



## **41 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team**

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As a value-added exhibitor service, IFT18 provided new exhibiting companies with the TSE Gold 100 award winning E<sup>3</sup> 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 IFT18.

*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



### Ingredion

A cluster of hanging incandescent lights fronted a back wall with “living-growing” ivy. This combination of warmth and “living texture” brought immediate attention and welcomed visitors into the large open booth, where they could sample a number of Ingredion’s large product line.

## Creative Attention Grabbing Techniques



### ICL Food Specialties

ICL Food Specialties used creative language and iconic imagery to draw attention to their exhibit. Their series of "Wanted" posters makes attendees stop, creating a playful and memorable way to present important messaging regarding their line of functional ingredients.

## Creative Attention Grabbing Techniques



### Thrive4Life

A 1st-time IFT exhibitor, Thrive4Life used 3 strategies to make their debut both effective & profitable. A simple visual message, a colorful open booth, & a pre-show mailing sent to specific potential buyers. A winning combo!



### Aoi Matcha

The elegant look of the exhibit combined with sleek videos presented on over-sized tablets symbolized the wholesome and rich history of Aoi Matcha.

## Creative Attention Grabbing Techniques



### Roquette America

Highly-colorful, well-placed signage featured three products with accompanying vibrant icons indicating the types of food that can benefit from Roquette America products.



### Wilden

If a picture's worth a 1,000 words, how much is a feature in a publication worth? For Wilden, trade publicity is an effective promotional tool. It adds credibility and success, while distinguishing them from their competitors.

## Creative Attention Grabbing Techniques



### Evonik

Brightly colored apparel worn by staff drew attention. However, it was their promotional raffle that created greater interest. Their raffle offered a unique opportunity for them to meet visitors and identify actionable leads.



# Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Answering Attendee's 3 Major Questions: What – Why - Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration
- Smart Use of Top Tier Signage

## Effective Visual Communications



### S&D Coffee

Over-sized product images with engaging and clear call to action copy encouraged visitors to create their own custom coffee or tea product to increase profits. A good example of coupling a strong product message with an interactive visitor experience.

## Effective Visual Communications



### Biomerieux

A bright backdrop supported a crystal clear message. "Protect your products. Protect your reputation". Using just six words, they perfectly convey what they do, and why it's important.



### Saltworks

Effective communication comes in many sizes. Saltworks' small signs posed key questions to visitors. Placed throughout the exhibit, these signs subtly prompted visitors to think more deeply about key issues.

## Effective Visual Communications



### **TEWS of America**

TEWS made it possible for attendees to immediately know how to measure moisture and density, while saving money and ensuring quality. A small demonstration supported the statement while gaining attention.

# Effective Visual Communications



## Genesystem

Genesystem delivered their value proposition while providing additional reinforcement through the use of relevant icons - a fast and visual way to get your point across.



## Malt Products Corporation

The brand promise to transform attendees' products naturally was clearly seen while the photos showed the breadth of products and applications.

## Effective Visual Communications



### Agrana

Agrana efficiently communicated the types of products and application areas for their products, giving visitors a clear understanding of how their products are used.



### Flexibake

Stylized icons in the brand color quickly communicated the features and benefits of the Flexibake software, coupled with an effective demo station to teach visitors how the software works.

## Effective Visual Communications



### CHR Hansen

Using a see-through screen to convey different types of product categories, CHR Hansen created a meeting space that allowed attendees to see other areas of the exhibit.



### Mintel

Mintel's highly visible messaging connects to attendees by creating an activity that is both engaging and educational. Their success in presenting messaging in such a playful way distinguishes them from other exhibitors.

# Effective Visual Communications



## Biocatalysts

Biocatalysts' messages clearly state who they are, what they do, and why they're different. Drawing attention to these differences helps set companies apart from their competitors.



## Vincent Corporation

If done correctly, Powerpoint or video can present a complicated process in an interactive, easy-to-learn format. Vincent Corporation did this well through the use of captions on their screens.

## Effective Visual Communications



### HB Natural Ingredients

HB Natural Ingredients tells a strategic story throughout their exhibit. Branding, multi-level messaging, bright lighting, and kiosks all help to answer -- “who they are -- what they do -- and why should visitors care?”



### Puredia

Using a well-placed, clear question to call out your audience is a very effective way to grab the attention of the right people.

## Effective Visual Communications



### Artesa

Bright lighting, thoughtful brand integration, and multi-tier messaging are visually engaging as they help attendees discover NEW technologies used to create Artesa chickpea products.



### CHO-America

Using bright colors and bold graphics, CHO-America increases their product awareness and visual impact. Consistent visuals allow for easy identification and access to products.



## Smart Exhibit Access & Attendee Navigation

- Effective Crowd Management
- Effective and Efficient Wayfinding
- Creative Navigation Methods

## Smart Exhibit Access & Attendee Navigation



### Sensient

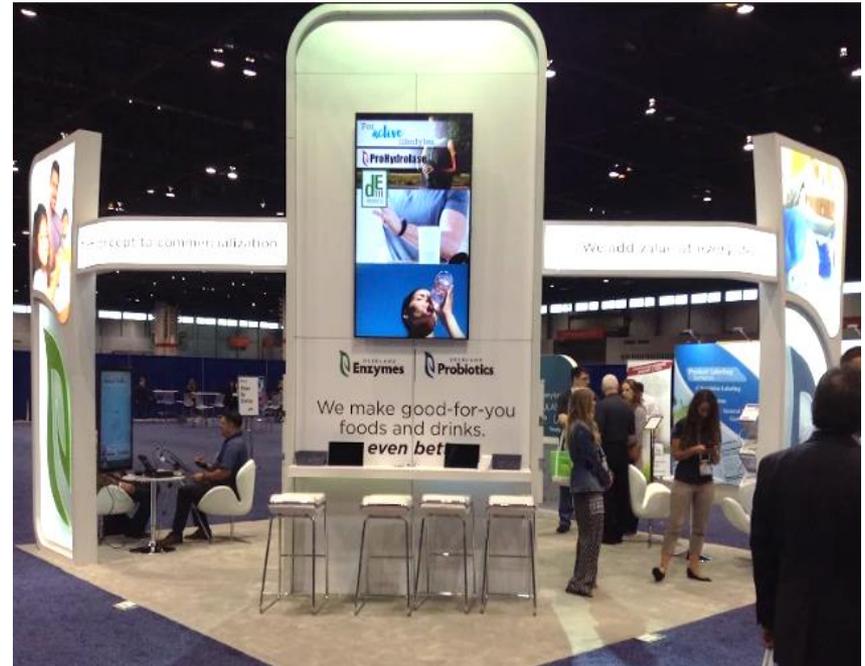
Sensient provided excellent directional signage to make it easy for visitors to find the type of products they were seeking. And, in spite of a “rear-of-the-hall” location, Sensient’s exhibit was among the busiest at the show.

## Smart Exhibit Access & Attendee Navigation



### Batory Foods

Scale, lighting, and bright colors define the Batory Foods exhibit space. Metal framework provides structure without creating visual boundaries. A strong foundation that allows for easy navigation in all directions.



### Deerland Enzymes & Probiotics

Placing copy above the sightline and positioning structures to face the corners makes it easy for visitors to quickly navigate to their solution. Separating messaging into two halves offers a clear division of branding and 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



### Saltworks

To help visitors better understand how their technology adds value, Saltworks used a visually attractive display showing each step of their perfecting process. The visuals were actual containers of real salt, not photos, which added great credibility to the demonstration.



### Land O'Lakes

Interested in becoming a trend spotter? This interactive touchscreen is a virtual storyteller. Strategically placed on the aisle presenting information in multiple directions, it offers an in-booth experience for attendees that is both fun and engaging.

## Engaging & Informative Presentations / Demonstrations



### **BEX**

BEX communicated simply and clearly their brand promise, then they backed that up with an educational, interesting, and engaging product demonstration.



### **Arena Products**

Arena staffers engaged attendees by having fun with the products and inviting attendees to do the same, while sharing product features and benefits.

## Engaging & Informative Presentations / Demonstrations



### Hatchgrove Enterprises

Beautifully merchandised and packed with products, Hatchgrove also clearly lists who they're looking for, helping visitors self-qualify and decide whether to stop and talk.



### BP Littleford

Though small in scale, this demo really delivers. Strategic placement lends additional visual support of key messaging to engage attendees. An effective in-booth promotion.



# Effective Staffing Practices

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

## Effective Staffing Practices



### Ingedion

Stylish, well branded staff attire made it easy to identify staffers while delivering the brand promise. The “hip” look and style set these staffers apart from visitors to the exhibit.



**Before & After:  
Changes Made by Exhibitors During  
the Show**

## Before & After: Changes Exhibitors Made



### Rakesh Group - Before (Day #1)

Customized messaging within has great impact on attendee response. For the Rakesh Group, the lack of customized messaging made it difficult to attract potential leads in specific target groups.



### Rakesh Group - After (Day #3)

The addition of small iPad signs immediately helped the Rakesh Group find the specific target groups they were looking for. Adding this single element to their communication strongly increased booth impact and traffic.



## **Inline Success: Small Booths that Rock!**

## Inline Success: Small Booths that Rock.



### PureCircle

PureCircle created a warm and welcoming raw/natural environment that embodied the company's commitment to a sustainable and natural supply chain.

## Inline Success: Small Booths that Rock.



### Oskaloosa Food Products

A simple product line, presented simply, with a crisp and clean well-lit backdrop. Oskaloosa Food Products cracked open plenty of opportunity by capturing visitors attention with this beautiful exhibit.



### Sethness Caramel Color

This 10x20 exhibit was a visual jewel. Organized to be open and engaging, while providing space for meetings, Sethness staged their brand in a very upscale, value-adding way. Wow, what a stunner.

## Inline Success: Small Booths that Rock.



### Colorcon

An exceptional use of color combined with over-sized text was eye-catching while effectively informing attendees the products being presented by Colorcon.



### Nutriart

New product starbursts played a subtle, yet important role. By ID'ing their "New" products, Nutriart tapped into one of the strongest reasons why visitors attend IFT - what's new.

## Inline Success: Small Booths that Rock.



### Gastrograph AI

The Gastrograph AI exhibit featured a wide open layout, with messaging and images clearly proclaiming their product was specifically for the food and beverage industry.



### Porifera

Porifera quickly communicated the value they provided in solving a common problem. The colorful icons visually showed the varying types of solutions supported by the product.



**Thank You for Exhibiting at IFT18!**

***Mark your calendar now for IFT19  
June 3-5, Morial Convention Center, New Orleans, LA***

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



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