



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

By Judi Baker-Neufeld and Jefferson Davis of Competitive Edge

As a value-added exhibitor service, Pittcon 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 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

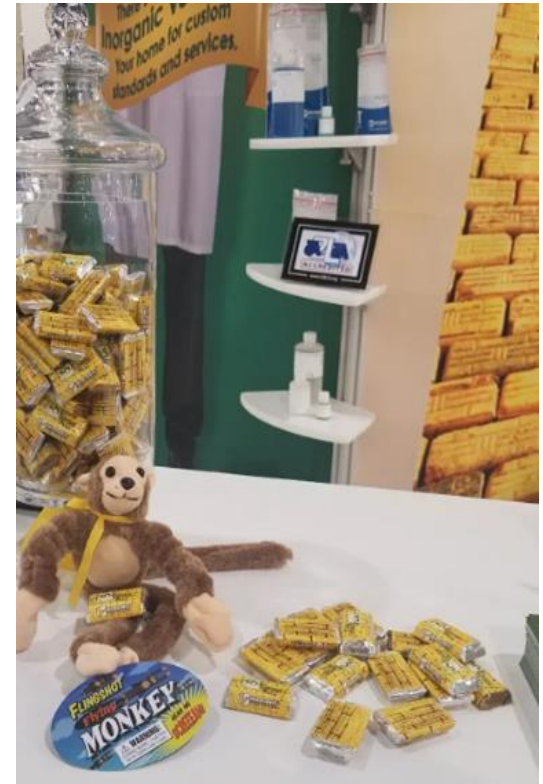
Creative Attention-Grabbing Techniques



Oakwood Chemical

Oakwood Chemical is well-known for their branded "periodic table" refrigerator magnets. In fact attendees are trying to collect the entire series. They flock to the booth each year to get the next magnet in the series.

Creative Attention-Grabbing Techniques



Inorganic Ventures

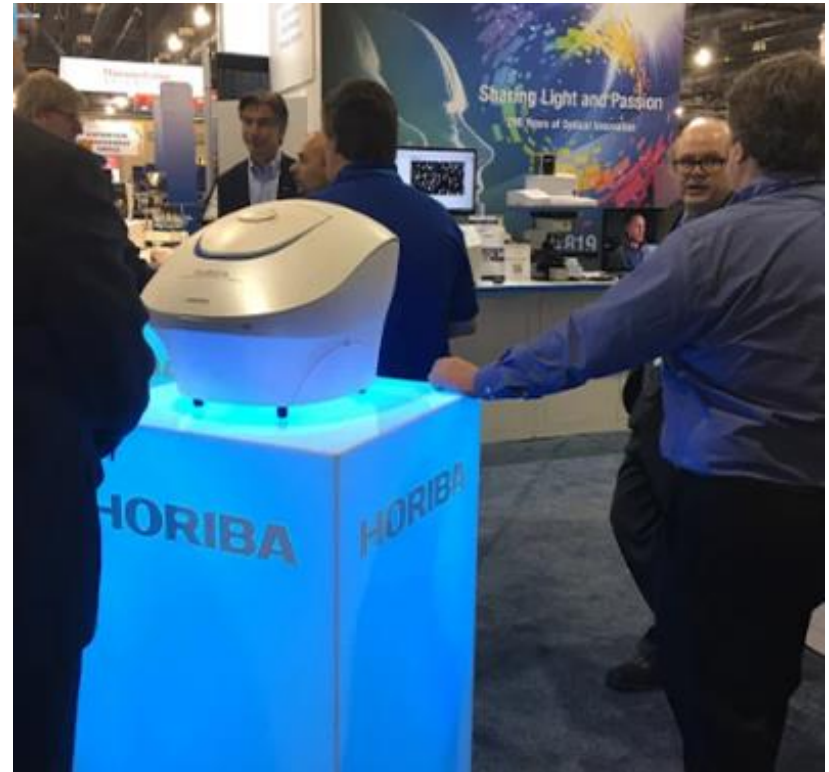
A company selling testing standards doesn't usually think this creatively. The "Wizard of Os" theme used many story props (flying monkey stuffed animal premiums and even ruby slippers). It was attention-grabbing, fun and informative all at once.

Creative Attention-Grabbing Techniques



Mettler Toledo

The human eye is naturally drawn to lighting. Mettler Toledo did an outstanding job of using blue edge lighting to draw attention to their product stations while back lighting their front counter and positioning statement.



Horiba

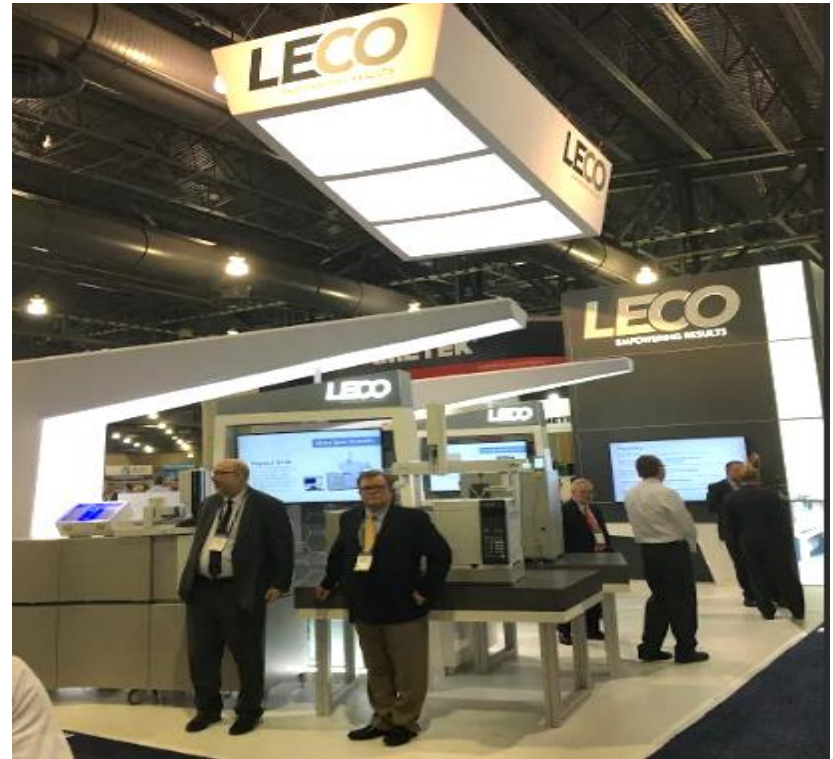
Here's how to use lighting to draw visitors eyes to your product presentation. What makes this even better is their headline: "Sharing Light and Passion."

Creative Attention-Grabbing Techniques



JEOL

Here's an outstanding example of a top-tier sign. In addition to crystal clear branding, they leveraged the bottom of the sign with lighting to draw visitors attention.



LECO

Here's a super modern exhibit firing on all cylinders. Their unique angular exhibit properties, embedded backlit lighting, and well-placed product information, all combine to make this a can't miss exhibit.

Creative Attention-Grabbing Techniques



Amazon Business

This booth was a clinic on how to apply a well-known brand effectively. Molding a stunning white backdrop with A/V, it was eye catching and totally “Amazon” throughout.



Sci-Aps

Sci-Aps put a great creative spin on promoting their new product. They used a cone shaped back lit fabric sign to draw attention to their new offering.



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



ThermoFisher Scientific

Top-tier signage should communicate more than just who you are. ThermoFisher did an outstanding job communicating their brand, their positioning statement & different business units using top-tier double-sided backlit graphics.



Cannon Instrument Company

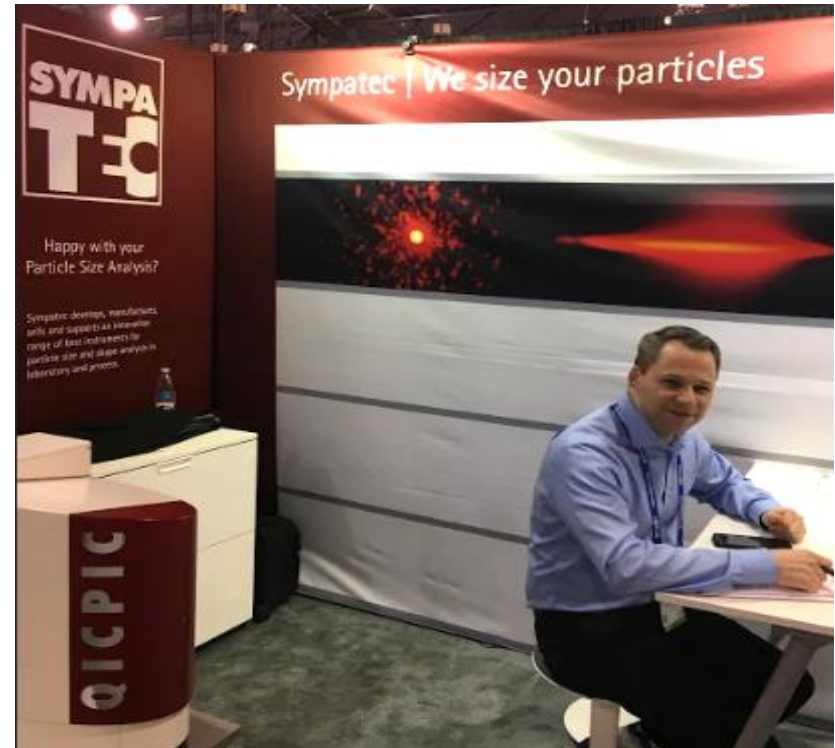
Here's an excellent example of using a circular backlit signage with floor halo lighting to draw visitors attention to where you want it.

Effective Visual Communications



Parker

The number one reason people go to the exhibit hall is to see what's NEW. Parker did an outstanding job of spotlighting new products on freestanding kiosks with yellow block letters to draw attention.



Sympatec

Two of the main questions in attendees minds are "what do you do?" and 'why should I care?' Sympatec did a great job of answering both questions with well-placed graphics.

Effective Visual Communications



Burrell / Reagents

Here's how you combine two brand names in one succinct statement on a 10x10 backdrop, and also showcase products at the same time.



CEM

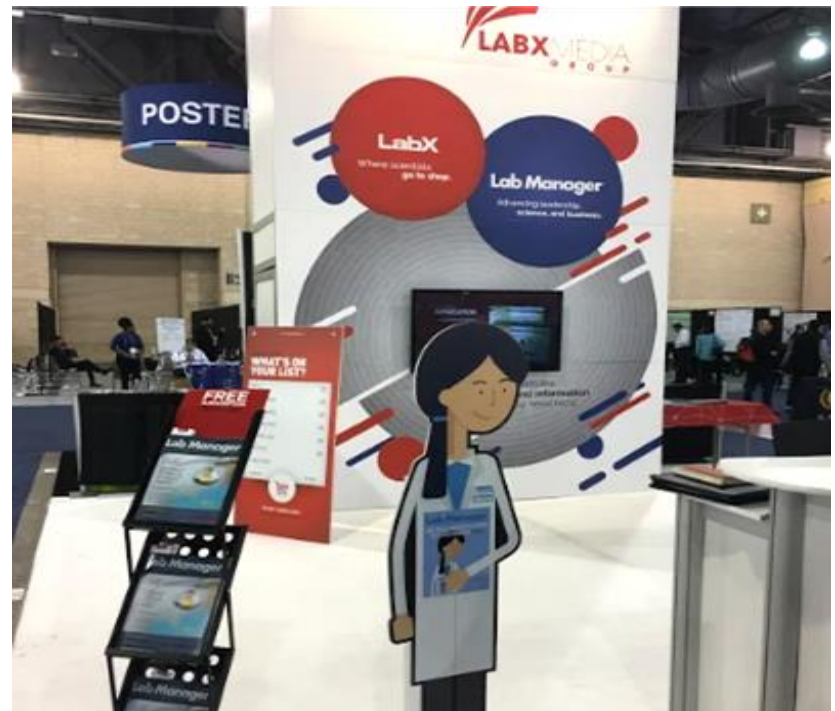
One of the major questions an exhibit should quickly and visually answer is "why should I care?" CEM answered directly with their large backlit tower delivering a crystal clear value proposition.

Effective Visual Communications



AMA Alliance - Unity Scientific

When displaying your products, it's critical to inform attendees what the product is and its value proposition. The backlit counters grabbed attention, and nearby static signs delivered three key takeaways about each solution.



LABX MEDIA GROUP

It can be difficult to effectively communicate two solutions in one booth. This exhibitor did an outstanding job at using color blocking and playful graphics to communicate both of their solutions to the audience.

Effective Visual Communications



BrandTech

BrandTech cleverly used cartoon lab rats to illustrate information about their products. These appeared throughout the graphics and added a touch of whimsy to their exhibit.



Rudolph Research Analytical

Top-tier signage should do more than just communicate who you are. This exhibitor used a three tiered graphic to list areas of specialization, reinforcing their brand promise and experience in the industry.

Effective Visual Communications



Globe Scientific Inc.

If it's new it's probably at Globe. Globe wasn't shy about identifying NEW offerings. They made it easy with new signs all over the booth and outstanding vignettes of their products.

Effective Visual Communications



Waters

Waters used its top-tier sign to full effect with well-placed copy that included their logo, a tagline, and the name of its exhibit partner -- TA Instruments.

Effective Visual Communications



Shimadzu

Shimadzu knows that seeing new solutions is one of the primary reasons people attend Pittcon. Their “over-the-top, everywhere-you-look” promotion and staging for their new product was outstanding and probably drew the attention of the majority of PITTCON attendees.



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



Bruker

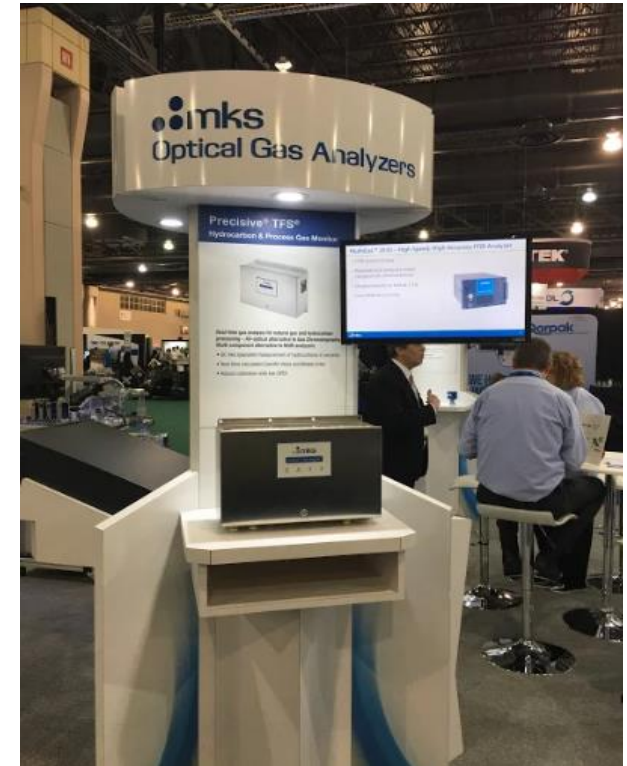
Here is an excellent example of integrating backlit header with A/V and bullet takeaways near the product station. To take it further, Bruker also put static feature/benefit signage on all of their products.



KNF

KNF did an outstanding job of using M&M candies to showcase their vacuum pump system and rotary evaporator. Two small sign holders provided bullet points about each product to reinforce the equipment.

Engaging & Informative Presentations / Demonstrations



mks

Here's another excellent example of a product kiosk using a header to tell you about the solution. Combining A/V and static messaging and placing the product where it is easily accessible complete the visitor experience.

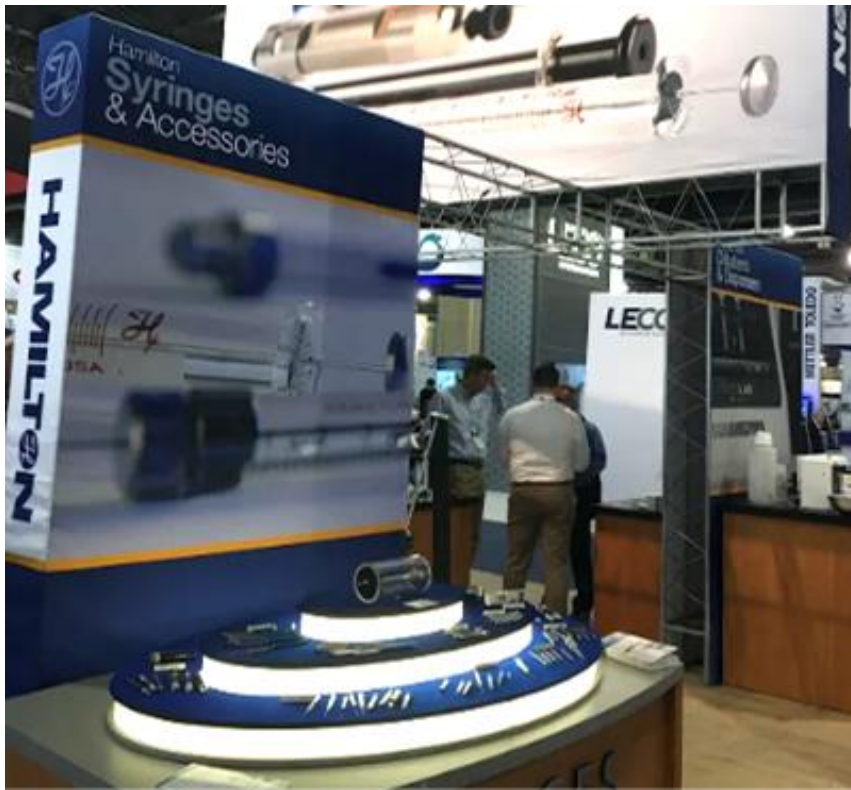
Engaging & Informative Presentations / Demonstrations



Boekel Scientific

Boekel used an impressive stacked display of product on top of branded boxes to showcase their micro biology and cell culture laboratory and medical products. The step displays are very effective at showcasing their solutions.

Engaging & Informative Presentations / Demonstrations



Hamilton

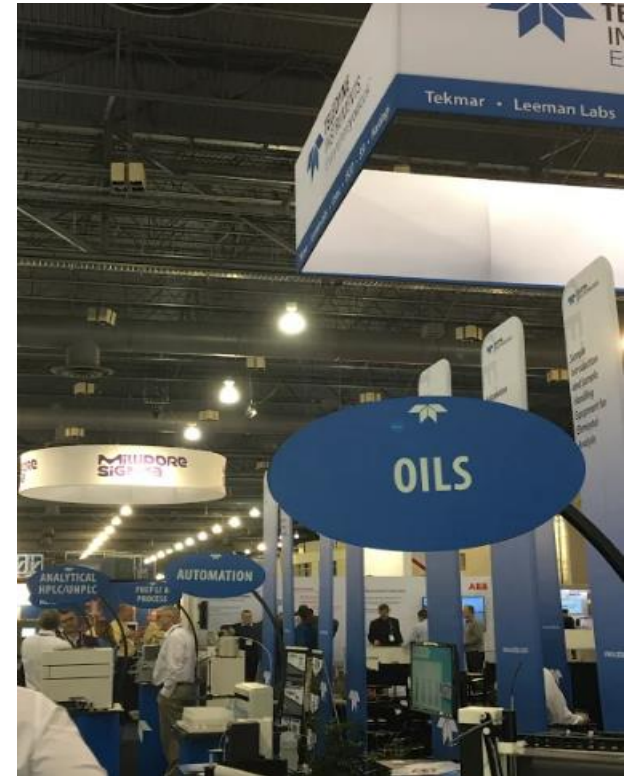
While many instrument companies just randomly placed their products on a table, Hamilton took it to the extreme next level by elegantly placing their syringes on a three-tiered edge lighted pedestal and placing small signs to describe what each instrument was.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Teledyne Instruments

When you have multiple solutions, it is really important to make it easy for attendees to find what they're looking for. Teledyne Instruments did an outstanding job of using circular header signs placed above their products to make navigation fast and easy.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Skalar

This small booth really stood out from the crowd with its unique light green color palette. They also did a great job of placing top header signs guiding you to the various solutions presented. Flat panels were used to deliver additional product information and static pull-up banners made it easy for attendees to learn about their solutions.

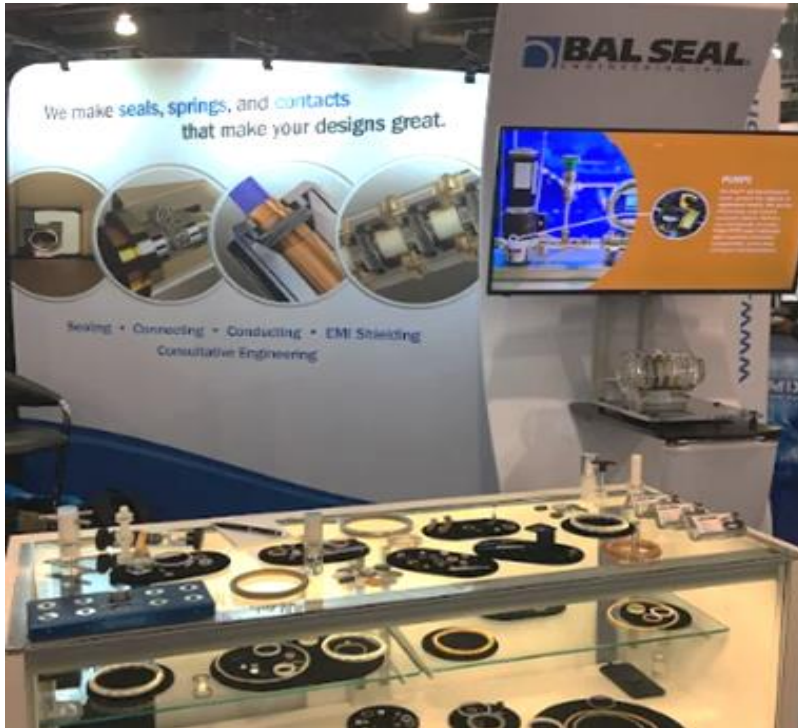
In-Line Success: Small Booths that Rock!



Plasticase, Inc.

This booth rocked for a couple of reasons. First, the parallel imagery comparing their NANUK cases to NANUK of the North. The suitcases were effectively displayed on custom stands in front of an impressive backdrop of a polar bear. Eye catching and exciting all at once.

In-Line Success: Small Booths that Rock!



Bal Seal

Small doesn't have to be second rate. The Bal Seal exhibit uses a unique angular backdrop, great lighting, crystal clear messaging, well-placed graphics & A/V to draw and hold visitors attention.



Hi-Heat Industries, Inc.

Using a play on words to communicate their core message combined with strong back lighting and extremely relevant graphics made this small exhibit stand out from the crowd.

In-Line Success: Small Booths that Rock!



Azo Network

Here's a small booth that rocks. It has colorful well-placed graphics, crystal clear messaging and a strong call to action. Add an interactive presentation and a branded rug on the corner and you have a compact, but powerful exhibit.



Phoseon

When a small exhibitor wants to make sure that everybody recognizes their company name, there's no better way to do it than using brilliant edge lighting to cast a warm glow behind the company name and logo.

In-Line Success: Small Booths that Rock!



IDEX Health & Science

Here's an example of a small booth that really rocks. By using a high-quality exhibit build and visual storyboarding with backlit colorful imagery, they effectively engaged and educated attendees. This inline exhibit is really well done!

In-Line Success: Small Booths that Rock!



Tempshield

Another excellent small booth. From the large colorful backlit graphic which demanded attention and quickly communicated what they do, to the mannequins wearing the product and the well staged gloves right in the center of the booth. This is another small exhibit that rocks.



Thank You for Exhibiting at Pittcon 2019!

***Mark your calendar now for the upcoming Pittcon 2020
March 1-5, 2020, 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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