

17 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluator

By: Jefferson Davis of Competitive Edge

As a value-added exhibitor service, I spoke at the exhibitor town hall meeting about how exhibitors can get the most from their NAFA event experience.

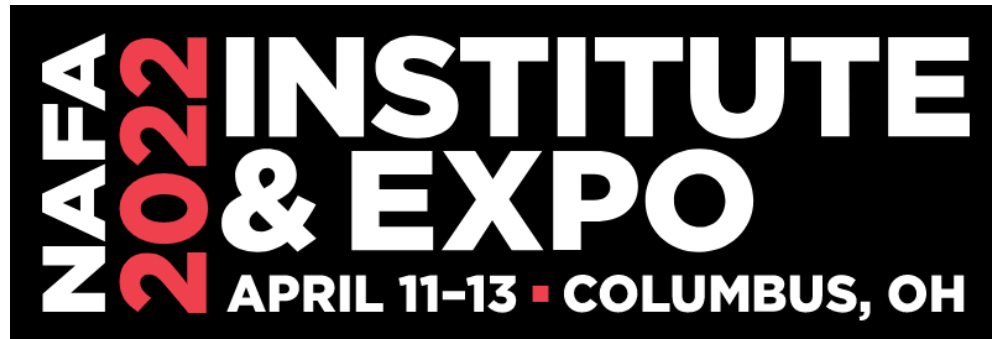
To add even more value, I walked the entire exhibit hall looking for exhibits displaying imaginative, creative, and effective ideas and practices. I want to congratulate exhibitors featured and hope all exhibitors look to these ideas as examples of how to make your NAFA exhibit even more effective.

Note: The ideas are presented in no particular order and are not ranked good, better, best. They only represent a sampling of many effective exhibiting practices observed at NAFA 2022.

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



V Track

The human eye is naturally drawn to lights. One of the best ways to make sure your exhibit grabs attention is to integrate lighting. V Track did a great job with their small fabric backlit exhibit which helped draw more eyes to their messaging.

Creative Attention-Grabbing Techniques



Beam

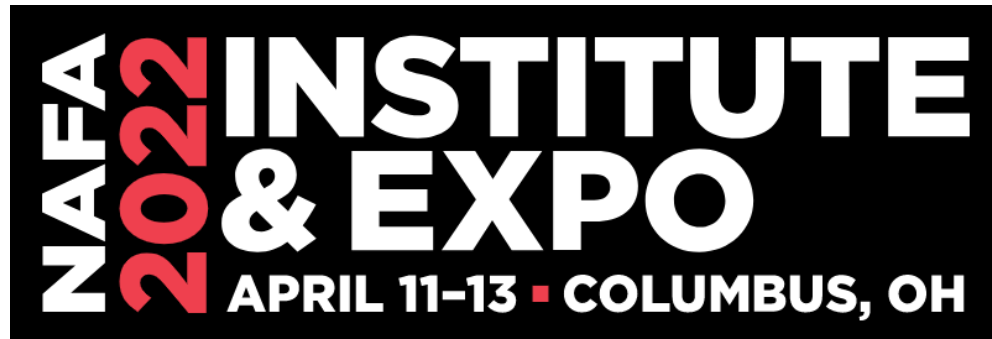
This booth could be featured in multiple categories. But what I wanted to spotlight was when you have a unique and oversized attention grabbing product, sometimes the product itself can serve as your booth structure.

Creative Attention-Grabbing Techniques



Draiver

Here's another outstanding booth that could be placed in multiple categories. Draiver's large V-shaped back wall included excellent messaging, back lighting, and AV. All these elements were extremely well-executed and created a vacuum like effect to draw visitors.



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



Mobileye

Combining vivid back lighting and color with well-designed messaging is one of the secrets to a great exhibit. Mobileye did an outstanding job of effectively answering the “who we are” “what we do” and “why you should care” questions in this colorful backlit exhibit.

Effective Visual Communications



GM Fleet

A billboard on a busy freeway... GM Fleet did an outstanding job of designing their messaging and imagery to quickly and visually tell their product story to visitors who were near their exhibit.

Effective Visual Communications



Ranger Design

One of the most important messages your exhibit must quickly and visually deliver to attendees in the aisle is... “Why should I care?” Ranger knocked it out of the park with their three-word value proposition “Reclaim your Range.” And to make sure it got seen, they smartly backlit their panels.

Effective Visual Communications



RTA

The human brain has a hard time resisting a question, especially when that question is relevant to their operations. RTA did an outstanding job of calling out an intriguing question that would cause fleet managers to think about how they manage their fleet operations.

Effective Visual Communications

CAN **FUEL TRACKING & EFFICIENCY** LOWER YOUR FUEL SPEND?

YES!!

VETERANSFUELING.COM

Veterans Fuel Management

WHAT IS YOUR COMPLETE FUEL SPEND?

VFM can build complete fuel islands, engineering, permits, new dispensers, new hoses, nozzels, and fuel management systems.

 Bid Consulting
Complete National Exposure

- Be able to track your fuel from the time you purchase it until it turns into exhaust

Veterans Fuel Management

Another great example of how to use questions along with great graphic design and backlighting to draw more visitors eyes toward the exhibit and give them a reason to stop and engage.

Effective Visual Communications



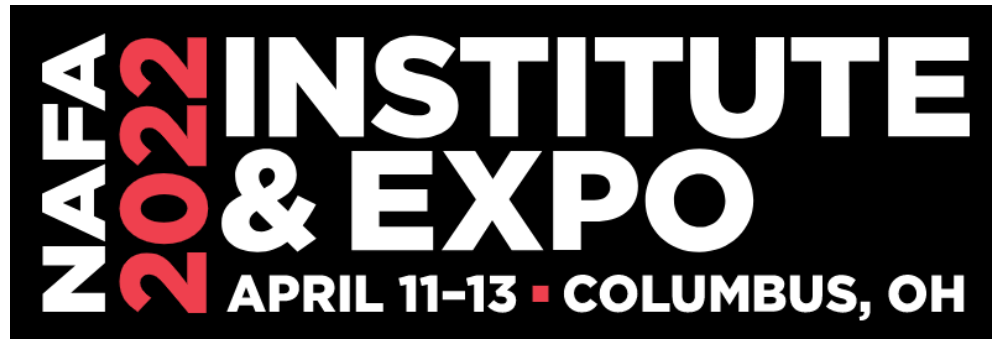
Faster

A lot of exhibitors have demos in the booth, but few do a good job of visually promoting the demo to draw traffic. Faster's eye-level sign helped visitors quickly understand the benefit of participating in this demo.



Assetworks

Many exhibitors only use their top tier sign to say their name. At a minimum, your top sign should say who you are and what you do. But Assetworks told you who they are, what they do, and added "why you should care." Outstanding messaging and very well placed.



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

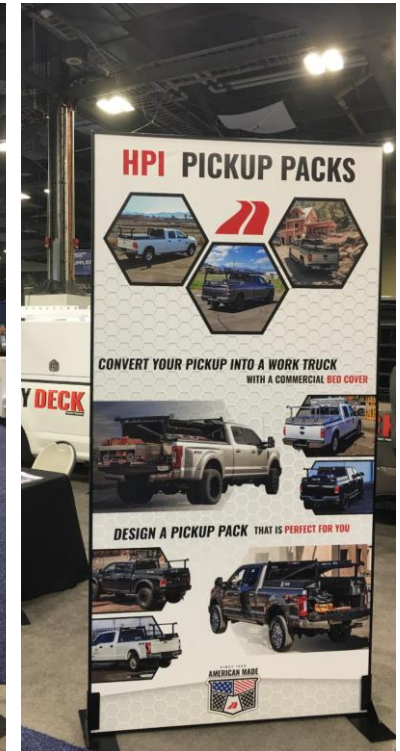
Engaging & Informative Presentations / Demonstrations



V Track

A good product demonstration is worth 1,000 words. V Track did a great job of visually communicating how their solution works by placing the product in the center of the booth to simulate the camera in action on the highway. Very creative!

Engaging & Informative Presentations / Demonstrations



Utility Deck

The #1 way attendees want to engage with exhibits is through some form of a presentation or demonstration. Utility Deck knocked it out of the park with their two product demo units and great signage that visually delivered their product messaging.

Engaging & Informative Presentations / Demonstrations



Super Springs

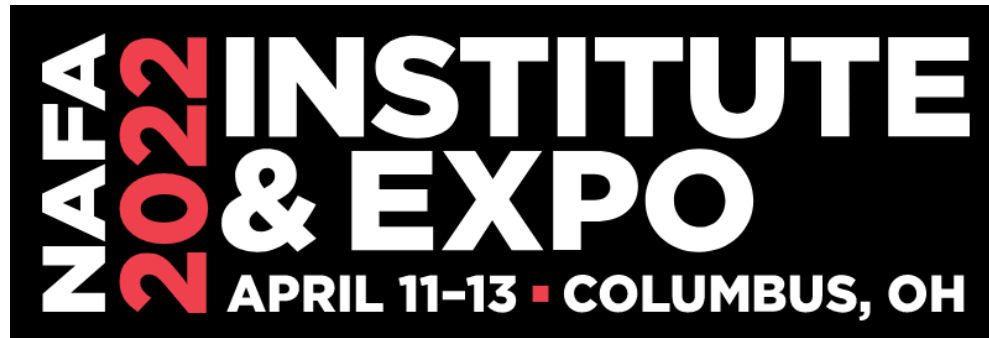
One of the keys to an effective in-booth demonstration is giving the visitor the ability to interact with your product. Super Springs did an outstanding job of placing their spring demo on the edge of their booth and supporting it with a large video wall behind it that helped tell the product story.

Engaging & Informative Presentations / Demonstrations



ARE

While there were many vehicles on the show floor, few did a great job of calling out their product features and benefits in a visually impactful manner. ARE hit the bull's-eye with their on-target messaging using immediately recognizable icons.



Effective Staffing Practices

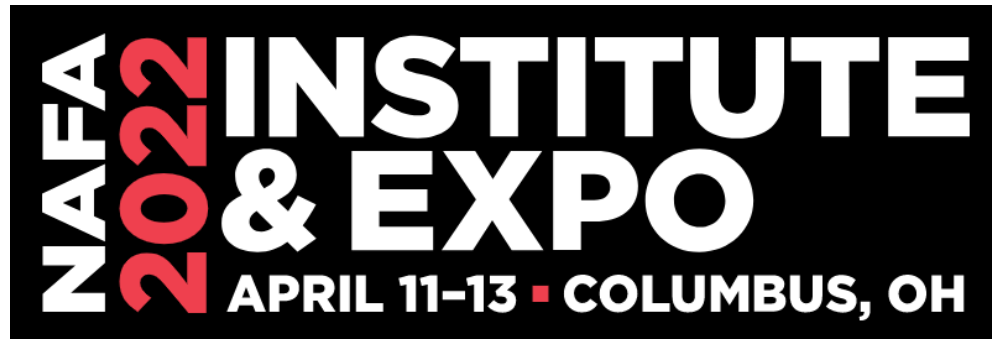
- Easy to Identify Staff Apparel or Identification
- Cool & Creative Staff Apparel
- Impressive Staff Behaviors

Effective Staffing Practices



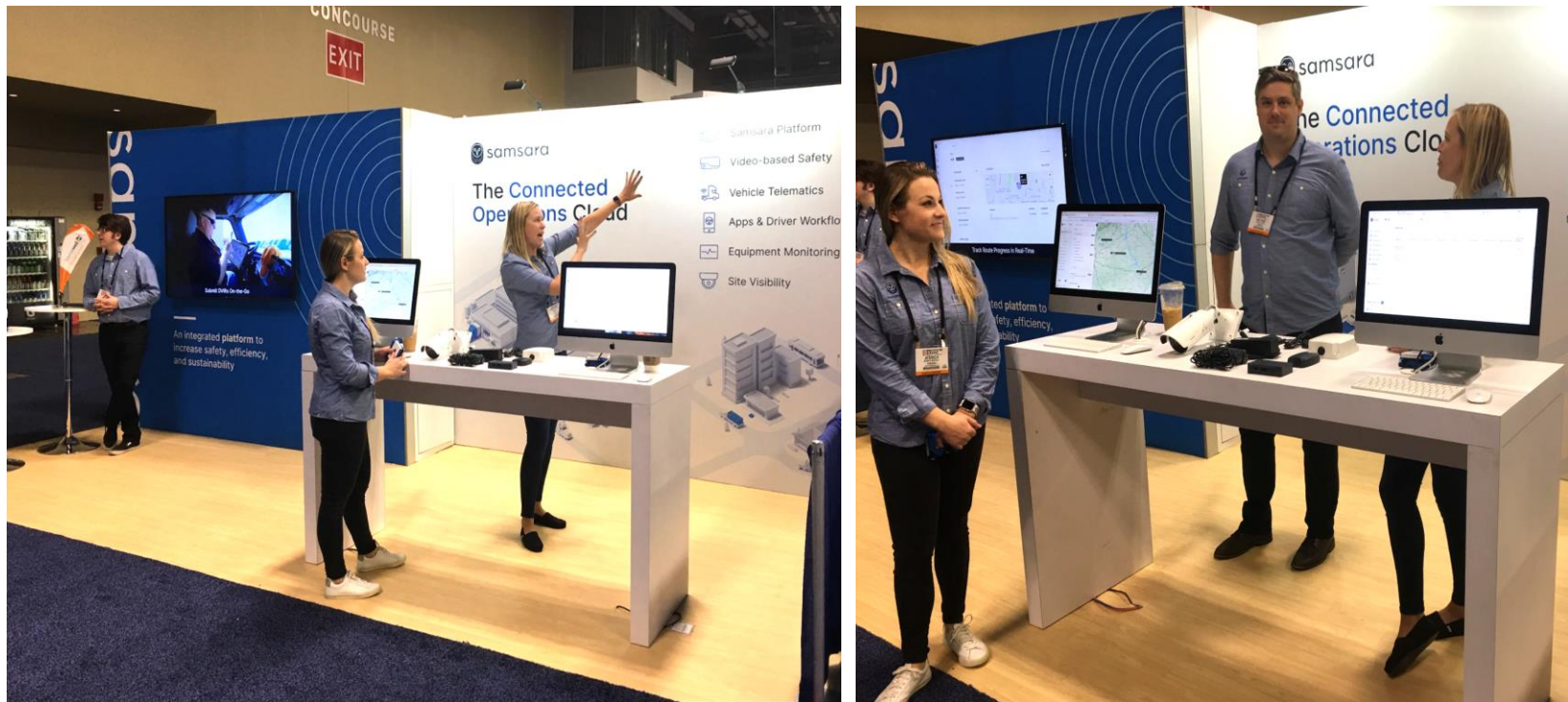
Safelite

Safelite did a great job of using unique apparel to not only grab attention, but help communicate their team philosophy and brand position. Visitors immediately knew who to speak with in the Safelite exhibit.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Samsara

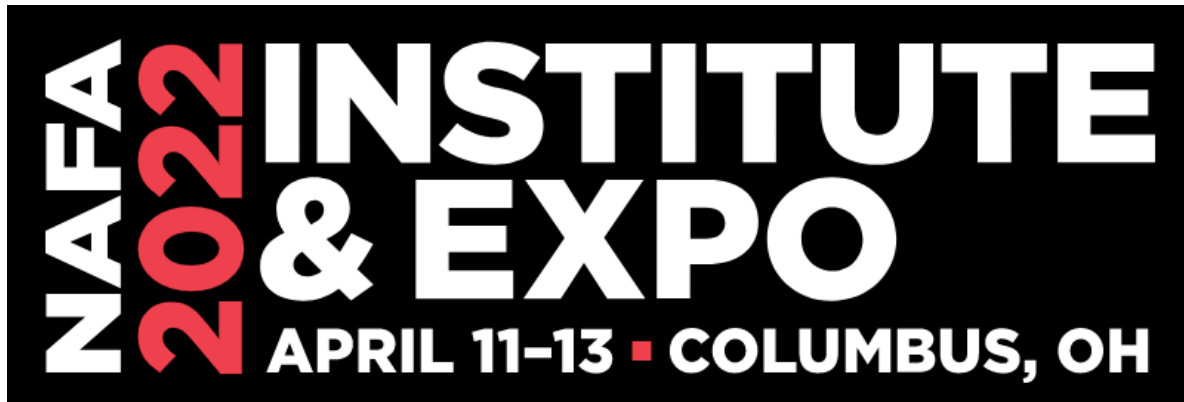
Here's a small booth that rocks! Great integration solid branding with well-written and placed copy answering the "who, what, and why" questions, an easy to enter space, and an interactive demo bar near the perimeter of the aisle. They populated it with just enough staff, who wore attractive branded apparel. This is a great example of how to execute a small exhibit!

In-Line Success: Small Booths that Rock!



PermaSeal

WOW! Now here's how you communicate the "who, what, and why" messaging in a visually attractive way -- in just five words. Couple this with an interactive product demo on the perimeter of the booth, with checkerboard flooring -- and this small booth is a winner.



Thank You for Exhibiting at NAFA 2022!

*Watch for announcements about the upcoming NAFA 2023,
April 17-19, 2023 in Baltimore, MD.*

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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