



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

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As a value-added exhibitor service, IFT provided all exhibitors with a *complimentary* Exhibiting Effectiveness Evaluation. (\$395 value)

To add value for all exhibitors, the expert evaluators looked for booths that displayed imaginative, creative, and effective exhibiting ideas and practices. We hope all exhibitors will review these and use them as examples of how to execute more strategically in order to add value to the attendee's visit. By creating an interactive environment and applying more imaginative ideas to your exhibit your company will improve your prospect and customers experience. **Note:** The ideas presented are in no particular order and are not ranked good, better, best. These only represent a sampling of the many effective exhibiting practices observed at IFT 2015. Enjoy!



1. IOI LODERS CROKLAAN AMERICAS: Unique Café style exhibit was easily distinguished from the many straightforward corporate booths. "No PHO" message was on point for the target audience. Company effectively communicated products features and benefits using the chalkboard in the background similar to a bakery display.



2. PRINOVA: Colorful and powerful directional copy indicated attendees should... "Start Here, FINISH HERE". The easy to read storyboard style graphics quickly educated attendees on how to improve product quality.



3. OXFORD INSTRUMENTS: Small exhibit with graphics that told a story about company capabilities. This approach made it easy to understand the Oxford value proposition and more detailed features and benefits about the product offering.



4. NUTRAEX: Food technologists enjoy having their knowledge tested. This strategy put the test concept to work. Nutraex implemented an entertaining, interactive and educational challenge, testing technologists and other attendees taste acumen.



5. PAT VITAMINS: This 10x20 in-line exhibit capitalized on the wide expanse of white wall to showcase product messages. The large compelling capsule images, quick read value propositions, and back lighting attracted attention and an audience.



6. QUALISOY: The effectively executed in-line exhibit, leveraged tasty food imagery, accessible product sampling, and graphics on the end caps. These communicated key benefits of the product offering.



7. ECOLAB: Smart placement of a pull-up banner next to an important product demo provided essential explanations of its value and function. The arrows efficiently directed the eye to the demonstration.



8. BUDENHEIM: This pull up graphic is a clinic on how ingredient manufacturers can design effective messaging that increases readership. The large image of pancakes communicated how the product produces these appetizing results. The copy included three benefits and the headline established why this was better than competitive offerings.



9. DOHLER: Well-organized storyboard of food processing solutions. The company capitalized on the wide expanse of white wall to successfully communicate the depth and breadth of its product line.



10. DOHLER: Commanding, strategically placed graphic successfully communicated the value proposition. The choice of photographs was tailored to appeal to Dohlers' target customer at IFT.



11. TANGENT MEMBRANES: This in-line exhibit was the result of information offered in Tangent's 2014 E3 Evaluation. Integrating exhibit presentation suggestions the company created a billboard style display that included quick read value propositions and reasons why the customer should care.



12. INGREDION: The company offered a fun wheel that when launched landed on different company ideas and solutions. This created a fun and educational experience for customers and prospects.



13. WATSON: This exhibitor's new booth was a showstopper for a number of reasons. One of the many elements that stood out was a strategically placed graphic that looked like a blueprint. This intriguing interpretation encouraged more attendees to stop and read the information.



14. SENSUS: People attend tradeshow to discover new ideas. Sensus exhibit delivered with a clear well-placed value proposition supported with consumer research. This was conveyed in other displays throughout the exhibit.



15. INGREDION: Simple, clear and compelling the major message incorporated three focused adjectives used to describe Ingredion's benefits. The combination of large video screens with static messaging and sampling stations attracted attention and efficiently informed and educated visitors.



16. De Silva Brothers & Co: The “Why De Silva Brothers?” was expertly explained and provided reinforcement for the value proposition. The pictures were a whimsical take on the company’s spice offering.



17. Institute for Food Safety and Health: Corporate colors were expertly integrated into the designs in all elements at all levels including the carpet. The display layout effectively communicated the message of innovation and collaboration. The positioning of the reception counter instead of blocking the entrance, invited attendees into the booth.



18. ConnOils: Red and yellow color scheme was eye catching. The major message was strategically located above tasty pictures to reinforce the value proposition and highlight products. The “What’s New” sign was showcased so it was easy to see.



19. Carmi Flavors: Reinforced its packaging through the walls and railing around the open conference area. The tall backlit signs at the corners effectively communicated the major message while it reinforced the brand mark.



20. MGP: Appetizing pictures told the product story and drew the eye to benefit messages. MGP optimized visibility of the family of products by strategically locating the sign with this information in the tasting zone where it was hard to miss. The color scheme was integrated in all elements including the staff attire for additional brand reinforcement.





21. American Egg Board: Imaginative approach to promoting eggs. This included the consistent “egg” color scheme, egg photos, egg sampling stations and egg color shirts for the staff. The message on the back wall (not visible) indicated why the audience should “wake up to the incredible, edible egg”.



22. B&P Process Equipment: The company staged a live demonstration of one of its prominent pieces of equipment. The features and benefits were communicated using two approaches; the graphic in the background and the PowerPoint presentation in back of the equipment.



23. Arm & Hammer: The Company consistently reinforced the brand in the booth color scheme, the displays, the consistent branding, gift items and staff attire. The value message was prominently displayed on the graphic on the display.



24. Jungbunzlauer: Three tier messaging effectively communicated the brand, as well as the main product offering. Dramatic lighting created a welcoming environment for the audience. Consistent color scheme also reinforced the corporate identity.



25. ICL Food Specialties: ICL effectively paralleled its products to art masterpieces. The well-known art was updated with tasty additions for additional reinforcement. The theme approach helped ICL capture attention and mindshare for its participation.



26. Beneo: Used a “can’t miss” bicycle attraction at a high traffic aisle at the periphery of its booth. Company also displayed the connection of the bike to their organization in a sign positioned in front of the Biker. The bike was raffled off at the end of the show



27. nexira: Presented a textbook on how to message in a booth from high level to eye level. The colorful backlit display included pictures to represent its product and a consistent corporate color scheme.



28. Tate & Lyle: The placement of the major message at all levels of the booth along with the logo was effective at reinforcing the brand and commitment to the market. This was supported with lifestyle photos that indicated the value of the product to the end user.



29. PakSENSE: Building an experience: The company developed a creative game that was used as a teaching tool and marketing opportunity. The game invited interaction with staff and attendees and ensured the audience learned more about the product.



30. TIPA: Outstanding statement identifying the product value attracted attention. This was supported by a billboard size product photo and a stamp highlighting a 100% guarantee.



31. Fluid-Bag: Effective messaging and delivery using well-placed copy, dramatic lighting and billboard graphics. Product demonstrations supported by AV presenting the features/benefits provided opportunities for interaction with the target audience to aid message retention.



32. CHR Hansen: Translucent panels imprinted with life size glasses highlighting product, not only reinforced the offering it also allowed attendees to see what was happening in the booth. The panels on one side formed a semi-private conference room to allow meetings with high value customers.



33. Nutrasource: Large, well-placed copy and colorful imagery captured attention. Relevant message delivered a clear value proposition. Use of neutral gray hues on the floor and furniture offset the powerful purple and green backdrop. Subtle lighting created an eye-catching environment.



34. Nutraceuticals: "Rooted in Trust" is a compelling statement that appeals to emotion and reinforces a connection to the environment. The presentation in the backlit tower was eye-catching and drew attendees to the booth. The statement below was effective at reinforcing brand benefits.



35. American Pistachios: Crisp white exhibit properties supported by appealing lighting and signature color attracted attention. The powerful pictures identified how the pistachios were integrating into tasty recipes. Kiosks supplied opportunities for presentations and tastings.

This report presents ideas that may present opportunities for improving your booth. Feel free to adapt these to the needs of your trade show exhibit. If you don't see your exhibit in this report, we look forward to hopefully highlighting your booth in 2016.