Attendee Exhibit Hall Experience