



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

By: Jefferson Davis, Katharine Chestnut, and Bob Milam of Competitive Edge

As a value-added exhibitor service, Modex 2020 provided random exhibiting companies with the award winning E³ Exhibiting Effectiveness Evaluation.

While conducting the evaluations, we looked for exhibits throughout the show displaying 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 Modex 2020. *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



Doosan

One of the best ways to make sure your exhibit gets noticed is to light it up. It's even more effective when you use multiple colors and unique shapes to draw visitors to your exhibit. Doosan did an outstanding job with their "New Trucks on the Block" theme.

Creative Attention-Grabbing Techniques



RightLine

Another way to make your exhibit stand out from the crowd is to visually “break the mold” away from fabric, blue and white, or yellow and black exhibits. RightLine’s unique wooden exhibit property with edge-lit company branding really stood out from the crowd.

Creative Attention-Grabbing Techniques



AgiloX

How do you stand out while still fitting in? A unique color scheme is a great way to do this. AgiloX went the extra mile to support their brand through the use of color. The bright lime green was used throughout the space effectively (including the green pallets).

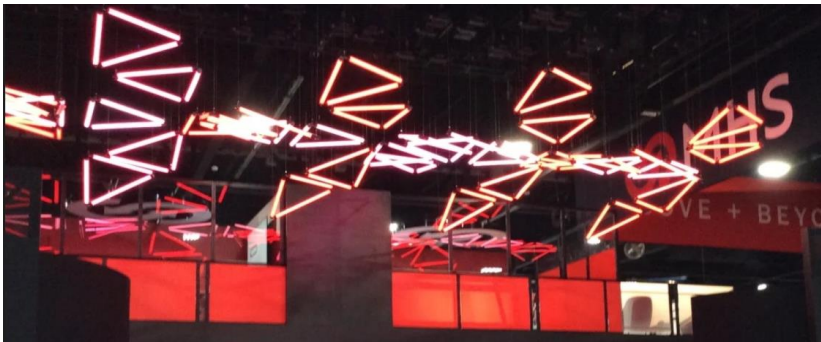
Creative Attention-Grabbing Techniques



MiR

In addition to having product demonstrations within the exhibit, MiR had one of their industrial robots circling the exhibit with information - engaging people in a unique and memorable way, while inviting them to investigate further. Super creative and relevant to what they do!

Creative Attention-Grabbing Techniques



MHS

If you missed seeing this exhibit, you missed a showstopper! MHS used intricate patterns of suspended and moving lights to mesmerize visitors (think: Bellagio Fountains). The enchanting display was supplemented by equally impressive presentation elements throughout the exhibit.

Creative Attention-Grabbing Techniques



Equipto

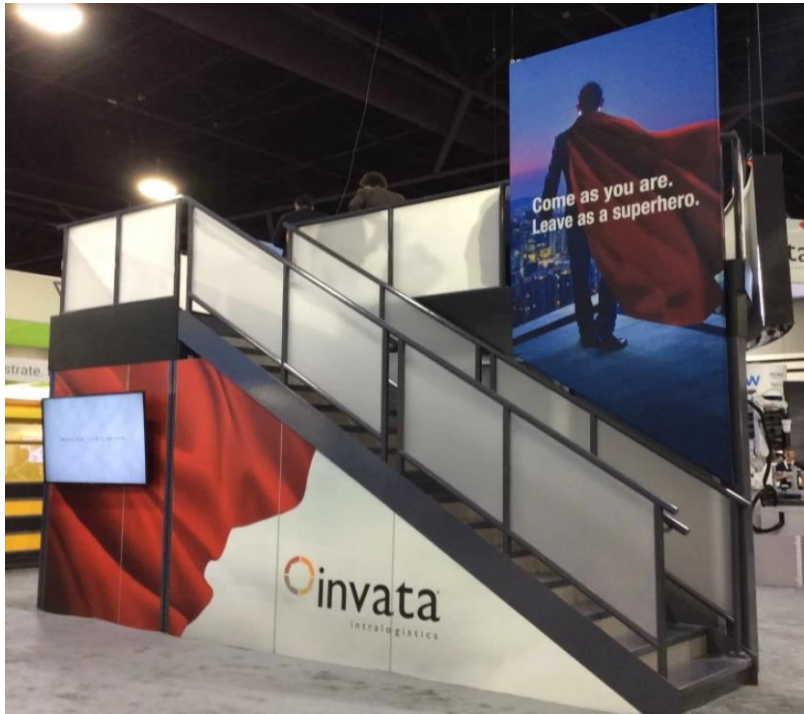
Instead of a simple candy bowl, this crafty exhibitor put their candy right in their product which they moved around the exhibit to draw attention. Creative approach.



Urovo

Strong colors, lighting, and a unique exhibit property can be a huge attention grabber. Urovo knocked it out of the park with the curved lines of their creative exhibit.

Creative Attention-Grabbing Techniques



Invata

Recognizing that attendees want to be heroes at work, Invata Intralogistics made it apparent that they could help them be the hero in their business with their solutions.



Visual Components

By having an attractive and uniquely designed exhibit, plainly communicating their offering, Visual Components invited attendees to visit their welcoming space.

Creative Attention-Grabbing Techniques



AutoStore

Sometimes - less is more. Using attractive imagery and a large exhibit wall that blocked out intrusion from nearby exhibits, AutoStore demanded attendee attention.



Otto Motors

A stark and contrasting color scheme proved very disruptive, as the full-size equipment images drew attention to the Otto Motors value proposition.



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



Schmalz

One of the primary reasons attendees visit the exhibit hall is to see what's NEW. Spotlighting new products and services can add a lot of visual power to your exhibit. Schmalz did an outstanding job of placing uniquely colored orange starbursts on all of their new solutions.

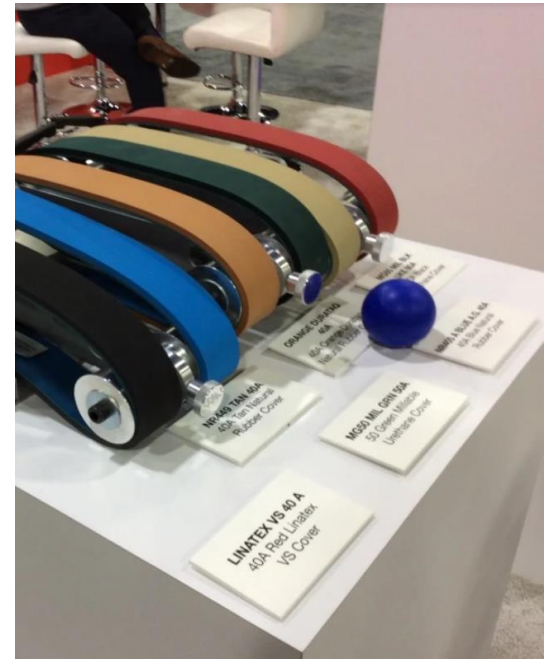
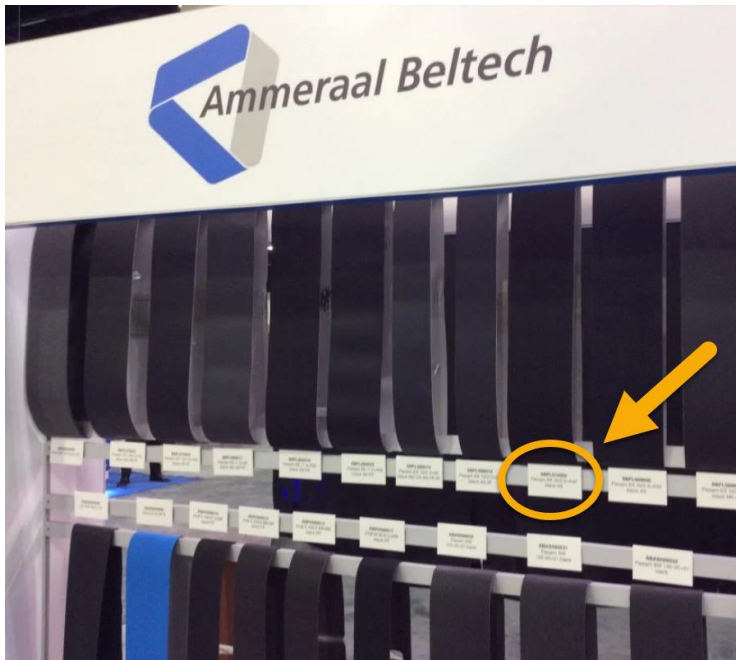
Effective Visual Communications



Motrec

A first-time exhibitor at Modex, Motrec wanted attendees to instantly know exactly what they did. Their header stating, "Electric Industrial Vehicles" left no room for doubt, and immediately established how Motrec could address attendees needs. A great way to build brand credibility.

Effective Visual Communications



Ammeraal Beltech

When you have a broad product line, it's important to help visitors find solutions quickly. By including descriptive signage next to all their products, Ammeraal Beltech helped visitors quickly and visually understand the breadth of applications their products provide.

Effective Visual Communications



Quantum Storage Systems

Highlighting new products is an important way to attract not just new prospects, but existing and past customers to your exhibit. Everyone wants to learn about new solutions.



SharkCrates

Crisp and clear copy, coupled with an arrow pointing at the “live” product staging, was an effective way for SharkCrates to instantly tell their story to interested visitors.

Effective Visual Communications



Kronos

Using color, lighting, placement and clear/brief statements, Kronos communicated all the benefits of their service with their easy to understand display.



Push Possible

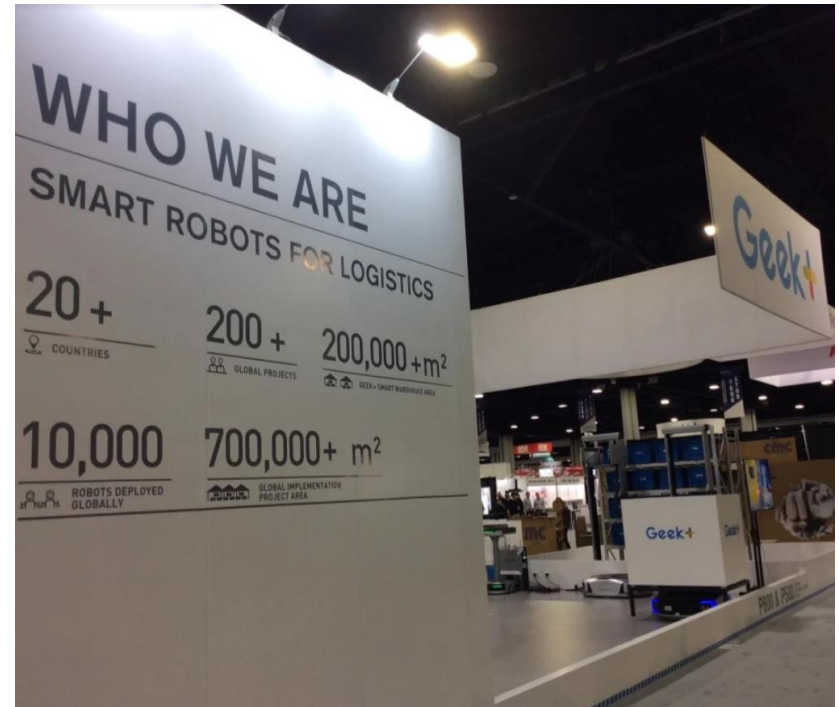
By posing a question that many attendees need an answer to, Push Possible made it clear that they would have an answer that would assist attendees to be prepared.

Effective Visual Communications



Mid America Paper Recycling

Using bright green background, the value proposition from Mid America Paper Recycling was clear. Delivering the Who, What and Why made it easy for visitors to decide to stop.



Geek+

Geek+ delivered simple, clear messaging about the the scope and breadth of their services, which helped to cement their credibility in the minds of visitors.

Effective Visual Communications



dcs Material Handling Solutions

This small exhibitor perfectly addressed the 3 major questions of Who They Are, What They Do, & Why attendees should care, by using clear visuals and A/V to get the job done.



CIMCORP

Bold text, contrasting color and icons (tweaked just a bit to better tell their story) helped CIMCORP clearly communicate their value proposition quickly to visitors.

Effective Visual Communications



IFM

Large overhead LED video walls hooked visitors as they approached the IFM exhibit. What made this example stand out was IFM's use of pointed questions in their video to spur attendees to think. The use of relevant, and focused questions, can grab and hold visitors' attention in a powerful and memorable way.

Effective Visual Communications



Consignor

Consignor's use of uncomplicated icons and copy made understanding their message effortless. Their choice of backlit message boards, and highly contrasting colors made their messages "pop" even more. Throw in a well placed A/V and you've got the complete formula for fast communication that tells the whole story. Well done.

Effective Visual Communications



da Roller

Often, visitors will leave the area of an exhibit wondering, “What does that company do, anyway?” da Roller's minimalist approach to color, graphics and text provided attendees with a crystal clarity of what they do and what they would find at their exhibit.

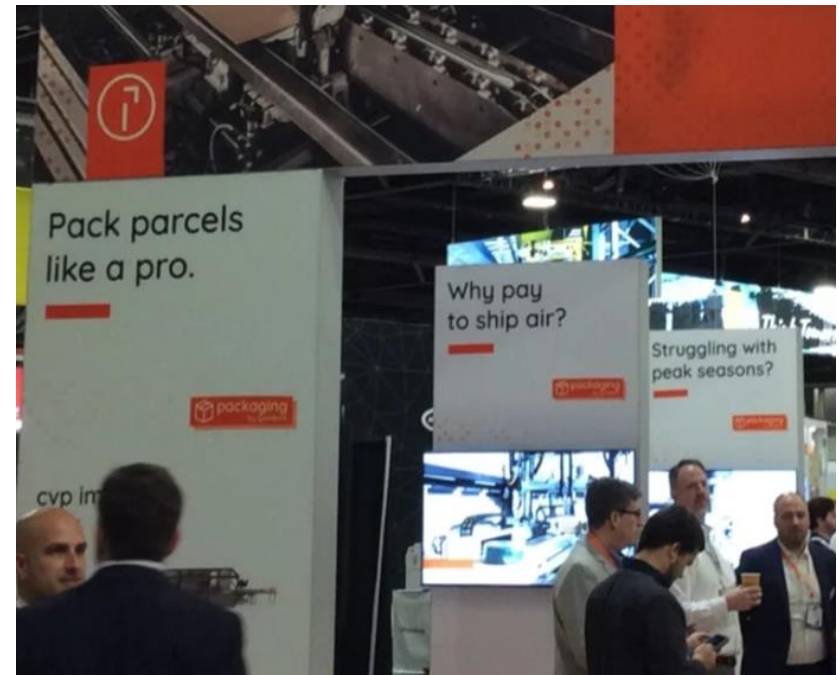
Effective Visual Communications



FreightPOP

Short and clear messaging delivered the information that attendees needed to understand the FreightPOP offerings. Their use of bold colors grabbed and held attention while the two A/V monitors placed just above eye level, projected animated messages to attendees in the aisles.

Effective Visual Communications



Quadient

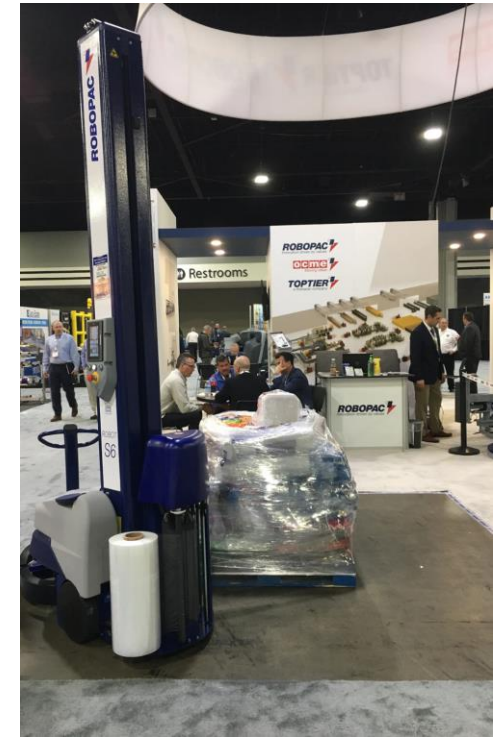
Using a short and simple call to action, Quadient made it obvious what their strength was. Additional messages support the breadth of that strength, by asking simple, yet relevant questions. The human brain can't resist engaging with probing questions like these. Very effective!



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

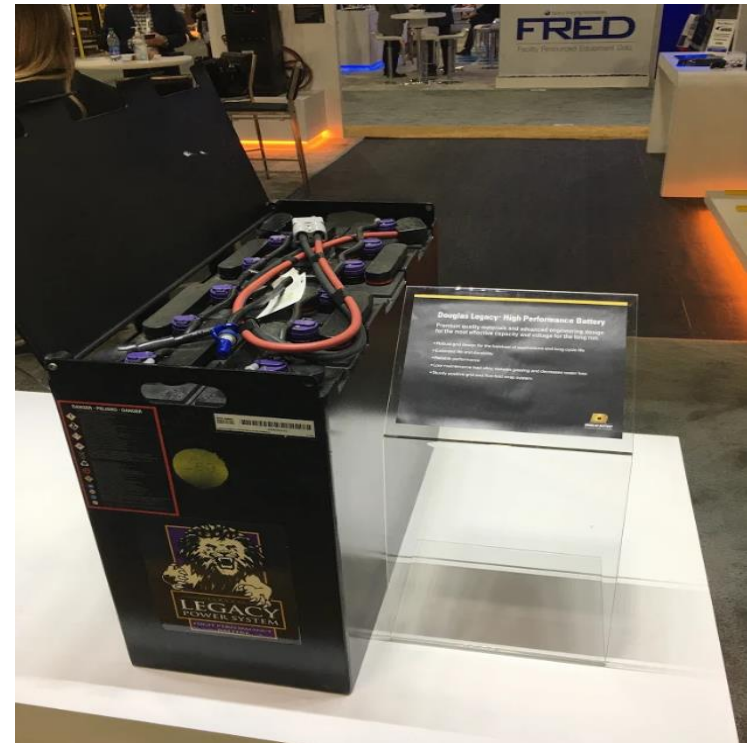
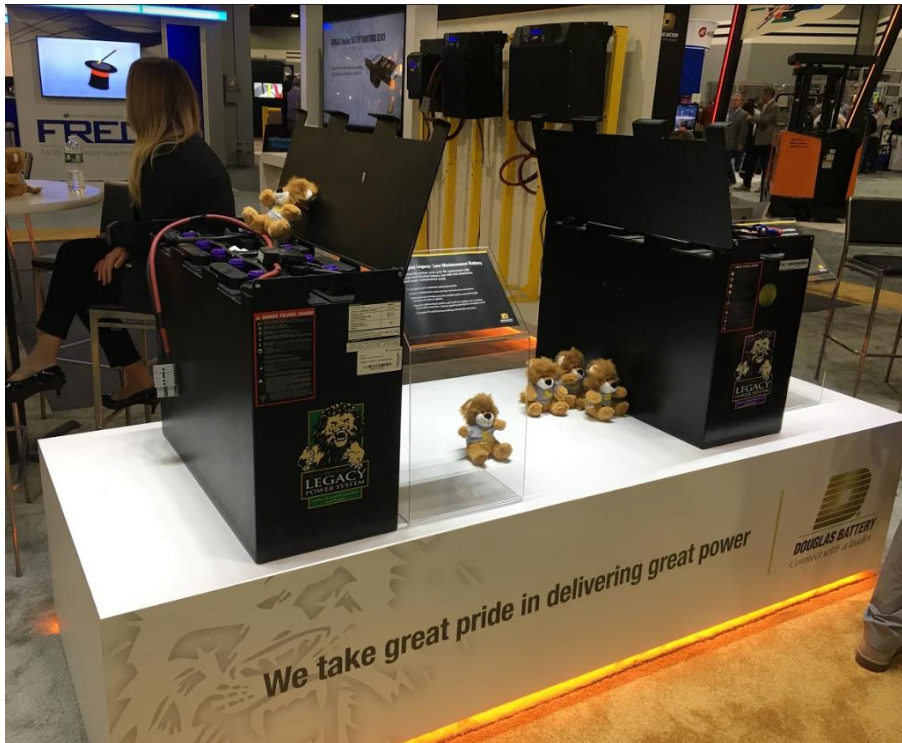
Engaging & Informative Presentations / Demonstrations



Robopac

The #1 way attendees want to interact with an exhibiting company is through live product demonstrations and presentations. Robopac delivered by running real time product demonstrations that brought their technology to life in their booth.

Engaging & Informative Presentations / Demonstrations



Douglas Battery

Elegant product staging, combined with quick read feature and benefit messaging, are the keys to a great product presentation. Douglas Battery delivered with their super-well designed product kiosk.

Engaging & Informative Presentations / Demonstrations



ValleyCraft

In a trade show setting, how you “stage” your demo is at least as important as the content of the demo. The ValleyCraft demo was delivered such that many attendees could observe and understand their offering. This is an example of effective storytelling using smart staging.

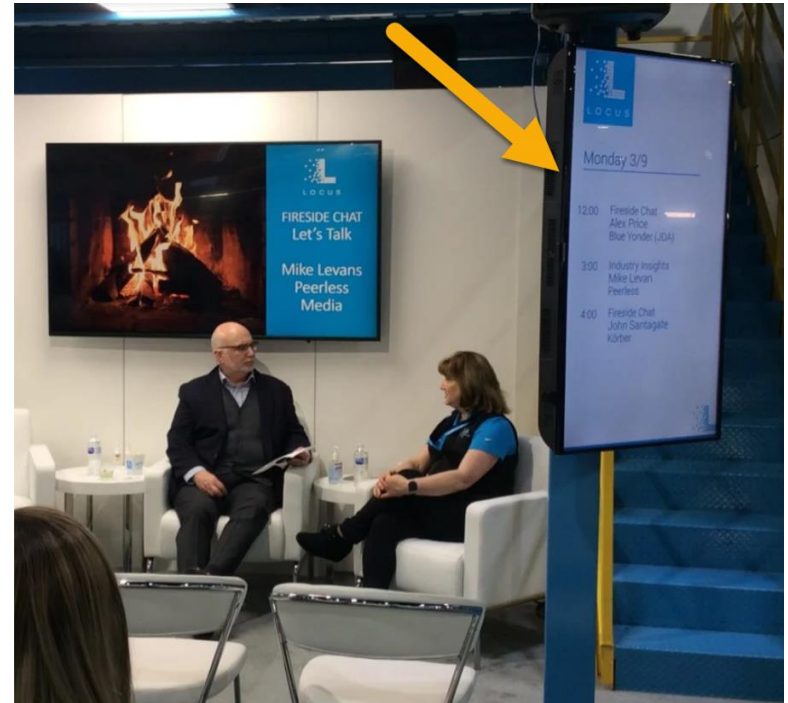
Engaging & Informative Presentations / Demonstrations



SDI

By posing a fun question "Where's Joey?", SDI created a game to grab and hold attendees attention, as they visually toured their products and solutions. This is a great way to encourage attendees to participate in an experience while learning more about the offerings.

Engaging & Informative Presentations / Demonstrations



Locus

A virtual 'fireside chat' in the Locus exhibit - complete with an animated fireplace - drew attention all throughout Modex. Topics and upcoming topics were displayed so that attendees could find the chats that interested them, and plan when to return to the Locus "living room".

Engaging & Informative Presentations / Demonstrations



Forklift Simulator

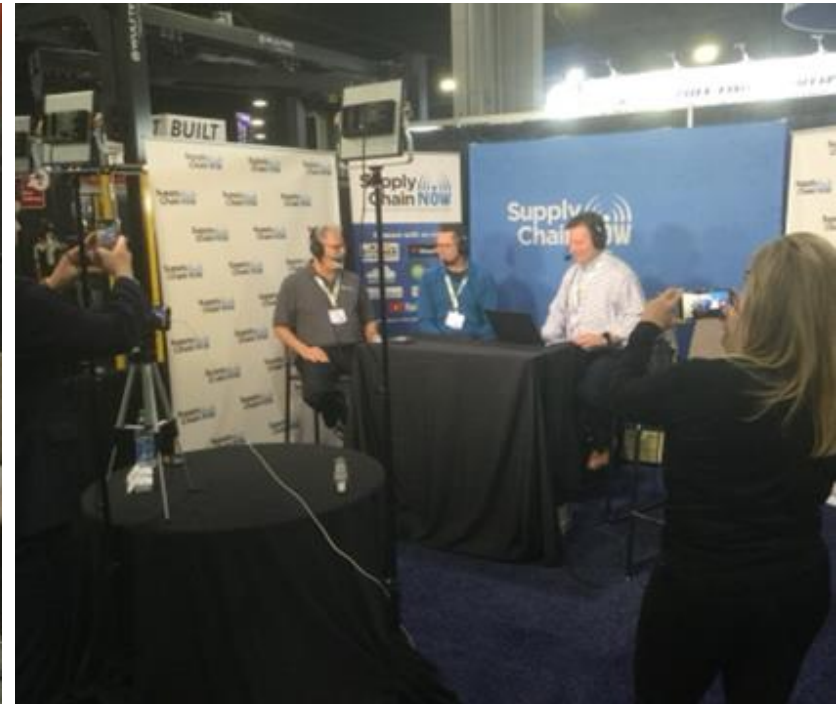
By having their product on hand for visitors to use, Forklift Simulator could speak to the benefits of using their technology easily. The staging of the simulator experience also allowed many attendees to view and hear the benefits.

Engaging & Informative Presentations / Demonstrations



Plasgad

Attendees love in-booth activities, especially those that are personalized experiences. Plasgad used a digital caricature artist, and projected his work onto a monitor for all to see.



Supply Chain NOW

A live podcast from the exhibit, not only extended Supply Chain NOW's presence well beyond the show, but brought credible industry experts into their exhibit for interactions. Smart!

Engaging & Informative Presentations / Demonstrations



Pallet Alliance

Coasters modeled like mini-pallets were the perfect take-away. It was a reminder of who they were, and what they did, and would likely remain ON a desk instead of IN one. Brilliant.



CMC Logistics

By using their skills of customization to create usable furniture within their space, CMC Logistics drew attendees into their exhibit to closely examine how they create it.



Effective Staffing Practices

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

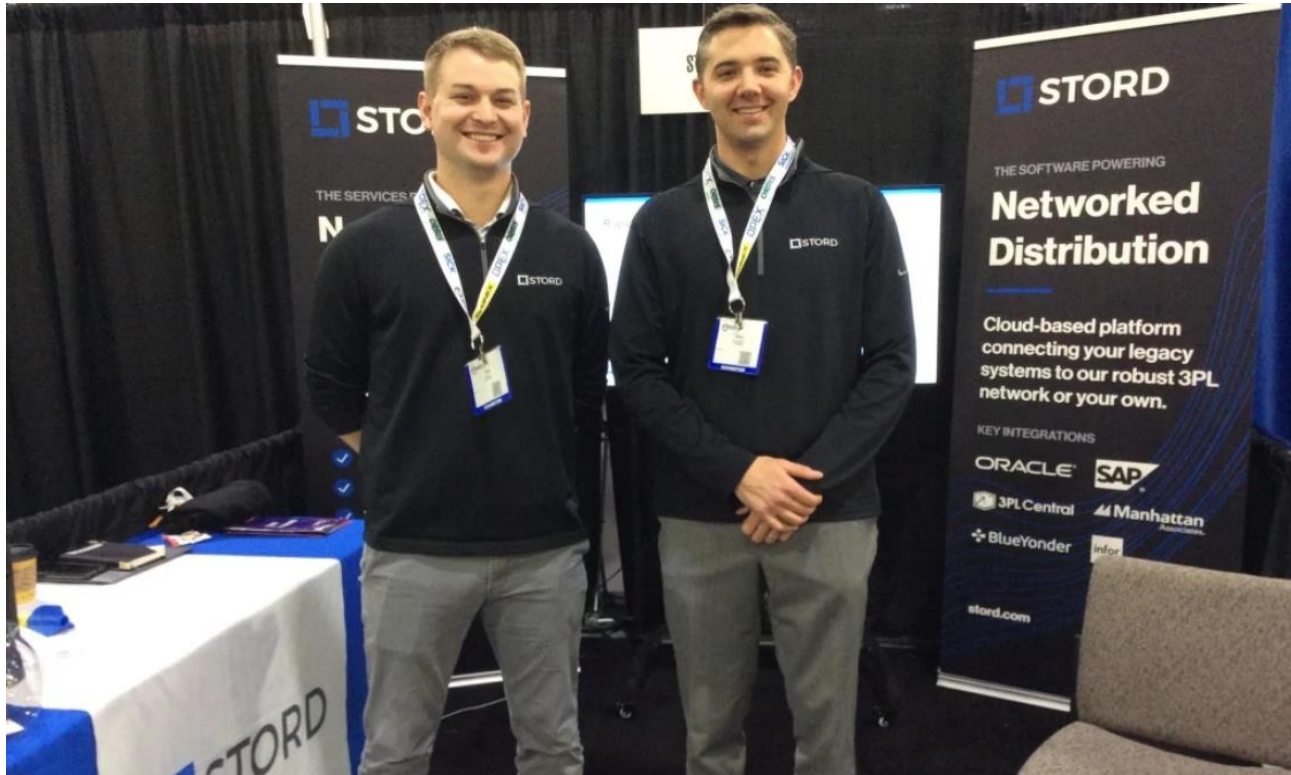
Effective Staffing Practices



Op/Tech USA

Branded staff apparel is a great way to make sure your company brand is extended through your staff. This clever exhibitor took it one step further by having their booth staff physically wear their product to help grab attention and tell their story.

Effective Staffing Practices



Stord

The staff for Stord did so many things effectively. Their identifying attire went beyond branded shirts and the team was always smiling, enthusiastic, and ready to engage with attendees.

Effective Staffing Practices



Gondola Train

By including a simple yet distinctive and iconic brand element (the engineer caps) as a part of their attire, the Gondola Train crew drew attention in a creative way. All aboard!

Effective Staffing Practices



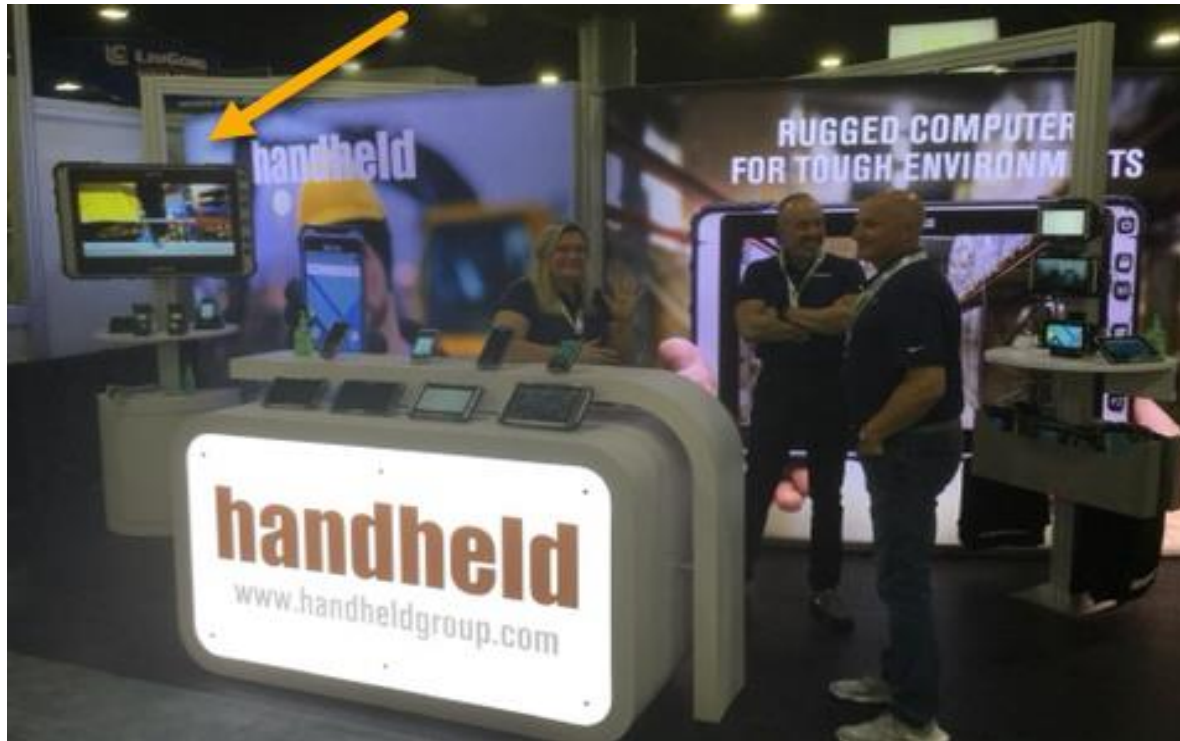
Avalara

Avalara proved that standing out is as easy as pie. Their staff attire supported their message of “Easy Classification” in a fun way while supporting their in-exhibit activities and overall branding.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Handheld

Handheld's 10x20 in-line exhibit was a model of brand integration from top to bottom. Featuring great attention to detail, they even modeled the frame for their A/V presentation monitor to look exactly like the products they sell, which were beautifully staged on their front counter.

In-Line Success: Small Booths that Rock!



Bimba

Here's a well-designed small exhibit. A clean billboard-style back wall quickly communicated who they are. A value proposition said, "We Make Things MOVE". It was easy to tell what this company did. Making things even more effective were the running product demos on the perimeter of the booth, which did a great job of drawing attendees attention.

In-Line Success: Small Booths that Rock!



Pallet Alliance

Colors, lighting, sharp lines, and a crystal clear value proposition helped Pallet Alliance to stand out. Their infographic-style video told their complete story and invited visitors to stop in and see how they could benefit from Pallet Alliance's products. Not bad for this company's first-ever exhibit effort.

In-Line Success: Small Booths that Rock!



Cargobarn

Here's another strong example of an effective 10x20 exhibit that rocks. Cargobarn limited the words on their exhibit to only three: "Worry-Free Transportation". A brightly backlit front counter helped cement their name and attract visitors, who immediately knew why Cargobarn was there.



MODEX 2020

GEORGIA WORLD CONGRESS CENTER
ATLANTA | MARCH 9-12

MODEXSHOW.COM

Thank You for Exhibiting at Modex 2020!

*Watch for announcements about the upcoming
Modex 2022*

And be sure to bring your creativity and excellent execution
so we can feature your exhibit in this report next year!



Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience