National Cattlemen's Beef Association

19 Standout Exhibits Selected by the
# E³ Exhibiting Effectiveness Evaluation Team
By Jefferson Davis, Competitive Edge

As a value-added exhibitor service, NCBA provided random exhibiting companies with a complimentary E³ Exhibiting Effectiveness Evaluation. To acknowledge exhibitors who displayed imaginative, creative, effective and/or unusual ideas, and serve as a show specific educational resource, we prepared this photographic report.

Note: The ideas in this report are in no particular order and are not ranked good, better, best. These only represent a sampling of many effective exhibiting practices we observed at NCBA that at a glance stood out at the show. *Enjoy!*

1. Te Pari: Proof you don't have to spend big bucks to have a big presence. Their large inflatable tool, well branded pop-up back drops and interactive product demos made sure they were seen.
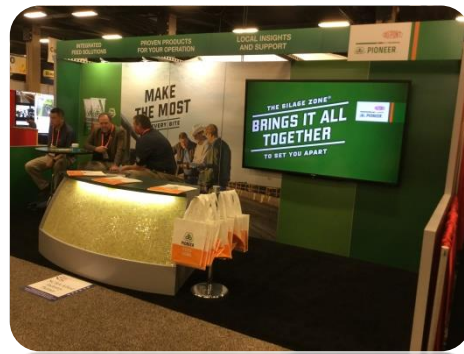
2. DuPont: Great use of color blocking and strong integration of brand colors combined with a large well-placed flat panel drew attention and delivered their message.
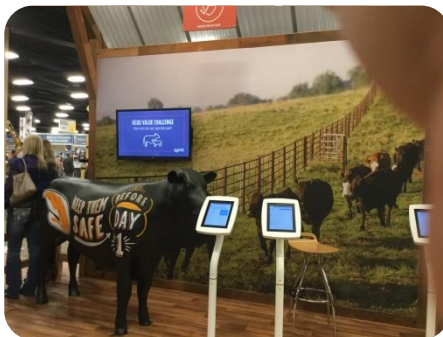
3. zoetis: Interactive demos are the #1 way attendees want to interact with exhibits. Zoetis knocked it out of the park with their three station visitor educational experience. Friendly staffers wearing branded apparel actively greeted visitors and gave them a tour card to engage with their content. At the end of the tour participants were given one of the hottest giveaways at the show… a cattle steer. They owned attendee time of possession!

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4. Silveus Insurance Group: Their "cover your hide" theme was thoughtfully executed by covering their tables with real cow hide.
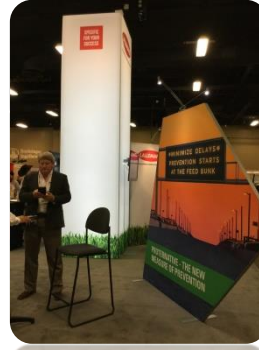
5. Lalleman: Unique shapes draw the eye. This company did an excellent job of using colorful backlit graphics with crystal clear copy to deliver their value propositions.

6. Allflex: Who needs another cheap pen? Allflex took giveaways a step further by giving attendees a personalized tag – which is their actual product – with the visitor's name on it.

7. Kuhn: Attendees want to learn more than they can by looking at static product displays. Kuhn delivered by placing a large product exploration touchscreen right near their product.

8. Elanco: Excellent example and placement of high-level benefit with drill down educational messaging to effectively tell their product story.

9. Jobe Valves: Small does not have to be second rate. This booth did a great job using well-designed and well-branded banners and a product demo to draw attention.

10. Estrotect: Excellent small booth example of using a single large powerful 3D graphic, with familiar imagery, and appropriate color to grab attention and let visitors know what they do.

11. Krone: A great example of placing informative product information - right at eye level - to enable visitors to quickly learn more about their products.

12. Merck Animal Health: If visually reinforcing your brand identity is an exhibiting goal, Merck put on a clinic on how to do it.

13. Purina: Strong branding and a trivia game helped Purina attract, engage and educate visitors.

14. Bayer Animal Health: Using large edge lite cutouts of their products with a large interactive touch screen effectively educated visitors and reinforced their brands.

15. Norbrook: Motion and lighting draw people's eyes. Norbrook combined both in their display to draw attention to their products.

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16. Pneu-Dart: This booth used colorful graphics with well-placed imagery and copy to tell their product story.

17. Yeti: This crafty exhibitor used a large wooden structure with clear company branding to recreate a retail environment to help sell their products.

18. Ram Trucks: Smart use of staff apparel to help reinforce their Ram tough message.

19. Westway: Using a unique structure with powerful LED lighting was an effective way to make this exhibit more visible.

Thank You for Exhibiting at NCBA 2017!
Mark your calendar now for
January 31-February 2, 2018: Phoenix, Arizona
And be sure to bring your creativity and excellent execution so we can feature your exhibit in this report next year!