



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

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As a value-added exhibitor service, IFT provided new exhibiting companies 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 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 IFT 2019.

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



Pecan Deluxe Candy Co. - #4747

Wow. Pecan Deluxe integrated a diner theme with recipe concepts tying their products to a New Orleans theme. The images are bright and crisp, and their set up is unique to the Crescent City while still conveying their message -- that they have the best ingredients and inclusions. Lots of colors, unique textures, and hard to miss!

Creative Attention-Grabbing Techniques



Farbest Brands - #3029

Several elements combine to make the Farbest Brands exhibit a visual hit. Effective light & shadow are used to illuminate the exhibit from above and below, interesting images, and a striking white carpet enhance their message of “Clean.” A winning combination for a successful exhibit.

Creative Attention-Grabbing Techniques



Draco Natural Products - #1918

Draco creatively used layers of fruit in a colorful arrangement across the length of their 10x20 exhibit. The colors were bold and eye-catching. They were also repeated on the front of the counter and on coated high-gloss paper bags they were handing out. The bags were eye-catching, reinforcing the company name. It was a smart way to extend their branding beyond the booth.

Creative Attention-Grabbing Techniques



Naturex, Inc. - #3741

The Naturex exhibit was striking from both long distance and close up. The shiny Formica structure glowed under the lights, and individual elements such as their “animated popsicle” provided intimate brand experiences. The popsicle was simply a die-cut cutout covering a vertically mounted A/V panel. A brilliant way to add motion and visual interest to their messages.

Creative Attention-Grabbing Techniques



McIlhenny Co., TABASCO Brand - #4413

The vertical banners featured ribs and ice cream infused with the TABASCO® Family of Flavors®. As attendees stepped inside the booth, they were transported to an immersive Cajun experience. Very creative and eye-catching.



ICL Food Specialties - #1123

ICL cleverly jazzed up their exhibit with real musical instruments and the silhouettes of a NOLA “Second Line” band. Since their theme was “Jazz Up Your Formulations”, their visuals were in perfect harmony.

Creative Attention-Grabbing Techniques



Univar Solutions - #1326

Univar Solutions designed their closet door to mimic a walk-in cooler. A brilliant way to add industry context to their exhibit motif.



Gold Coast Ingredients, Inc. - #1735

Lighting can have impactful effect on visitors. Here, Gold Coast uses accent light & shadow to draw your eye toward interesting messaging.

Creative Attention-Grabbing Techniques



Blue Diamond Almonds - #3749

Almonds are usually brown, but Blue Diamond spiced up their presentation by adding colors showing how their NEW product can be customized. This helped visitors visualize the full spectrum of their product's use.



Centerchem Inc. - #1001

LED lights changed color to set off the backlit visual panels on the Centerchem exhibit. With its white architecture, this created a stunning visual effect for this compact 10x30 exhibit. This allowed it to compete for attention with much larger neighboring exhibits.



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



Emsland Group - #1909

The visuals were impressive and told a story about Emsland Group. The 10x20 booth included stunning photography set in the middle of a field of flowers that ultimately provided the products to produce "plant power with pea and potato products". An inset at the far end included small pictures of pea protein, potato flakes and potato starch. These were also displayed on shelves next to the 10x20 display. The booth visuals culminated with rectangular pictures inset along the bottom of the display completing the visual story, creating impact with very little copy.

Effective Visual Communications



Flavorchem - #4447

Flavorchem made an impression by showing us their locations through the use of clocks on the aisle of their booth. This exhibit was extremely interactive, and there was lots going on, but it was interesting how instead of just coldly listing locations in Illinois, California, Hungary, and China -- they showed us through an effective visual. Not only was it informative, but it was fun and interesting to see the times in the various cities. Great use of creativity to get the point across!

Effective Visual Communications



Prinova - #4041

This top-tier sign smartly uses both faces to broadcast the company name far and wide, while reminding visitors near and inside their exhibit of exactly what they do.



Kalsec Inc - #4431

Kalsec's wall mounted posters clearly told visitors exactly what could get by using their products - intensity, authenticity, etc. A great way to tell visitors -- "Why use Kalsec?"

Effective Visual Communications



Kemin Industries Inc - #3549

An intriguing statement includes the word "New". This combo can invoke strong emotions in visitors minds, as they question how much they really know about this "New World."



isense AG - #2731B

This simple banner perfectly sums up isense's value proposition, inviting visitors to scan their QR code for answers. An impressive way to immediately call visitors to action.

Effective Visual Communications



Sweet Additions Inc. - #2336

Sweet Additions decided they needed to add some simple messages to their existing backdrop, so they added dimensional cut-out letters (in white) saving big \$\$ in the process.



Avatar Corporation - #235

A cleverly worded headline tells visitors not only what Avatar does, but why they should pay attention. This startling grammatic style cuts through to grab the attention of visitors.

Effective Visual Communications



National Raisin Company - #2008

This exhibit was very effective communicating who they were, what they did, and why visitors should care. A good example of effective visual messages supported by excellent samples.



Scoular - #4227

Scoular developed excellent kiosks using messaging printed on the displays supported by taglines on the monitors. The effect was to stop attendees and it worked.

Effective Visual Communications



Layn USA Inc. - #601

This is a great example of clear visual communications. Layn shows visitors exactly what they do using well-placed, highly legible signs.



Inst. for Food Laws & Regulations - #3659

Good communication need not be expensive. These banners say exactly what visitors want to know -- who you are, what you do, and why they should care.



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



Munson Machinery Company Inc. - #2313

Munson powered up their mixer and filled it with rocks. The rotating machinery could be softly heard from the aisles, drawing attention of attendees. Munson did a great job thinking out of the box, to bring a static display to life.



Morton Salt Inc. - #2642

Making product demos interesting is sometimes a challenge, especially when everyone already thinks they know all about your product. Morton did a great job to invite visitors to "Find Your RIGHT Salt" and interact with it.

Engaging & Informative Presentations / Demonstrations



DSM - #3729

DSM gave visitors multiple ways to interact. Food samples, tweet-able photo opps, iPad kiosks, giveaways, and live presentations were among them. And to promote their presentations, a prominent easel listed the day's live events.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



IFC Solutions - #5441

IFC did a nice job breaking out their extensive portfolio of products into clearly labeled sections. They made it easy for attendees to see the various silos their products fill.



Hillbrush inc. - #428

By helping visitors understand a simple point about their product variety, Hillbrush avoided having to ship and set-up an overflowing line of products. A simple yet effective solution.



Before & After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made



JG Boswell Company - #5124

A new IFT exhibitor, JG Boswell Company was receptive to some suggestions from the E3 team to help improve their effectiveness. Simply by moving a table, their space became much more open, encouraging attendees to step on in and take a peak. The staff team was better able to engage and greet potential customers more easily, and the whole exhibit had a different feel.

Before & After: Changes Exhibitors Made



River Valley Specialty Farms - #4825

River Valley had several great elements as part of their exhibit: great visuals, effective and attention-grabbing video, and the staff were doing a great job of engaging with attendees. However, the placement of the video and literature created a barrier to entering the space. Once these things were pointed out to them, they didn't wait to rearrange the elements. The result was much more welcoming, effective and led immediately to more engagements.



Effective Staffing Practices

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

Effective Staffing Practices



Medallion Laboratories - #3412

The staff at Medallion presented their story dressed as carpenters. When a visitor approached, they pulled a tape measure out of their apron and asked how the visitor's program measured up? Creative storytelling like this can cause a message to stick much longer in your visitors' minds.



Inline Success: Small Booths that Rock!

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MycoTechnology Inc. - #301

A show-stopping 10x30 exhibit. MycoTechnology combined a massive LED video wall, wood accents, and a gorgeous conference area into a very attractive exhibit. A reception and sampling counter, with two extra casual conversation areas, rounded out the exhibit.

Inline Success: Small Booths that Rock!



Dendera - #1661

Small does not have to mean second rate. The display was colorful, attractive and focused on Dendera's product/service offering. The copy told a story about the customized all natural, high-potency, expedient-free herbal supplements. They also reinforced their NEW sweetener. The logo and product were featured on T-shirts worn by staffers. There was a simple display arranged on the counter featuring a new product.

Inline Success: Small Booths that Rock!



Boulder Botanical & Bioscience Labs - #4816

This small exhibit was successful on many levels. The booth included excellent messaging, product sampling, a PowerPoint presentation, and an interactive performance by a Willie Wonka lookalike. He was tasked with handing out the information about product samples. The staff was excellent, and the red staff shirts really attracted attention.

Inline Success: Small Booths that Rock!



BDF Natural Ingredients S.L. - #4615

This booth had excellent messaging, ideal lighting, an open area for attendees, informed staffers, an effective tagline, and five pictures with captions. The messaging in the back of the exhibit expanded on the explanations on the front panel but with larger photos and additional information. The booth also included a small meeting area behind the front panel.

Inline Success: Small Booths that Rock!



BioPlus Life Sciences - #5033

BioPlus Life Sciences did a great job using offset logos and text to add dimension to their booth. The bright lighting and color made it warm and welcoming. It's easy to know what they do by walking by.



Columbus Vegetable Oils - #3317

An attractive small booth with good graphics, copy, product staging, and layout. It stopped attendees in the aisle and fostered dialogue with the audience. It was very easy to understand their message.

Inline Success: Small Booths that Rock!



Corning Inc. - #519

Backlighting and under-counter lighting gave this small presentation an unmistakable glow. The clean, sleek motif added to the messages about the protection their lab services provide to their clients.



Desert King International - #1413

Desert King used an inflatable backdrop to present its message simply and beautifully. The open exhibit layout invited visitors to linger and discuss products. Post show, the backdrop can then be collapsed into a compact travel carrier.



Thank You for Exhibiting at IFT 2019!

***Mark your calendar now for IFT 2020,
July 12-15, 2020, in Chicago, IL***

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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