



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

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As a value-added exhibitor service, Pittcon 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 Pittcon 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

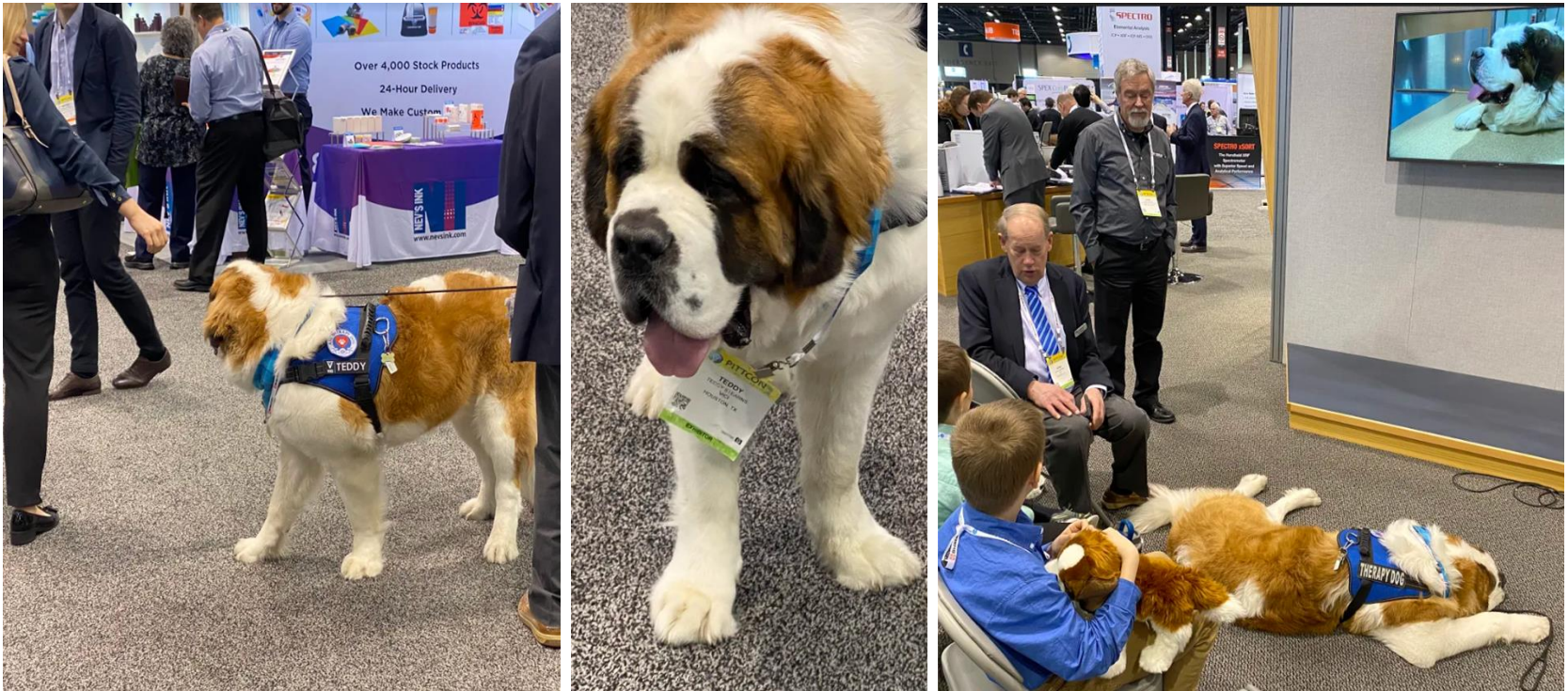
Creative Attention-Grabbing Techniques



Shimadzu Scientific Instruments, Inc.

From multiple perspectives, Shimadzu was visually compelling! Their top-tier sign drew attention using rotating motion and effective placement of messaging from multiple perspectives. Sweeping lines and vibrant edge lighting defined navigational paths, inviting attendees to enter, and engage with their demo stations, while their NEW products were highlighted by red stickers.

Creative Attention-Grabbing Techniques



VICI Valco Instruments

VICI's unique, jaw-dropping attention draw was an eight month young, very large, warm, cuddly therapy dog. Teddy the St. Bernard embodied the sensitivity and support just like VICI products do for their customers. Teddy was walking around the exhibit hall promoting just how important sensitivity and support is for performance and overall care. Very unique!

Creative Attention-Grabbing Techniques



The Lee Company

The Lee Company used several lighting techniques to create an attention grabbing and unified brand appearance. Each structural element served a unique function, with their products labeled and presented thoughtfully. The interactive touch screen helped attendees learn more their products, and how they are used across a variety of markets, even the carpet color perfectly complemented the soft and welcoming motif.

Creative Attention-Grabbing Techniques



Analytik Jena US

Analytik Jena had a baseball themed exhibit with the tagline, “Our Products, Your Success!” Using very bold colors and an energetic and engaging staff, they encouraged attendees to sign up to win prizes. This unique, fun and light hearted approach to exhibiting really stood out amongst the mostly technical exhibits nearby. Very cool, and very unique!

Creative Attention-Grabbing Techniques



Phytronix Technologies, Inc.

Is that green? Or is that blue? Visitors were intrigued and captivated by the lights and motion in the constantly changing Phytronix exhibit. When both act as a connector between products and the presentation, it is fascinating - seizing the attention of visitors.

Creative Attention-Grabbing Techniques



CELLTREAT® Scientific Products

In a sea of scientific exhibits amid standard colors, this exhibitor used an innovative technique to stand out from the crowd... by creating the backdrop of their exhibit in graffiti. Very unique and very attention grabbing.



JEOL

Most top-tier signs at Pittcon only included the company name, JEOL did an outstanding job of using the bottom of their visually stunning backlit graphic, to draw the attention of everyone who passed by.

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



Clippard Instrument Laboratory, Inc.

Clippard really drew attention to their products with use of LED lighting, static information signage and use of a BIG, bold "NEW" sign in visible black and gold colors to instantly grab attention!

Effective Visual Communications



YMC America, Inc.

This exhibitor's back wall quickly stated their value statement along with the benefits of working with their products and services. The graphic was colorful, easy to read, informative and impactful!

Effective Visual Communications



SciAps

This small exhibit's fabric backdrop is a clinic on how to visually deliver messaging that answers the primary questions in attendees mind of who you are, what you do, and why they should care.



Metrohm

This compact exhibit featured A/V messaging, thoughtful branding, a NEW product promotion, and an Award for Excellence. It's a great example of how small spaces can deliver a quick visual story in a big way.

Effective Visual Communications



Spectro Green

For NEW product introductions, placing disruptive visual copy at multiple levels, and varying the size and scale, helps draw visitors attention in a hall filled with visual clutter and competing messages.



Globe Scientific, Inc.

Have a new product? Don't just tell them, show them! Here's a great example of how to use large-scale signage and prominent placement of NEW products to generate interest and draw attention to the exhibit.

Effective Visual Communications



Specac Limited

Great use of “NEW” signage to feature new product and product engagement station. The “NEW” signage was easily seen from the aisle and caught the attention of visitors. Great job highlighting what’s new to this market!



Hannah Instruments

By adding labeling placed immediately next to their products, visitors learn quickly about the product’s important features and benefits. Without this labeling, would you know these were NEW products, coming soon?

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



LabVantage

One of the primary reasons scientists attend Pittcon is to learn. LabVantage did an excellent job placing a small theater on the perimeter of their booth facing the main aisle. It was a big draw and helped scientists get off their feet while learning more about their solutions.

Engaging & Informative Presentations / Demonstrations



Rudolph Research Analytical

Rudolph Research Analytical had a fun, engaging demo challenge where staff asked attendees to test their skills by selecting and measuring two samples. The object was to find 2 samples with the closest RI value. Each player received a prize for playing and a grand prize of an iPad was given away. Very unique, interactive and lots of fun for all who tried the game.

Engaging & Informative Presentations / Demonstrations



CEM Corporation

CEM did a great job with their product stations having video monitors, static product signage and interactive products showcased at each kiosk in their exhibit. The information provided was, presented in several different ways with videos, interactive ipad demos, and lots of easily accessible product literature for visitors to take away.

Engaging & Informative Presentations / Demonstrations



Cole-Parmer

Cole-Parmer did a great job with their open and inviting exhibit, placing demo areas at each high-traffic corner to engage attendees. The demo areas had great messaging highlighting each product's value/benefits, along with interesting merchandising displays of each one. Great interactive product displays and informative graphics!

Effective Staffing Practices

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

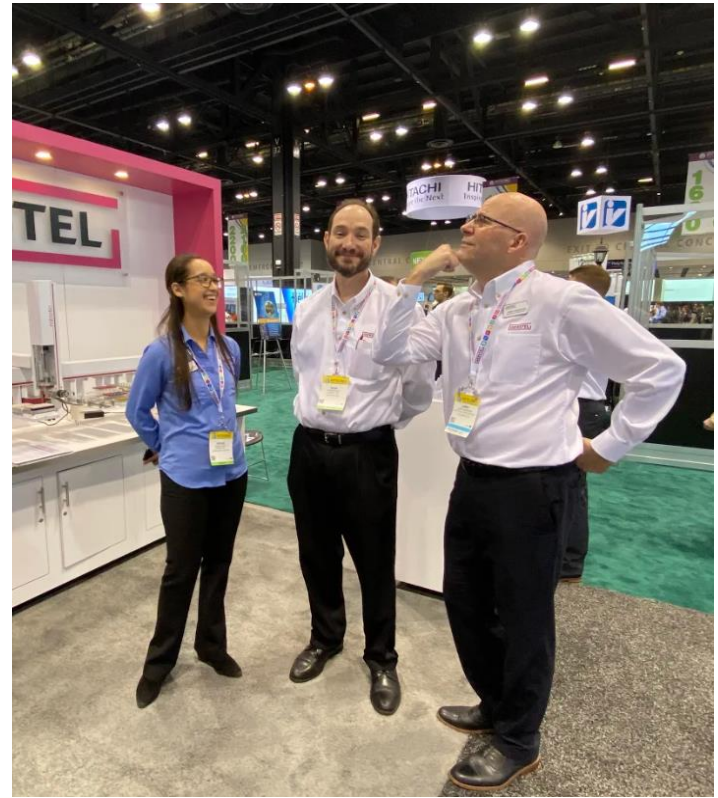
Effective Staffing Practices



Metrohm

Attentive staff wearing coordinated accessories to support their brand, are easily identifiable, and present a unified and professional appearance within the exhibit. Very successful strategy!

Effective Staffing Practices



GERSTEL, Inc.

Enthusiasm is contagious! The GERSTEL, Inc. team was well-branded with great company logo shirts AND branded product lanyards that really stood out and were easy to see. Their branded attire and magnetic personalities made the entire exhibit space come alive. Great job!

Effective Staffing Practices



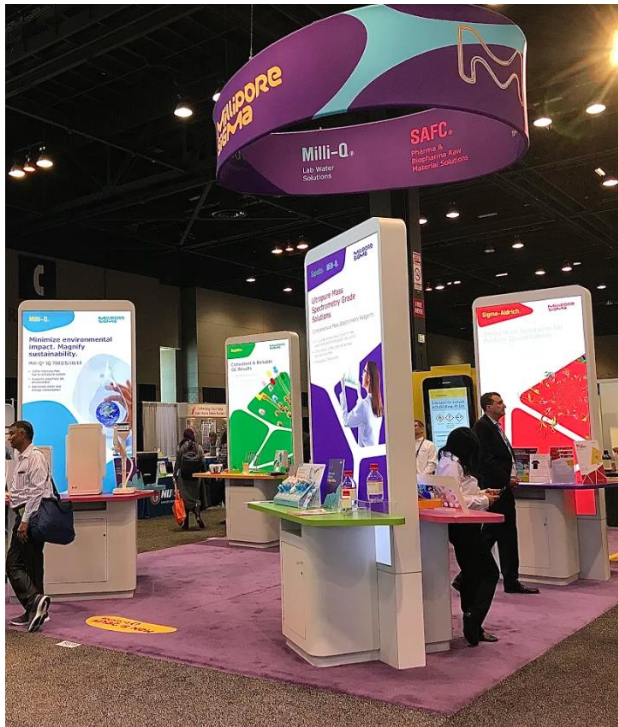
Fritsch Milling & Sizing, Inc.

Unique staff attire! This team really looked like a team! Their jerseys stood out and were easy to see. Visitors immediately knew who to ask for more information! The colors were well branded and the staff had great energy and enthusiasm to boot!

Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



MilliporeSigma

From every angle, attendees can easily enter this colorful peninsula exhibit. Once inside, Millipore Sigma created an interactive and immersive experience featuring colorful, back-lit kiosks, gamification, and an attentive staff. Wayfinding messaging on the floor combined with the “Ask Me” signage invited curious attendees to learn more. Great attention to detail!

Smart Exhibit Access & Attendee Navigation



Quality Environmental Containers

The exhibit was striking with their use of branded colors, but the way they displayed their products and engaged attendees was so very well organized, that it easily allowed visitors to navigate to areas of interest. A great way to display a lot of products in a fun, colorful, and engaging way!



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



HunterLab

When you're in the business of helping scientists determine color values, I can't think of a better way to visually tell your story than to integrate color throughout your booth. HunterLab did an excellent job of using imagery, graphics, and lighting to make their in-line exhibit stand out.

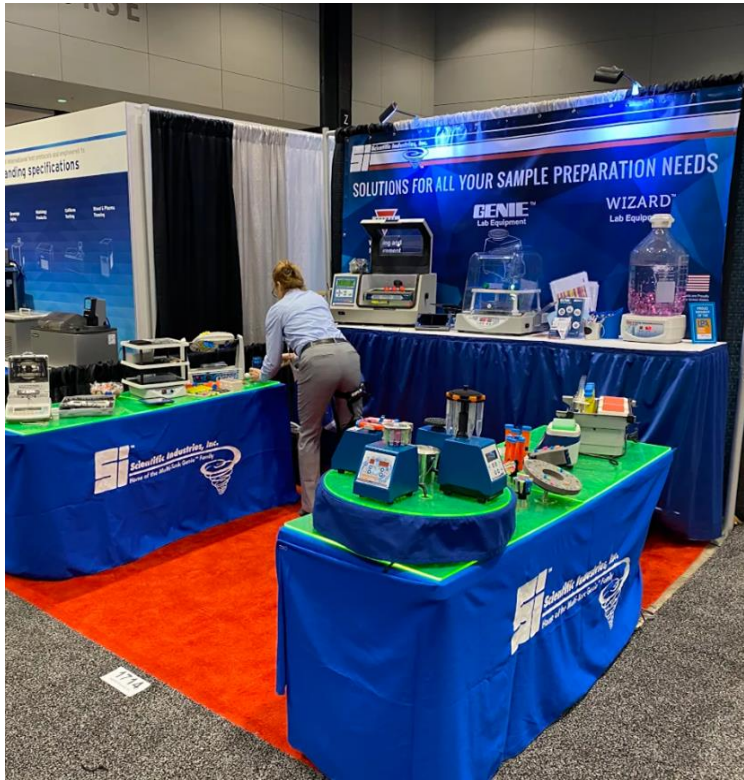
In-Line Success: Small Booths that Rock!



Optimize Technologies

The Optimize Technologies exhibit used simple wall graphics with a crystal clear value statement. The product demos were unique with color changing LED's on angled table displays, placed at exactly the right height, with product information right there to learn more. Great overall exhibit.

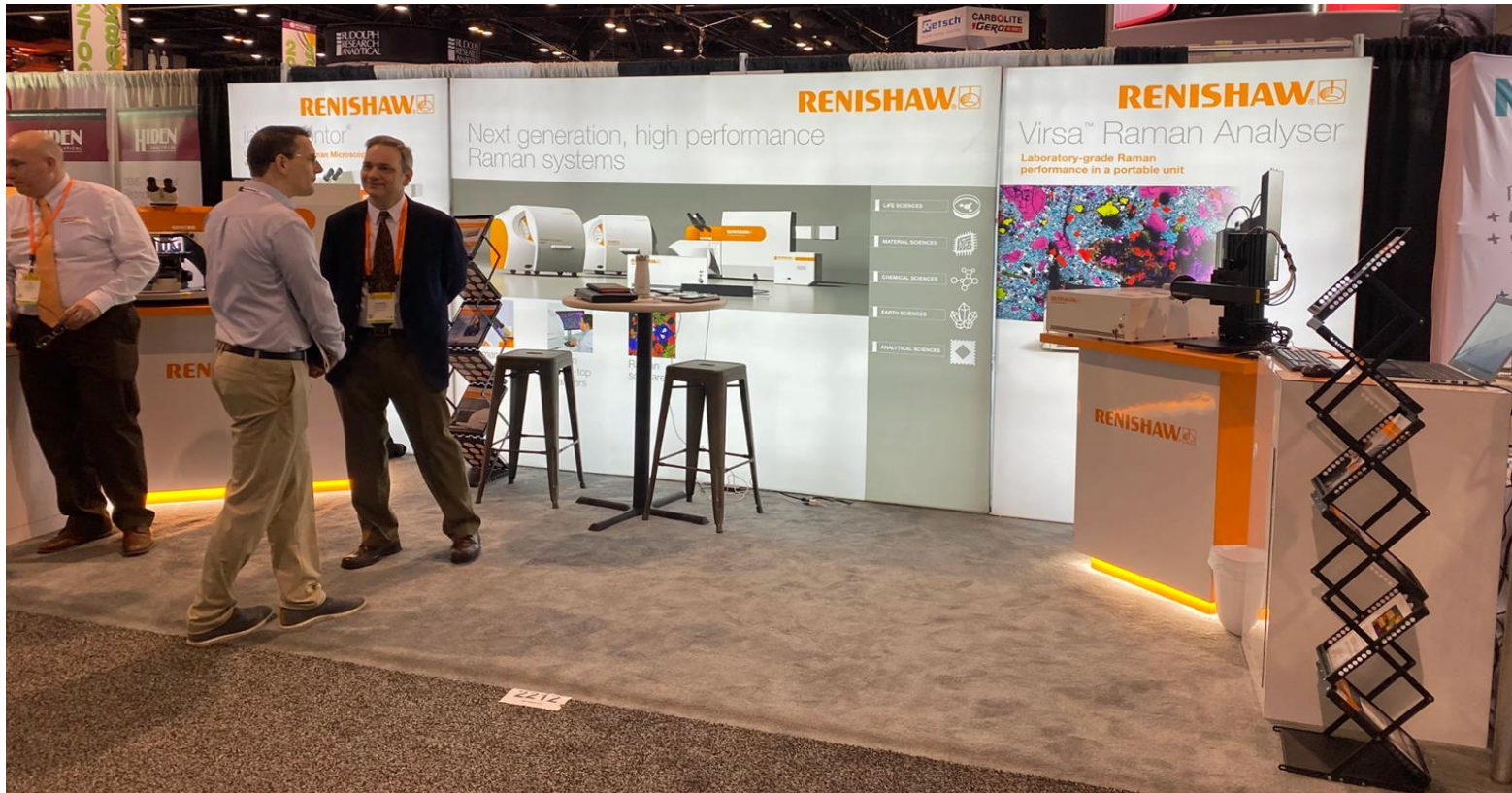
In-Line Success: Small Booths that Rock!



Scientific Industries

Arranged in an open and accessible layout that invited hands-on exploration, Scientific Industries used a rotating platform, and simple green edge lit plexiglas placed under the product displays to instantly direct visitors' attention to their products. An inventive way to capture and hold interest.

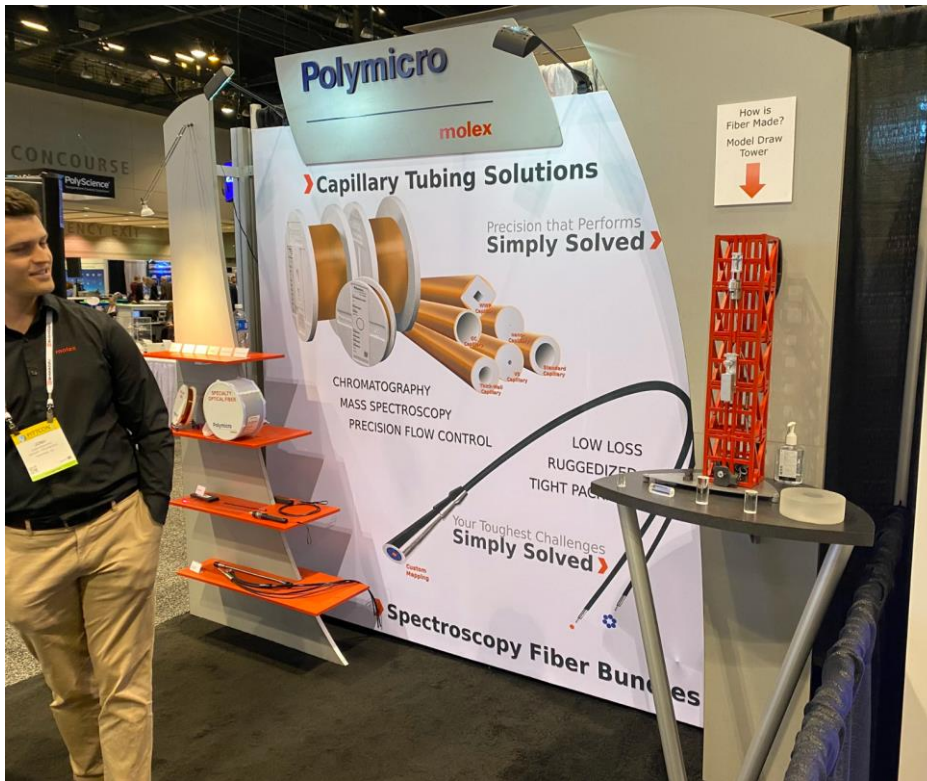
In-Line Success: Small Booths that Rock!



Renishaw

This exhibit is a great example of how strong lighting, coupled with simple, impactful headline copy, can make an exhibit “POP”. Then, throw in the orange accents added by the staff and you have a complete exhibit in a small package. Well put together, and very effective.

In-Line Success: Small Booths that Rock!



Molex - Polymicro

This little 10x10 exhibit had great informative graphics, interesting product display shelves, a literature rack for quick access, a clear “call-to-action” using the orange arrow, and a provocative question to spur engagement. The staff was well branded, helpful and engaging. Well done.



Thank You for Exhibiting at Pittcon 2020!

***Mark your calendar now for the upcoming Pittcon 2021
March 6-11, Morial Convention Center, New Orleans, LA***

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



Your Pittcon 2020 E³ Evaluation Team

(L-R)

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Exhibiting Effectiveness Evaluation™
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