



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

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As a value-added exhibitor service, WOC 2023 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 the exhibitors featured and hope all exhibitors look to these ideas as examples of how to make your exhibit even more effective so attendees get more value from their time visiting the exhibits.

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 WOC 2023.

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



Samsara

A cascading tower of lights was used by Samsara to draw the attention of guests. The lights cascaded downward to mimic their message of the “Connected Operations Cloud,” and their demo pods showed off their abilities. A well thought out attention-grabbing technique.

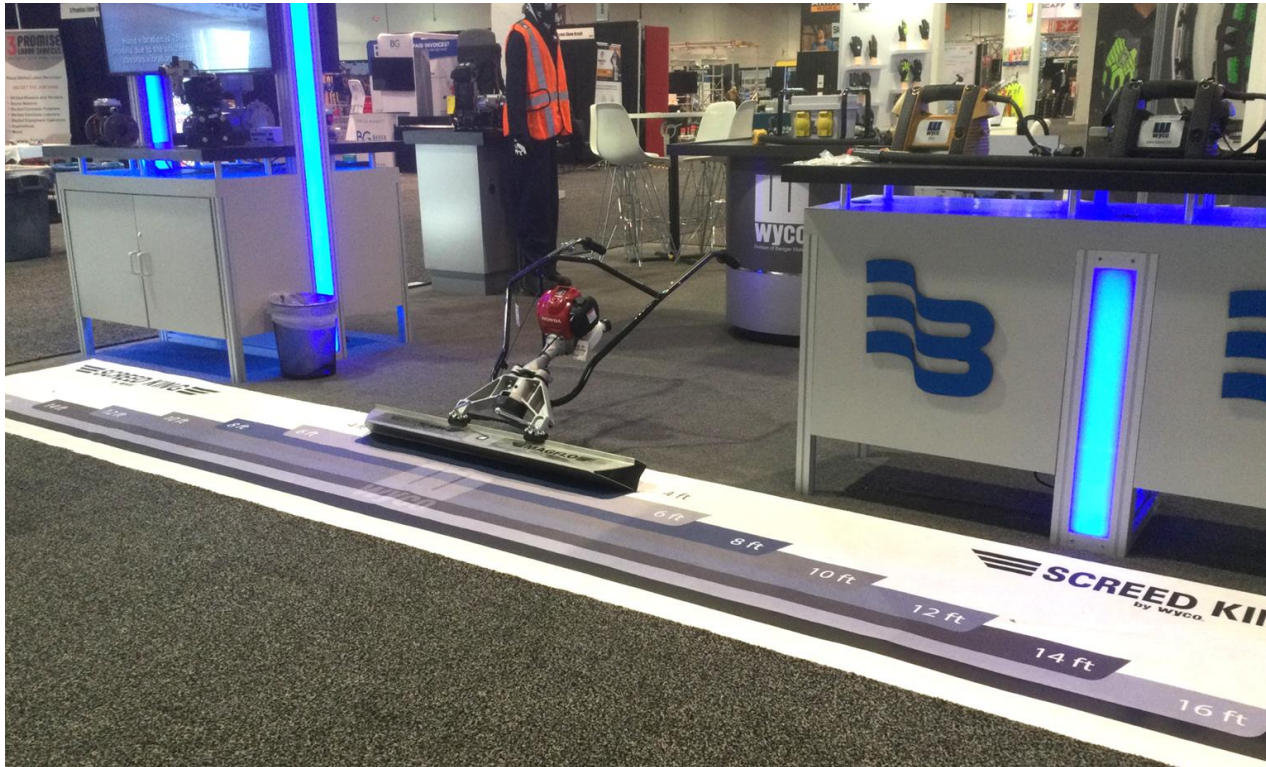
Creative Attention-Grabbing Techniques



ExakTime

ExakTime offered their guests a fun diversion: the opportunity to put on construction hats, vests, and lunch boxes, then pose on a steel girder to make it appear they were high in the air working above Las Vegas. A memory is captured, shared, and -- ExakTime reaps the benefits. Excellent!!!

Creative Attention-Grabbing Techniques



WYCO, a division of Badger Meter

The shipping and placement of large tools can be problematic at a trade show, so this saavy exhibitor decided to display their screed tool both live and virtually, through the use of a clever floor graphic. A very unique way to draw eyes and create big impact without big cost. Well done!

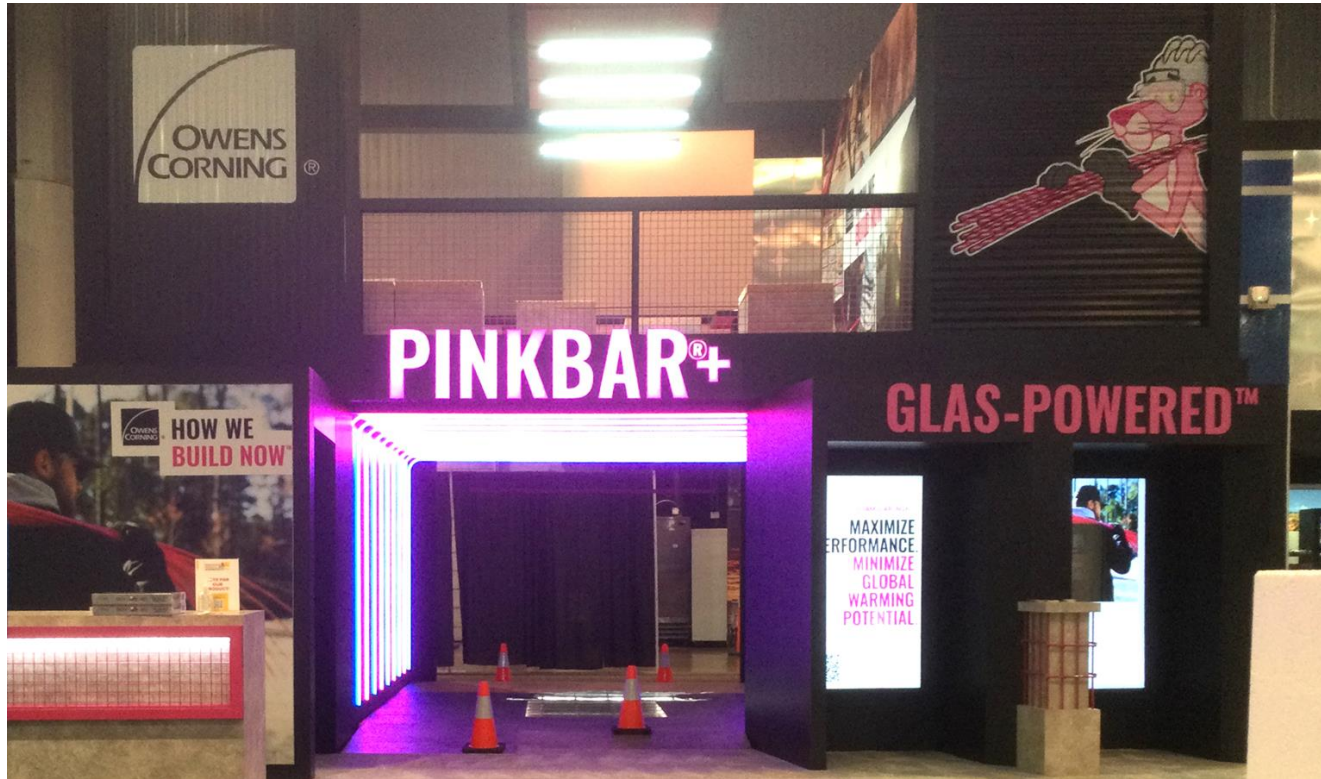
Creative Attention-Grabbing Techniques



Schwing

To show the length of extension from their equipment, Schwing used green LED lighting to ensure visitors could understand how far their equipment could extend, without being confused with their nearby competitors. Simple additions like this can make all the difference.

Creative Attention-Grabbing Techniques



Owens Corning

A simple way to draw attention to an element of your exhibit is to light it up. Owens Corning did this effectively with their PINKBAR+, lit up with pink neon-style LED lighting. Attendees were drawn to enter and find out what the PINKBAR+ was all about. Simple, focused, and outstanding.

Creative Attention-Grabbing Techniques



Rust-Oleum Corporation

Using the floor to display products can be a very effective way to capture attention. Often overlooked, flooring is playing a greater and greater role in exhibit effectiveness, as SealKrete does here. By placing the flooring at the edge of the exhibit, it draws guests inside.





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



The BuildClub

This is a great example of how to combine color, images and crisp well-place messages to clearly answer the what?, why?, and who questions in the minds of attendees. Outstanding job.

Effective Visual Communications



Stack

Simple and clear communication usually works best. Stack's simple two word action phrases hit the nail on the head. Visitors know exactly what to expect from this company. A great example of how clarity will always trump cleverness when it comes to headlines.

Effective Visual Communications



Liberty Engineered Wire Products

This is a great example of clearly communicating one primary benefit of your product or service. Liberty uses a brightly backlit wall to highlight their cost savings, and uses it to begin many conversations with their visitors. Well done.

Effective Visual Communications



ExakTime

The messaging and other activities at the ExakTime booth were hard to pass by. This overhead banner does a great job of breaking down a complex process into simple steps and shows exactly where and how ExakTime fits in. Brilliantly done.

Effective Visual Communications



Mosen Engineering

If you got it, flaunt it. Mosen's Tiny Surveyor claims to be the world's fastest. So, the designers of this exhibit took advantage of that unique selling proposition and product benefit to build an effective show communication. Judging by the interest of the visitors here, it worked. Good job.

Effective Visual Communications



MetalTech

Sometimes, it's wise not to make too many assumptions about what visitors know and don't know about your products and services. MetalTech simply labeled their product to remove all doubt. It's a simple way to be sure visitors understand what they're looking at.

Effective Visual Communications



48 Tools

Trade shows are all about face-to-face engagement, and unless you invite people in, they will likely pass by without noticing you. 48 Tools took no chances, inviting guests to “Try Me.” This simple strategy turns a static display into an interactive experience. Well done.

Effective Visual Communications



Rhino Washout

Here's another strong example of how an exhibitor used blunt clarity to get their point across. Rhino Washout wanted guests to know what the advantages were to using their product, so they simply listed them under the header "Advantages." Simple, direct, and effective.

Effective Visual Communications



Raken

A top-tier hanging sign represents a significant cost investment for an exhibitor. Raken got the biggest bang for their buck that they could by including the company name, a bold positioning statement, and icons describing their process on the inside. Great job of communication here.

Effective Visual Communications



STEELMATE®

By selecting a “Perimeter” booth location, Steel Mate was allowed to have their main sign go above the 8’ limit of a linear booth. Then, they tapped into a main reason why people attend World of Concrete year after year -- to see what’s NEW. Two good ideas in one exhibit.

Effective Visual Communications



Proline

This product kiosk hit a homerun in two different ways. First, the shocking statement grabbed attention, demanding closer scrutiny. Then a QR code delivered all the information about how this stunning look was achieved. A solid two-pronged strategy.

Effective Visual Communications



Aircrete

Any exhibitor would be wise to follow the example set by Aircrete. Placing “NEW” stickers on their product displays, they tapped a major driving force of almost every attendee -- the desire to see new things. It’s an easy way to grab attention, and more exhibitors should do the same.



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



Herman Survivors

Herman used a combination of clever giveaway swag, coupled with a “Scan-To-Win” giveaway highlighted on their A/V monitors to entice people to come in and discuss their footwear needs. An effective two-pronged approach to get their message across.

Engaging & Informative Presentations / Demonstrations



Sika

To showcase the effectiveness of their sealants, Sika created the “Ultimate Sealant Challenge,” with the top prize of a Pellet Grill going to the highest scorer for the show. On the reverse side of the kiosk was the electronic scoreboard that kept all informed about the leaders.

Engaging & Informative Presentations / Demonstrations



Torginol

Take-home samples can be an effective way to carry your message from the trade show back to the job site. Torginol made it super easy with their self-service sample kiosk that invited guests to grab samples -- grab a box -- and take it home. This proved to be a huge hit with attendees.

Engaging & Informative Presentations / Demonstrations



GoFormz

GoFormz also used their swag as a way to attract people to stop at their exhibit, but by adding a simple prize wheel game, it enabled them to hold full conversations with visitors before they spun the wheel. This is a great way to add gamification to any exhibit.

Engaging & Informative Presentations / Demonstrations



Faro

Demonstrations are among the most intriguing aspects of every trade show and World of Concrete is no exception. Here, Faro uses a live slab to demonstrate their flooring capabilities, and then adds video equipment to capture each demo -- later to be used in their marketing materials. Very smart.

Engaging & Informative Presentations / Demonstrations



PROCORE

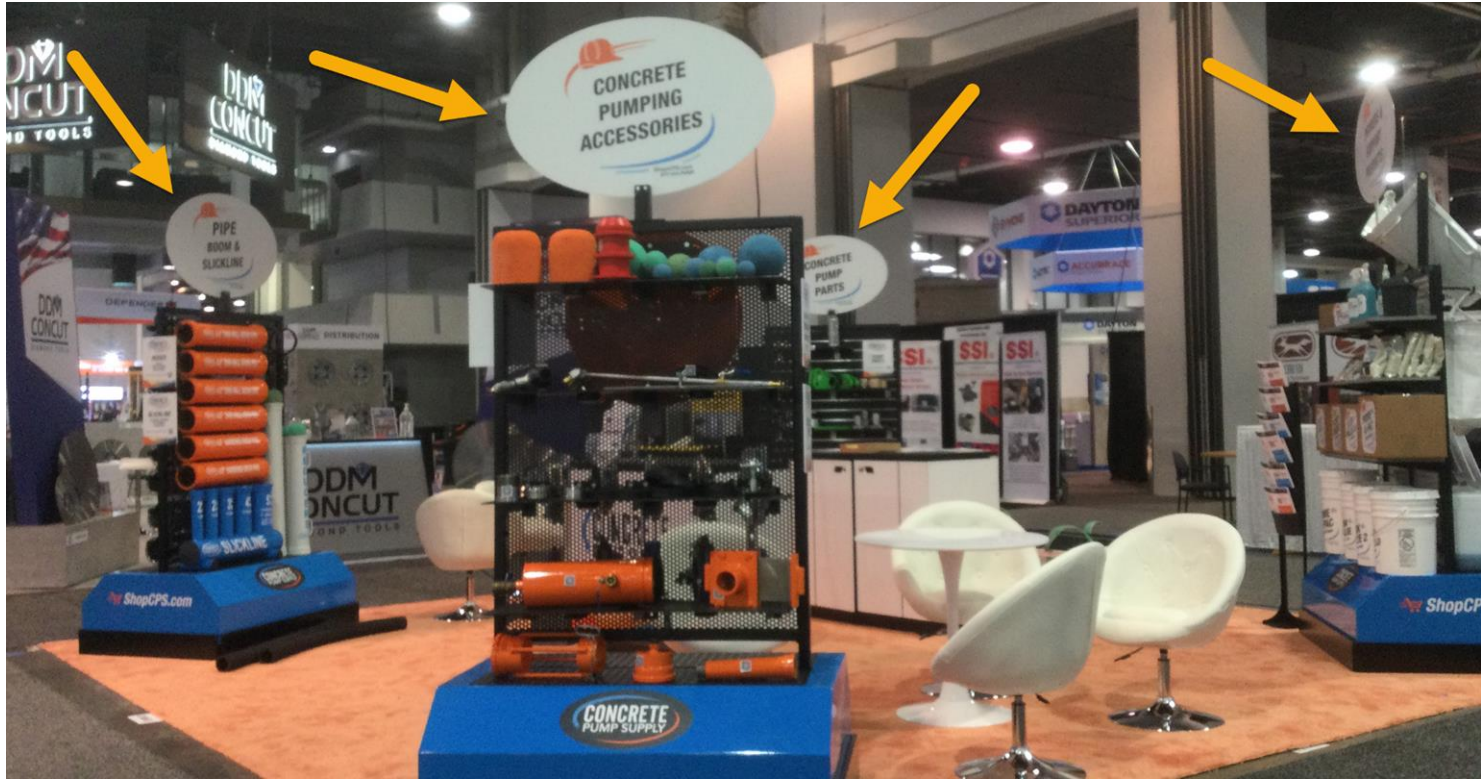
Swag at a trade show is expected, but PERSONALIZED SWAG ?? That's a horse of a different color. PROCORE invited their guests to personalize the baseball style caps they were giving away, and guests lined up to get them. This is a great example of how to extend your brand's impact beyond the boundaries and dates of the trade show.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Concrete Pump Supply

This exhibit featured four product kiosks one on each corner, and to help visitors quickly locate the type of solution they were looking for, Concrete Pump Supply placed oval headers above each one. This allows visitors to quickly locate solutions and begin discussions about their needs.

Smart Exhibit Access & Attendee Navigation



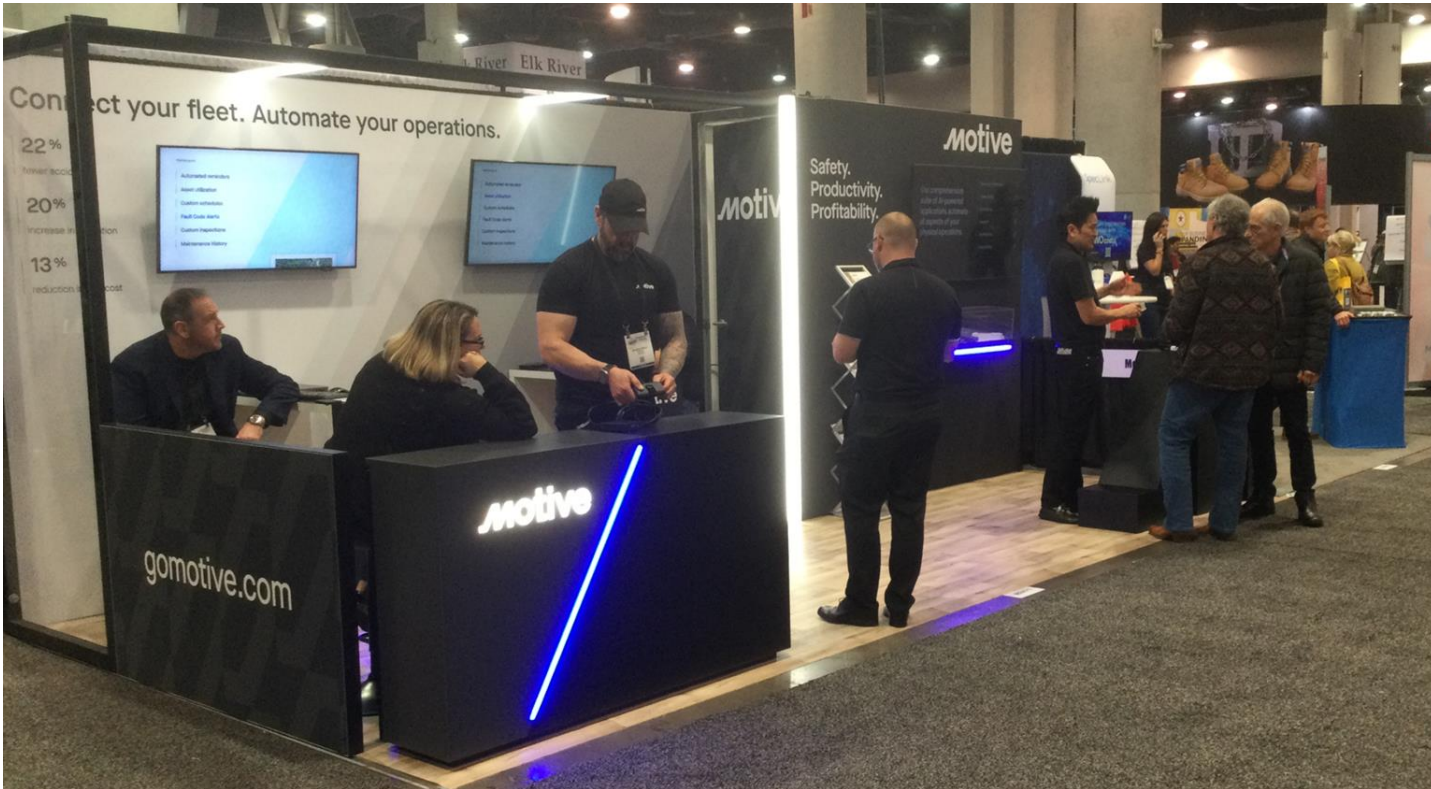
Rapid Set

Beautifully organized into a product wall display, Rapid Set was able to showcase many of their products in a limited space. This helped guests to quickly decide which features and benefits they wanted to further explore. A smart way to quickly advance conversations into meaningful ones.



In-Line Success: Small Booths that Rock!

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Motive

Here's a small booth executing on a very high level. Using clearly blocked color areas, with a touch of LED highlight, Motive immediately drew the attention of visitors. Then, well-placed A/V monitors and relevant data snippets were presented to entice visitors to stop and learn more.

In-Line Success: Small Booths that Rock!



ZIPLEVEL by Technidea

This small exhibit does a fantastic job of saying exactly what their product does and why that's important. They back up these statements with both live and recorded demos, and an open space to conduct business. This is a well put together inline exhibit.

In-Line Success: Small Booths that Rock!



MUD Mixer

Great colors, bright lighting, multiple A/V panels, and a clear simple set of words all come together to tell MUD Mixer's story -- very effectively. The booth also has live equipment demos and room for meetings and discussions. All in a compact 10 x 20 booth space. Outstanding.



Thank You for Exhibiting at WOC 2023!

***Mark your calendar now for our 50th Anniversary World of Concrete
January 22-25, 2024 in Las Vegas, NV***

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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