20 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluator

*By Lara Whitt with Competitive Edge*

As a value-added exhibitor service, FABTECH 2019 provided exhibiting companies who attended the exhibitor workshop 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 FABTECH 2019.

*Enjoy!*
Creative Attention Grabbing Techniques

- Attractive Imagery & Graphics
- Dramatic Lighting
- A/V & Technology
- Unique Exhibit Property
- Attractive In-Booth Promotions
- Outside the Booth Promotions
Proto-1 Manufacturing - #D46565

Proto-1 had some unique oversize prototype displays that drew attention and traffic from the aisle. Their insect and mechanical-man were whimsical and displayed in a unique way to draw people’s attention. Their back drop was easy-to-read with clear copy defining what markets they serve.
Color can be a really strong attention grabber, especially when it’s cautionary color like red. Special Springs branded their whole booth with their company colors and it really stood-out! The products were placed on individual tables and labeled with information. The helix motif was carried throughout the exhibit as a unique unifying element.
Sometimes, attendees need a break and a little fun. Rock Valley Oil & Chemical delivered with a fun engaging game that drew people over for a quick play. It was well-positioned within their open and inviting space.
Uniweld Products Inc. - #B33072

Uniweld Products themed their exhibit around the famous Wheel of Fortune game. Their main message "you always win" tied their value prop into the booth experience. They also had a spin-to-win wheel that drew people into the booth. Their products were displayed in a quick-easy fashion and gave viewers an easy way to navigate to the products of interest.
ESAB had several cool attendee experiences to draw attention. Including an automated display that tipped a canister over and back upright. Another engaging experience was walking through a futuristic presentation space as attendees walked into the exhibit space. The presentation showcased their company’s capabilities and services in a unique and memorable way.
Ermak USA / Ermaksan had creative animal sculptures set throughout their exhibit to generate curiosity about their metal fabrication techniques. Various shapes were cleverly and uniquely displayed which drew crowds to see how they were constructed. Unique & attention grabbing!
Voestalpine Böhler Welding USA - #B27068

Voestalpine Böhler used engaging gamification to attract attention and draw visitors over to learn more about their products and services. The oversize wheel was lit up with LED's and placed front and center for all to see and experience.
Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration
Beckhoff Automation had messaging at all major tier levels to invite, engage and inform about products and services. The headers above the individual kiosks made it easy for visitors to navigate to areas of interest. The use of brand colors throughout strengthened the company name and presence. The lighting showcased the exhibit nicely and highlighted it from other exhibits.
BIHLER - #D45864

BIHLER led attendees through their manufacturing process with the use of graphic messaging and signage. The messaging was at top, mid and lower tier displaying information from all angles. Their "Re-Think Stamping" message challenged visitors to stop in and see what was unique about their products and services. An inviting and informative exhibit that provided an interactive way of learning about their product and services.
The overhead banner with company name and messaging hung over COE Press Equipment exhibit at unique angles. The differently shaped banners carried direct messaging and the large text was able to be seen from across several aisles. Simple, direct messaging. Great job!
Steel Vision Tools - #B16115

Steel Vision Tools great use of "NEW" signage draws attention to products of interest. The use of brand colors green and gray highlighted the overall exhibit space, and helped to integrate the company brand further.
IFS Coatings showcased their coatings colors on their furniture throughout the booth space. The bright shiny colors really caught the visitor’s eye and nicely connected their branded colors throughout the exhibit.
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
Praxair drove interest about their manufacturing approach by promoting a "make it, take it" giveaway -- made right before your eyes. Attendees could watch how the manufacturing process works and walk away with a unique experience take-away!
Engaging & Informative Presentations / Demonstrations

Miller Electric Mfg LLC - #B19054

Miller Electric used a 3D projection kiosk to invite attendees over to learn about their products and services through the use of an iPad and 3D projection. Very unique and engaging!
Effective Staffing Practices

- Easy to Identify Staff Apparel or Identification
- Cool & Creative Staff Apparel
- Impressive Staff Behaviors
Amada ORII America - #D45533

Amada staff wore staff apparel. The technicians were dressed in red and black tech-jackets and were easily seen across the exhibit space against the white carpet.
Smart Exhibit Access & Attendee Navigation

- Effective Crowd Management
- Effective and Efficient Wayfinding
- Creative Navigation Methods
Design Storage & Handling Inc. - #A1426

Design Storage & Handling used their storage materials to construct their exhibit. The racking was arranged to simulate their unique storage solutions in a warehouse setting. This made it super easy for visitors to find exactly what they wanted to see, and understand how it worked. The use of branded colors further enhanced company branding and messaging.
The use of lighting can draw attention over to specific areas. Pepperl+Fuchs did a great job highlighting their products with the use of back lit LED panels near their products. The boards were labeled so you could see which product you might be interested in knowing more. The overall back wall made it easy to see all their products and to select which would be of interest.
Inline Success: Small Booths that Rock!
Tru-Cut Saw Inc. - #D46443

Tru-Cut Saw did a great job with their inline exhibit and product display. The exhibit space was open, inviting with great use of company branding colors throughout exhibit space. The messaging was large and easy to read from all angles. The message was direct and on-point to inform the audience. Great job!
The NASA Technology Transfer Program exhibit had a clean back wall graphic with attention grabbing LED lights. The messaging outlined quickly what they offered and the staff was super friendly and attentive to attendees as they passed by. Great engaging exhibit and friendly staff.
Denray Machine Inc. - #B13113

Denray Machine made scale models of the types of custom work areas and created signage for each one to narrate their unique properties. The scale models included motors, working doors, etc for attendees to engage with them. Very unique approach since their products are customized and much too large to bring to a 10x10 space. The banner provided more details and invited visitors to learn more about their capabilities. Great job!
Thank You for Exhibiting at FABTECH 2019!

Mark your calendar now for FABTECH 2020,
November 18-20, 2020, in Las Vegas, NV

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