



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

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As a value-added exhibitor service, Pittcon 2023 provided new exhibiting companies, advertisers and sponsors 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 Pittcon 2023.

Enjoy!



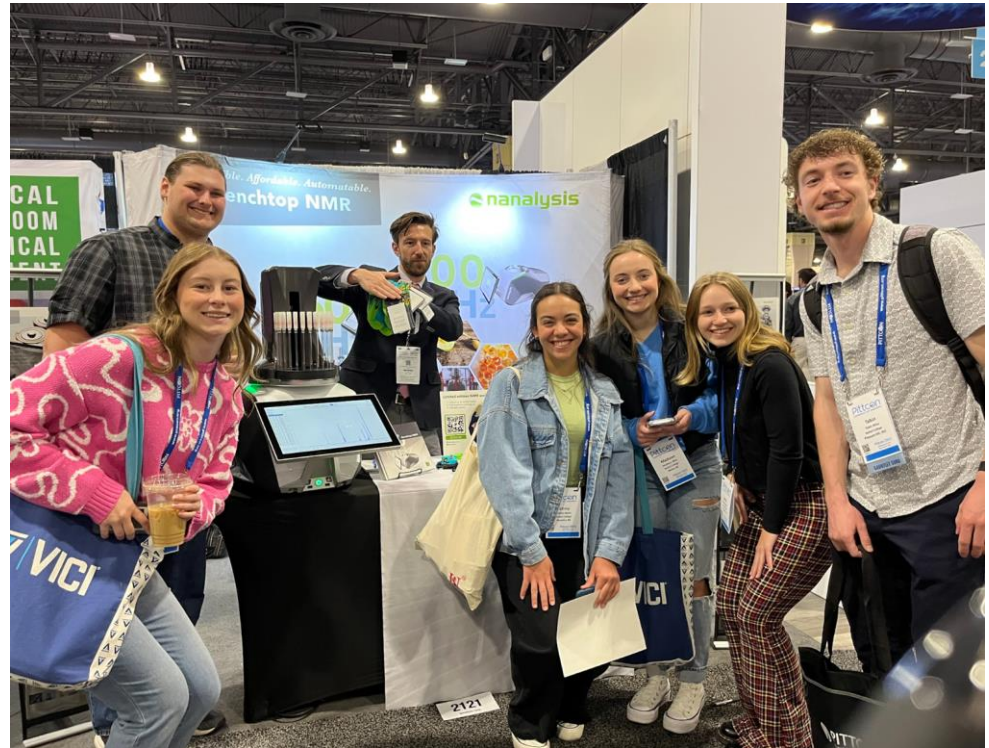
Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



Creative Attention-Grabbing Techniques

- Attractive Imagery & Graphics
- Dramatic Lighting
- A/V & Technology
- Unique Exhibit Property
- Attractive In-Booth Promotions
- Outside the Booth Promotions

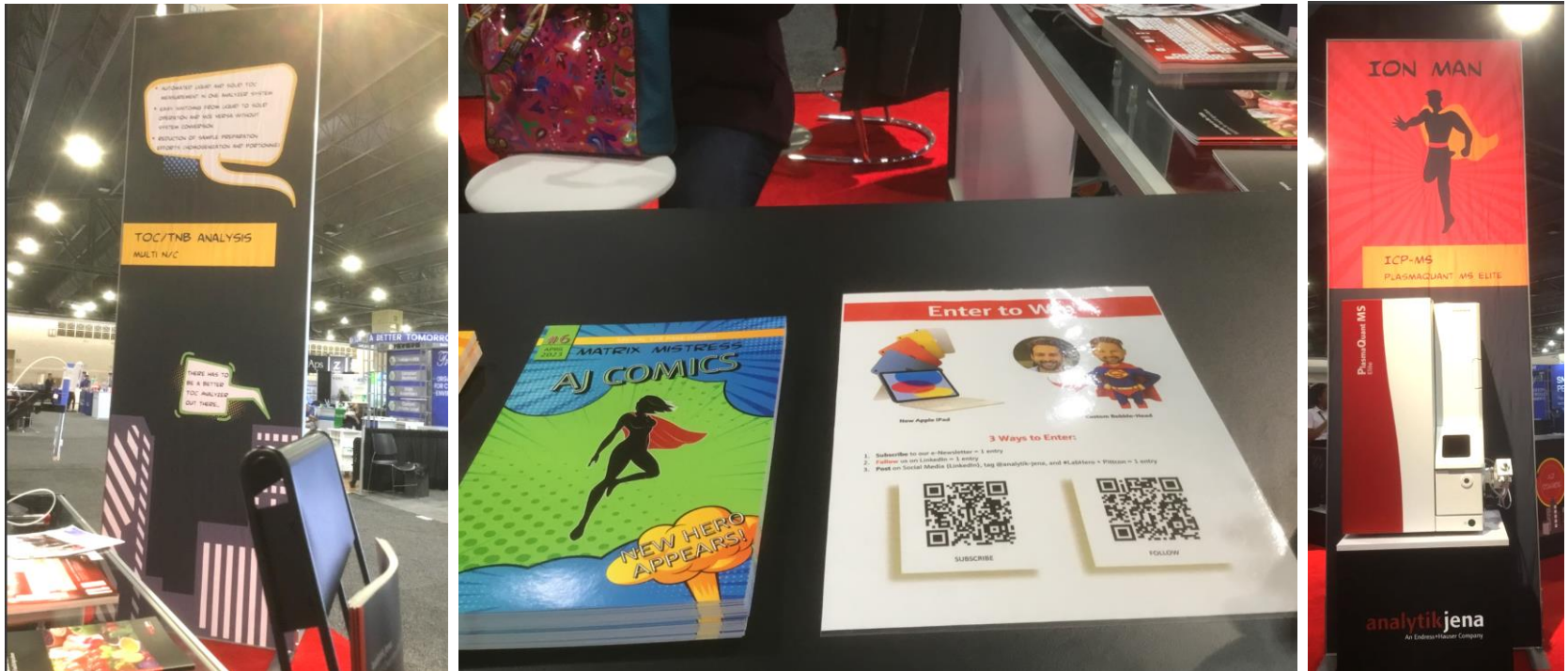
Creative Attention-Grabbing Techniques



Nanalysis

Colorful socks were the draw for this in-booth promotion, and visitors loved them! To receive the cool socks, visitors are asked to click a QR code, post to social media, and return to confirm their posts. As a result, visitors not only enjoy an interactive promotional activity, with each post they become brand ambassadors as well.

Creative Attention-Grabbing Techniques



AnalyticJena

The company used a cartoon motif to creatively communicate information about their equipment. Product information was conveyed through colorful graphics, a fun activity, demonstrations and literature designed to resemble a comic book. In all, a creative attention-grabbing experience.

Creative Attention-Grabbing Techniques



Waters

A striking exhibit with three overhead tiers, two with a company and product name and the other a design element of the booth structure. The color scheme, presentations and call to action were original, attendee-focused and creative. In the back, under the alliance header, was a game that asked visitors to identify the biggest ally in their lives. This was a smart attention-grabbing exhibit with an strong educational strategy.

Creative Attention-Grabbing Techniques



VICI Valco Instruments

Walking by Vici Valco Instruments, attendees could not miss their in-booth promotional theme - directing focus to their booth mascot: a gentle, St. Bernard, who drew attention to their exhibit, and whose image was shown throughout the exhibit in promotional items, company business items with flash drives, and as a raffle giveaway, creating strong impact.

Creative Attention-Grabbing Techniques



LABWARE, Inc.

Throughout the conference, there was a steady stream of interest in LABWARE's promotional race car drawing attention to their exhibit. As both the company's focus and car function require attention to detail, staff used this strong note as a talking point to begin discussions, connecting this in-booth promotion to attendees lab needs.



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



Skalar

One of the primary reasons attendees visit exhibits is to see what is NEW! Skalar took full advantage of this knowledge by placing a NEW sign on the product demo station to quickly and visually inform attendees this was something important to see.

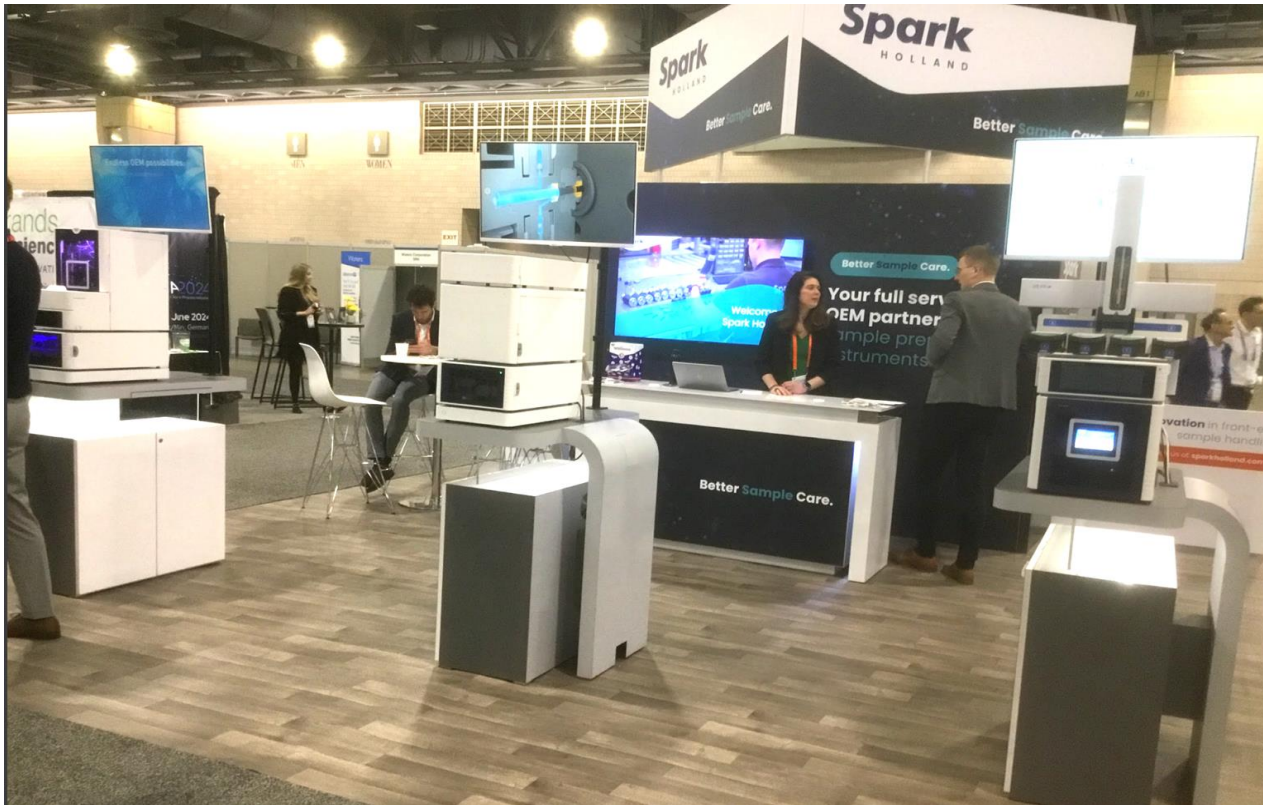
Effective Visual Communications



Beckman Coulter Life Science

Striking black and white color scheme well-lit with red edge lighting stood out from other exhibits. Lighting was an attraction to the booth. Booth demos were also a draw. The demonstrations were supported by a PPT communicating company benefits and the product service offerings.

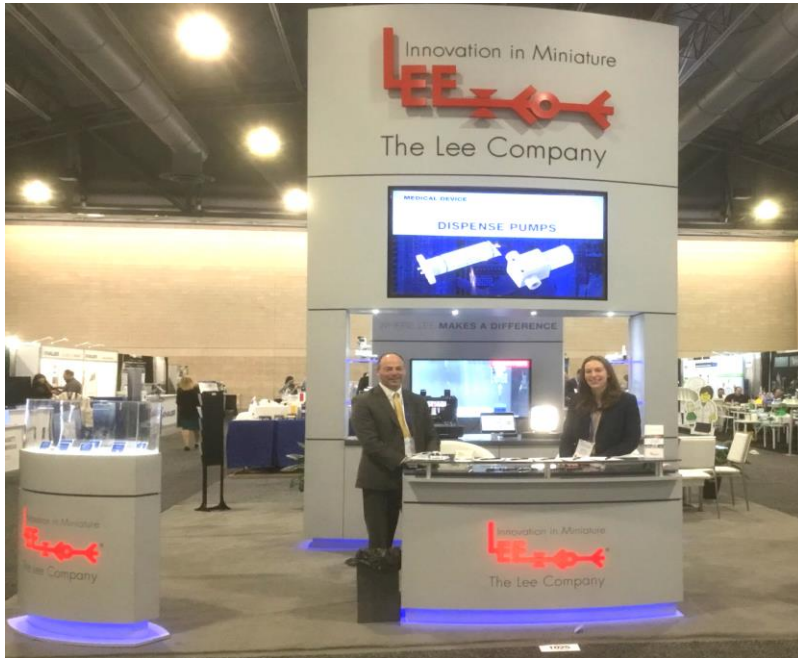
Effective Visual Communications



Spark

Excellent high level messaging and AV presentation supporting more detailed product service demonstrations. The booth was open, easy to navigate and supported by a three sided overhead sign. This made it easy to identify who the company is and find the booth from a distance.

Effective Visual Communications



The Lee Company

This eye-catching exhibit with excellent graphics, good product demos and focused messages was very well executed. The tagline of "Innovation in Miniature" was supported throughout with product displays in plexi display cases. These were offset with a large screen positioned below the top header. Red backlit corporate logos and translucent blue edge lighting completed the professional appearance of the booth. An excellent example of strong brand visual integration.

Effective Visual Communications



Metrohm

Metrohm's signage identifying NEW products in a red circle caught attention, Product stations in the Metrohm exhibit go beyond a simple sign - they presented an educational experience featuring their NEW products, and supported by key information demonstrating each product's function.

Effective Visual Communications



Gerstel, Inc.

Placement of messaging within an exhibit is a critical factor to consider to ensure success. For Gerstel, Inc. isolating messaging through placement on front kiosks increases impact and helps tell the product story in an effective manner.

Effective Visual Communications



Xylem Analytics

The visual communication in Xylem's exhibit was built on thoughtful design for both branding and message delivery. Xylem's effective placement at the mid-level on the back wall ensured attendees could quickly and easily view messaging from the aisle.

Effective Visual Communications



SHIMADZU

Shimadzu smartly identified their NEW products with signage inviting attendees to request a demo. This engaged attendees and helped communicate the features and benefits of their products.

Effective Visual Communications



JAF Consulting

JAF Consulting's graphics quickly and visually answered the who and what questions in attendees minds. The messages were well placed at eye level to ensure visibility. Also, placing the counter on the corner was a smart way engage attendees on each side of the aisle.



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



RUDOLPH RESEARCH ANALYTICAL

In an exhibit hall, attendees want to learn about, engage with, and evaluate products through in-booth demonstrations. The customized video game created by RUDOLPH RESEARCH ANALYTICAL drew great interest, offering attendees a fun, informative, and interactive experience. Great use of technology for effective storytelling.

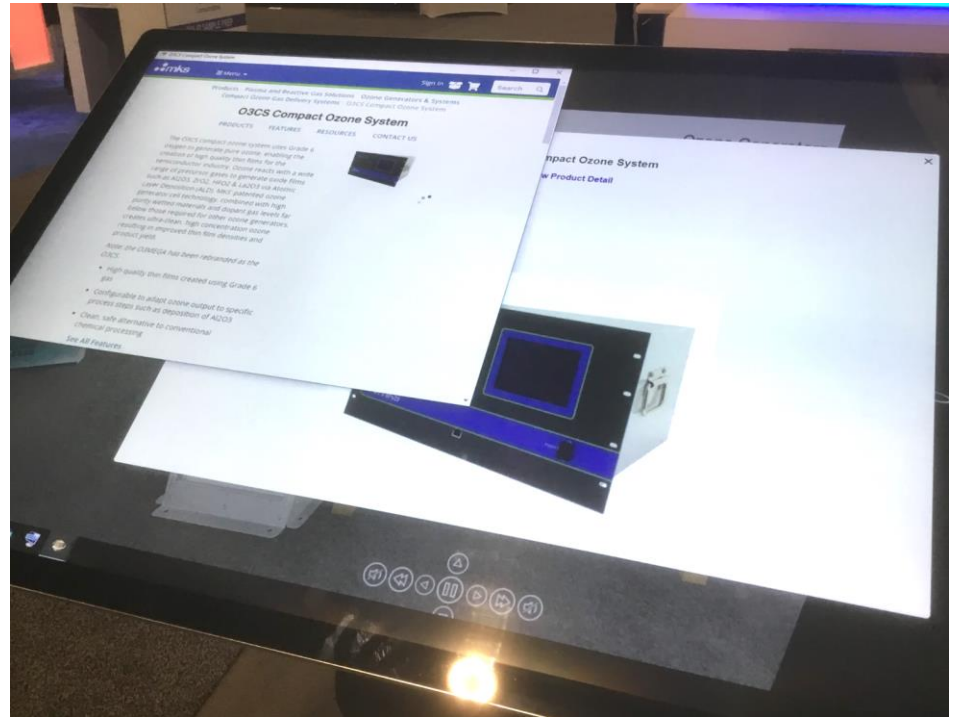
Engaging & Informative Presentations / Demonstrations



PFEIFFER VACUUM

Color, imagery, and lighting offered visible support for key exhibit messaging at Pfeiffer Vacuum. In the forefront, thoughtful design of product stations identified key product features and opportunities for attendee interaction and demonstration. Target messaging, including NEW product introductions, provided a great learning experience for visitors.

Engaging & Informative Presentations / Demonstrations



MKS

MKS was effective at presenting interactive presentations using touch screen technology. They were utilized at various places throughout the booth to educate the target audience about MKS solutions. In fact the touch screen kiosk featured in the front left, could be accessed by interested prospects both on and off the show floor. The technology ensured that prospects learned important information about the company whether or not they were at the show..

Engaging & Informative Presentations / Demonstrations



Perkin Elmer

This booth creatively used presentation technology that displayed floating holographic images of their product. The display rotated showing the product from various angles. Sometimes using a unique and cool presentation media can make the difference in getting more demo viewers.

Engaging & Informative Presentations / Demonstrations



LECO

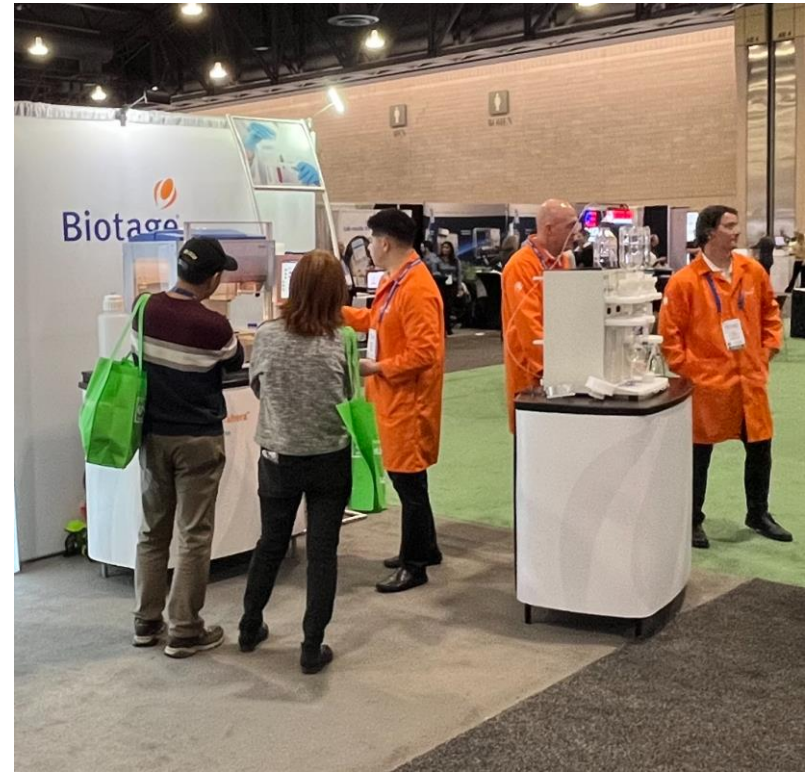
Informative exhibit presentations can be found even in the smallest of places. For LECO, this small product demo station is very effective, reinforcing who they are, what they do, and giving attendees an opportunity to engage with and learn about their solutions.



Effective Staffing Practices

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

Effective Staffing Practices



Biotage LLC

Walking the aisles, attendees could not miss the bright orange lab coats worn by exhibit staff at Biotage LLC. The smart use of brand colors and creative use of lab coats for the staff helped make their booth staff a competitive advantage.

Effective Staffing Practices



Fritsch

Here's another creative spin on booth staff apparel. Bright red soccer jerseys made this staff really stand out from the crowd and feel approachable, while also integrating and supporting their corporate branding.

Effective Staffing Practices



Waters/Alliance IS

Instead of the usual long or short sleeve shirts, Waters/Alliance staffers wore white T-Shirts with a bright green and blue logo on the front. Not only was this eye-catching, but it helped amplify the brand and communicate the tagline “Ally to Science.”



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



FinePCR

This company made it easy to find and learn more about their products. By using detailed feature and benefit counter cards next to each machine, attendees could quickly locate and learn about company solutions.



In-Line Success: Small Booths that Rock!

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Advanced Energy

The orange, gray and black decor effectively and consistently communicated “We Power What Matters”, a very proactive statement. The 10x20 display wall was covered with attractive graphics, branding and displays that supported the major message about the corporate services. Staffers wore branded attire. They were helpful in providing product demos and information to attendees. The staff was effective at taking advantage of the messages, graphics and displays. Well Done! .

In-Line Success: Small Booths that Rock!



Aralab

This attractive information counter included descriptions of what the company sold. It also communicated the companies products and included the brand mark. Even with staff behind the counter it was possible to see the demo and descriptors behind the desks. Literature was neatly placed next to the reception counter. An A/V presentation was easily visible in the center of the booth. Well done!

Pittcon[®]

Conference and Exposition

Thank You for Exhibiting at Pittcon 2023!

***Mark your calendar now to attend the upcoming Pittcon 2024
February 24-28, in San Diego, CA.***

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



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