



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 exhibitors with an E3 Exhibiting Effectiveness Evaluation. 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 look to these examples as ideas on how to execute effectively. Adapting any one or combination of these examples can help you grab attention and add value to the attendee's experience in the exhibit hall.

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 16. Enjoy!



1. Kerry Ingredients(1): An impressive curved header attracted attendees from a distance. The brand was supported by the tagline of "leading to better". The curves were consistent throughout including the sub-head panels and a curved reception desk.



2. Kerry Ingredients(2): What the company does was prominently featured on the lower curved panel to communicate Kerry's relationship to the audience. The messaging also included toppers over the monitors to attract prospects and establish a connection to the presentation. This is critical to putting featured information into context.



3. Carolina Original: The 10x10 exhibit included an interactive contest "the Clean Label Challenge" to educate the audience about a new product. This engaged prospects and attracted attention. The challenge asked attendees to guess which of their two products contained HFCS and which contained SPIC. This challenged attendees and ensured a larger audience in the booth.



4. Specialty Equipment: Staff apparel can help highlight brand identity. By wearing the corporate colors in his shirt and tie, this staffer effectively reinforced the brand. Not only were the colors appropriate, his appearance also generated an ultra professional image to the audience.



5. Sequoia Scientific: Who needs another branded pen or squeeze toy/stress reliever for the office! Sequoia, who was competing with large and high impact exhibits found a way to increase recall and long term retention for their relatively small exhibit. The company distributed real Sequoia giant redwoods to plant so attendees could remember them long after the show.



6. Avafina commodities: Another great example of integrating company branding into booth staff apparel. The fluorescent green scarves and ties underscored the green and black in the booth and reinforced the corporate colors.



7. CenterChem, Inc (1). The display of lollipops supported by cards in card holders with a description stopped me on the way down the aisle. It looked delicious and effectively showcased the flavors available through the company formulas.



8. CenterChem, Inc (2): On closer inspection the product display was supported by a branded tablecloth that reinforced the corporate name and brand logo.



9-10. IFC Solutions: The company offers an extensive line of customized food colorants & release agents. To communicate this effectively they took advantage of the front of the tablecloths and also added a list of products and services. This was supported by a colorful array of product displays on the table. Some displays used eye-catching die-cut dialogue ovals to highlight ingredients. To make it easier for attendees to understand the company's extensive resources, IFC added a color coded backdrop to represent each of their primary capabilities.



11. Woodland Foods: Sometimes your exhibit construction materials make a big difference in audience response, brand and product awareness and getting attendees to pay attention. In this case, Woodland supported the booth's wood construction with excellent product displays and an interactive staff to achieve all of this and more.



12. The Wright Group: One of the benefits of a large booth with the ability to elevate your message above other exhibits is that surrounding booths don't visually interfere with your message and sightlines. It also creates more room to tell your story. The Wright Group capitalized on its strategic location at all levels using exceptional graphics and effective messaging while controlling their sightlines.



13. AAK: AAK is an excellent example of using curved fabric panels, color, and strategic lighting to efficiently brand the company, deliver the value proposition and attract attendees to the booth.



14. S.HOWES: If selling the products is dependent on using working displays it makes sense to include these in the exhibit. When you do be sure you follow S.Howes textbook example of how to effectively and successfully integrate large products into a small space.



15-16. INGREDION: Another excellent and creative exhibit theme from Ingredion with an on-point hook: "Ideas to Solutions". The "idea labs" experience, featured above, offered multiple interactive experiences and used unique chalkboard graphics to present food product ideas.



17. Bunge Foods: Food trucks are all the rage right now. This exhibitor capitalized on this hot trend by placing a sampling food truck in the center of their booth. The “outdoor” eating experience was reinforced through picnic tables and cloud like structures hanging over the exhibit.



18. San Joaquin Valley Concentrates: If you sell color additives, we can’t think of a better way to quickly and visually deliver that message, then with beautifully lit graphics and a backlit rainbow of colorful bottles.



19. United Soybean Board(1): Outstanding branding throughout the booth made it easy to find the exhibit. The central wall including a monitor with graphic explaining important stats about Soy Beans were an attraction as were the product and cooking demonstrations throughout the day.



20. United Soybean Board(2): The product demonstrations were held on a high visibility aisle to optimize attendance. The goal was to get as many attendees as possible to enjoy soybean oil as an alternative cooking oil to canola oil, olive oil and others more frequently used. The chef for this particular demo was from the Food Channel in order to optimize attendance.



21-22. Roquette: One way to differentiate the booth among so many exhibitors is communicating a message in a unique way. We think this company may have created a brand new catch phrase for the industry. “Creatilicious”. This along with colorful, chalkboard style graphics were highly effective at attracting attendees into the booth.



23. Corbion: When it comes to exhibit imagery, less can be more. This large, colorful, well-lit image used a billboard photograph with a concise three word value proposition, "Make it Simpler" to appeal to attendees.



24. Glanbia Nutritionals: Food technologists are always trying to challenge boundaries of what's possible. Glanbia effectively communicated this by inviting attendees to "see what's possible". The tagline was supported by an innovative circular audio/visual prop in the booth.



25. MicroThermics: People attend tradeshow to see what's new. And how products distinguish themselves from each other. This company did an excellent job of a new product introduction with this vignette placed right on the perimeter of the booth. And distinguished it with the tagline of "the First Aseptic Laboratory"



26. Quality Ingredients: This excellent 10x10 booth used fabric layered on top of the back wall for a dimensional effective and creative lighting. The appearance proved that small booths can stand out just like large ones. Notice the staff was also wearing consistent well branded attire.



27. Caldic: This small exhibit used an excellent backdrop with strong imagery, lighting and A/V. The word cloud was prominently featured to communicate Caldic's primary message. The final touch was having staffers wear branded apparel projected a professional, coordinated appearance. The staff apparel also reinforced the brand.



28. Silverson: CEIR research found the #1 way attendees want to engage is through product demos. This small exhibit did an excellent job with three product demos, along with well-placed AV to engage and educate attendees.



29. Tic Gums: Used an informative and proactive header that invited attendees interested in reformulations to “Ask a Gum Guru”. In addition the booth included messages around the inside of the header that communicated the most important information: Stability and Knowledge and Texture and Stability Solutions.



30. Wild Blueberries: Used a perfectly placed and well-articulated value proposition. The message challenged attendees to consider changing their brand while reinforcing the advantages of wild versus home-grown blueberries.



31. omve: omve’s in-line exhibit utilized three strategically positioned flat panels and a graphic approach designed to resemble a storyboard. The effective execution of this approach was designed to maximize audience response, reinforce the products and message and encourage the prospects to spend more time in the booth.



32. Hormel: Hormel created an interactive, educational, game to attract attendees to the booth. Displayed on a high visibility aisle, it literally stopped attendees in their tracks. The game was both educational and fun. Hormel used it to divide the product line into four main ingredients that attendees could see as they slid their color coded balls down the pegs to see where they landed.



33-34. Dupont Pioneer- Plenish: Dupont Pioneer developed a soybean oil dubbed “Plenish”. This was distinguished in the booth with a visible tagline of “The Re-Invention of Soybean Oil”. The product was the focus of the booth so other than some Dupont staff there was no additional Dupont ID. To enable attendees to taste and compare it to other soybean oils, Dupont held ongoing foods tastings throughout the day. The foods were all prepared using Plenish on crowd favorites such as grilled cheese. There were long lines waiting for samples. The booth was well-designed and perfectly branded with the product name and tagline repeated throughout.



35. Labthink: Using consistent application of the “cautionary” color yellow across all the exhibit components attracted attention while it established the brand identity.



36. Infor: Selling an alternative product at a food conference is a challenge. Infor made it look easy using a succinct tagline, consistent application of the brand, eye-catching lighting and the right messages. The support line of “perfectly blended software solutions for food technologists” displayed a rare understanding of how to focus the message on the needs of the target audience.



37. Phillips Gourmet, Inc: When your primary product is Exotic Mushrooms that are so fresh they go from “Farm to Table” it never hurts to communicate this in your main panel. And displaying it with a well-lit picture of a fresh mushroom is an excellent way to attract attendees to the booth.



38. Buckhorn, Inc.: We can walk the show floor for hours and rarely see a “New” sign, but here we saw several. Buckhorn was a textbook on how to display and explain products correctly including the oval applique descriptors on the bins, the monitor showcasing how to use the bins and a sign standing next to the bins outlined the features and benefits. Well done!

Congratulations to all of the companies featured in this exhibit.
Hopefully, with a little more creativity we can spotlight your exhibit in next year's report.

Mark your calendar now for IFT 17
Las Vegas, NV USA
Sands Expo Center
Expo dates Monday, June 26 – Wednesday, June 28, 2017