



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

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As a value-added exhibitor service, IFT17 provided new exhibiting companies with a *complimentary* E³ Exhibiting Effectiveness Evaluation (\$395 value).

While conducting the evaluations, our evaluators looked for exhibits throughout the show that displayed imaginative, creative, and effective ideas and practices. We hope all exhibitors look to these ideas as examples of how 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 IFT17. *Enjoy!*



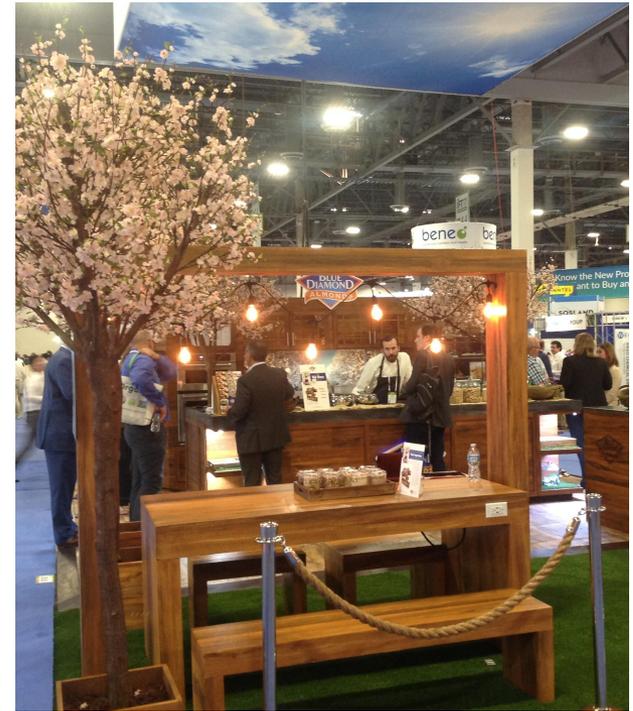
Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



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



Blue Diamond

Blue Diamond did a nice job integrating their logo and what they do into their hanging sign. The sign immediately told attendees “what” and “who.” They also did a nice job creating a feeling of warmth in the booth that was very inviting.

Creative Attention Grabbing Techniques



NEX-XUS

NEX-XUS hit the top and middle levels of branding AND integrated dramatic lighting in their 10'x10' so you had to look. The wall was backlit and told attendees their features and benefits. Each product on their table was labeled for easy understanding of what was what.



SHEMBERG

The eye is naturally attracted to light. Shemberg's smart use of green halo lighting around company name draws visitor's eyes. A well-placed tagline tells you exactly what they do. And to top it off, four flat panels communicated product information in a visually engaging manner.

Creative Attention Grabbing Techniques in & Out of Booth



Paradise Custom Sauces

Paradise Custom Sauces combined two very effective techniques to create ULTRA drawing power to their 10x10 exhibit. First, clear graphics stated EXACTLY what the company did, and who they were seeking (10,000 lb minimum orders). Second, to entice pre-identified potential buyers to visit them, they sent a 3D pre-show mailer to their top 140 prospects, offering them an actual Casino chip if they stopped by. By show's end, they identified over 40 qualified projects. WELL DONE.



Creative Attention Grabbing Techniques



BIOMERIEUX INDUSTRY

A large colorful lighted backdrop draws visitors eyes. Place placing a lifelike rooster prop on top of their product display makes sure visitors notice this excellent in-line booth.



CRAIN

An often overlooked attention grabbing device is creative use of flooring. This crafty exhibitor placed images of their product on their flooring along with company branding. If you're thinking about walnuts, it would be hard not to notice this small booth.



XYLEM

This booth represents another example of creative use of backlit fabric to draw visitors eyes. Periodic tables are a familiar image to scientists, which helps them notice this booth. Perfect placement of the company name and what they do makes this a very effective small in-line booth.

Creative Attention Grabbing Techniques



LION RAISINS

It can be a challenge to make a small booth stand out in the crowd.

Lion raisins hit the bull's-eye by placing simulated grapevines over their booth to help visitors not only notice their booth, but also highlight what they do.



samyang

This reflects a quality exhibit build using a large back wall wrapped with orange to define their space. Backlit graphic panels quickly inform visitors what the company sells and provides a visual opportunity to learn more about their products.



Mettler Toledo

People are like bugs; they're attracted to lights.

This small booth used strong backlighting with a blue and green color motif to ensure attendees did not pass without noticing their booth.



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



ALQUIMIA USA

When you have a non-descript company name, this is an excellent example of using top tier signage to not only communicate who you are, but also what you do.



shape foods

Small exhibitors should pay attention to this billboard style backdrop. Creative imagery of product growing and processed, with clear identification of the company, product, and core value proposition. Also notice the call to action tag “ask us how”.

Effective Visual Communications



Colorcon

Colorcon did an excellent job integrating their brand into this booth. They made it clear that they “do color” by using contrasting and attractive colors with bright visuals in their display case.

Effective Visual Communications



Bai Chuan

Bai Chuan used one extremely large graphic to tell us what they do - soya fiber protein - and then made the features/benefits clear by calling out the applications, products, and certification. Attendees walking by could easily determine what they do and why it's important.



Angel Yeast Extract

This kiosk clearly depicted the who, what, and why of Angel Yeast Extract. They used a 3-D logo on top of white sintra and called out the key benefits. They used nice spotlights - nothing over the top - but the look was clean, fresh and ultra-professional.



ahi flower

This was another great example of messaging in a in-line booth. Color blocking & well-placed imagery with captions. this booth quickly lets visitors know what they do, their value proposition, and three important facts about their product. Clean, clear and effective!

Effective Visual Communications



ECOLAB

A powerful attention grabbing visual communication technique is to include a question in your graphics. Ecolab's well-placed graphic panel with a question about plant optimization along with key areas they should be concerned about and relevant imagery helped attendees decide if this was an exhibit they needed to stop at.



D&J SAFARI

The first question in the mind of tradeshow attendees is "what do you do?". This excellent in-line booth left no question in the mind with well-placed graphics that quickly and visually answered attendees primary question.



LOHAN-50

Another excellent example of graphics that quickly and visually answer the questions of who you are, what you do, and why the visitor should care. This is a "clinic" on how to design an effective small exhibit backdrop.



Smart Exhibit Access & Attendee Navigation

- Ease of Access
- Effective and Efficient Wayfinding
- Creative Navigation Methods
- Effective Crowd Management

Smart Exhibit Access & Attendee Navigation



Imperial Sugar

Imperial Sugar did a nice job opening up space for attendees to walk in and go up to the counter in their inline booth. They integrated the large display monitor to give the booth some depth.



Edlong Dairy Flavors

“Smart Access” does not always equal “Easy Access”. Edlong is only interested in a specific segment of the IFT audience. Their exhibit design encourages all visitors to look; but only some to enter and discuss projects. A great example of how to practice “selective attraction”. WELL DONE.





Engaging & Informative Presentations & Demonstrations

- Visual Support of Key Messages
- One to Many Theater Presentations
- Use of Interactive A/V
- Cool Stations & Kiosks
- Unique Ways of Providing Takeaway Information for Visitors

Engaging & Informative Presentations / Demonstrations



MINTEL

Knowing attendees come to tradeshows to learn, Mintel delivers with a live in-booth presentation that was consistently filled to capacity. When you provide attendees with a quick learning experience, you will easily stand out from the crowd.



FenColor

When your product is color additives, using large flat-panels with colorful product imagery and quick-read messaging is a very effective way to not only grab attention, but also deliver key product messaging to visitors.

Engaging & Informative Presentations / Demonstrations



Embassy Flavors

Embassy Flavors did a nice job with various kiosks that showed the actual application of their product in food, which they were sampling. Instead of just displaying powders, they broke down the booth into sections and demonstrated how the ingredients fit into an attendee's kitchen or foodservice application.



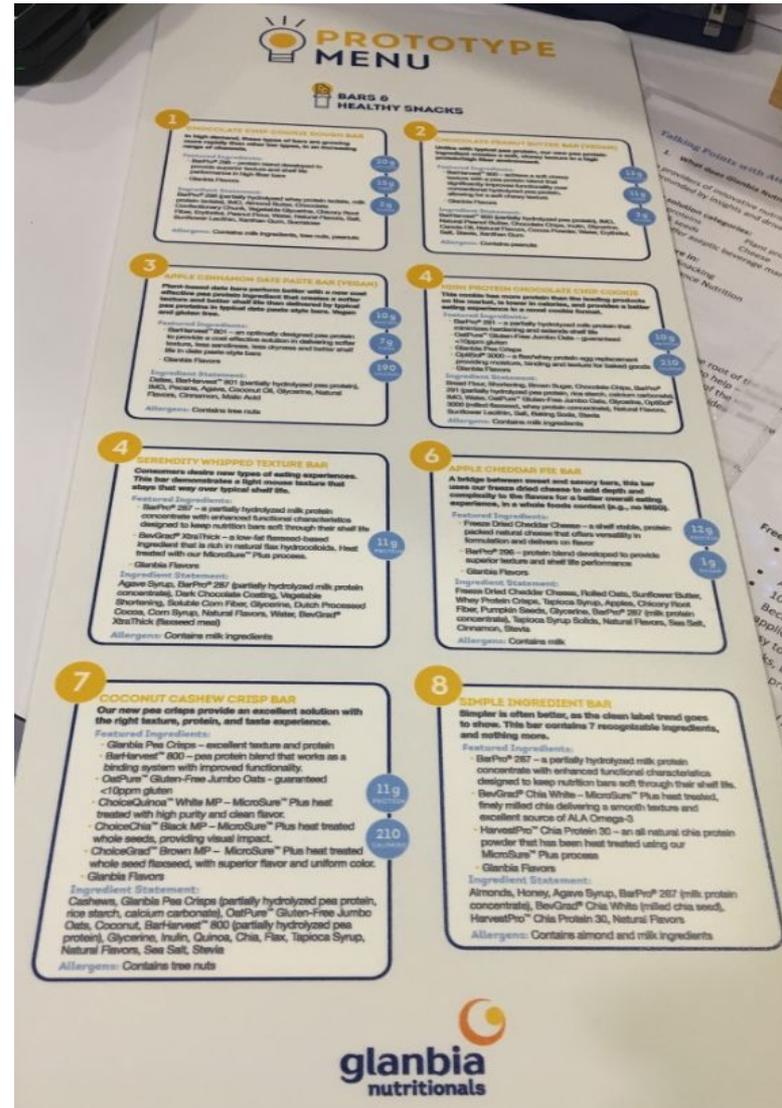
NP Nutra

When you have a lot of products, it's really important that visitors be able to find what they're product they're looking for, and be able to take away information. This exhibitor did an excellent job of placing product take away information in standup displays right near each product.

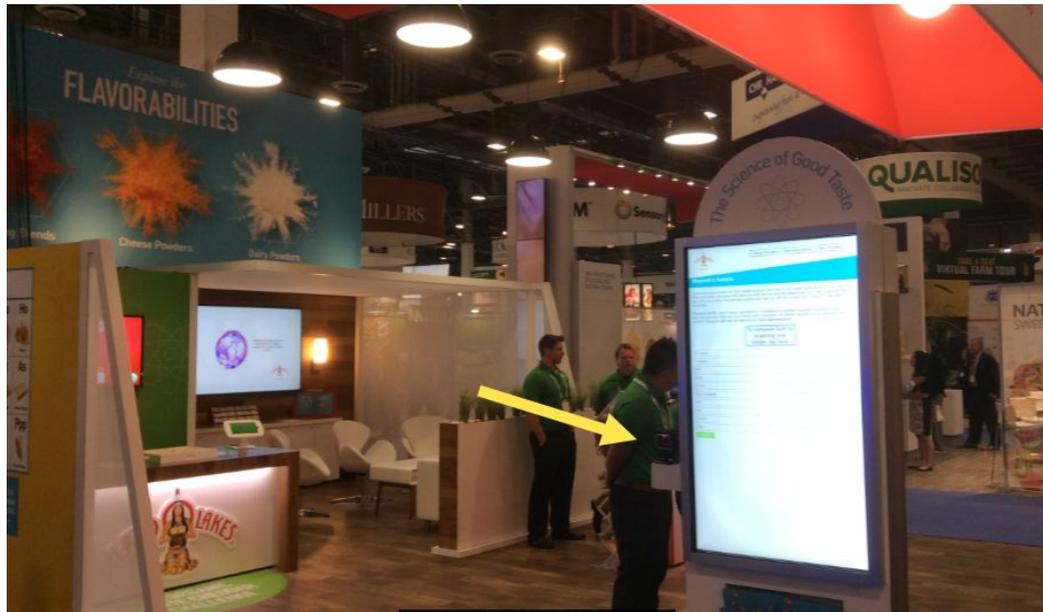
Engaging & Informative Presentations / Demonstrations

Glanbia Nutritionals

Sampling of food ingredients or finished products is always a difficult issue to accurately control at trade shows. Glanbia effectively managed this process by presenting visitors with a “prototype menu” allowing visitors to choose what they wanted to see. This effectively helped Glanbia keep their costs down by limiting the amount of samples being given, and not distributing them to everyone in the building. VERY SMART.



Engaging & Informative Presentations / Demonstrations



Land O' Lakes

With a beautiful new exhibit highlight by striking primary colors, Land O' Lakes also unveiled an up-to-date way to handle and record sample requests. Upon entering the exhibit, visitors scanned their badge at a kiosk (see arrow above), which recorded their shipping information, then walked them through which specific samples they wanted. After doing so, the kiosk ran a brief 30-second video about each item selected. In addition to being a very cool in-booth experience, this cut down on Land O' Lakes post show work of sorting and fulfilling their requests. BRILLIANT.



Effective Staffing Practices

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

Effective Staffing Practices



Blentech - “Don’t Settle for a Kettle”

Staff attire was excellent. The team stood out separate from the crowd, right down to their matching neon orange sneakers.



Finlay's

For an exhibit to function well, all the “cast members” must know their roles and work together as a team. Finlay's cast was highly visible, and each member performed visitor engagement with enthusiasm. GREAT JOB.

Effective Staffing Practices



Batory Foods

Batory Foods changed their entire strategic approach for IFT17, and included in-depth training for their staff to help them engage with the right visitors, and disengage from the wrong ones. An informed and well-armed staff played a major role toward actionable leads that sales would definitely follow.

Vegan Flavors

The staff at Vegan Flavors did an excellent job greeting attendees on the floor. Booth staffers were smiling and it was clearly visible that they wanted to engage with show attendees. They engaged with attendees that stepped up to their booth almost instantly and were energetic about what they were talking about.





Inline Success: Small Booths that Rock!

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WBM, LLC

WBM, LLC did an excellent job in conveying their message in an inline booth. They clearly utilized the hierarchy of messaging on their 20' backwall - who they were, what they do, and what makes them better. It was immediately evident that they indeed are the "World's Largest Brand of Himalayan Pink Salt." On the table, they used lighting effectively to underlight the salt that they were displaying, and had the various types of salt labeled so people walking by could see what was what. Because of the lighting underneath the products, their booth was brighter than that of many of their neighbors. As a result, it was hard NOT to stop and see what they had to say.

Inline Success: Small Booths that Rock!



AOI

This outstanding in-line booth proves that small does not have to be second rate. A well-designed colorful back wall defines who they are and what they do. Placing interactive touchscreens on pedestals gives this small booth a high-quality museum like feel.



kanbo SUCRALOSE

WOW... what a great inline booth! A high-quality exhibit property combined excellent lighting, strong branding, and clear communication to inform visitors about what they do and why they should stop to learn more.

Inline Success: Small Booths that Rock!



HoneyTree

HoneyTree used a nice bright four-color table throw that had their logo printed largely on it. It drew attention away from the typical plain, dark colored table throws.



The Tierra Group

The Tierra Group used easy-to-read signage on pull up banners at the back of the booth and made it clear what was on display by putting a visible and legible labels on their products. It was clear what's what.



Challenge Butter

Challenge Butter had a live display case, a branded table throw, and bright visuals at the back of the booth. They even had a video running that talked about who they are and what they represent.



Thank You for Exhibiting at IFT17!

***Mark your calendar now for
IFT18, July 15-18, 2018, at McCormick Place, Chicago.***

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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