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

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As a value-added exhibitor service, CDS provided selected 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 the Midwinter Meeting.

Enjoy!
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

Ramvac

This is an excellent example of creative use of lighting to both communicate your company identity and draw attention to your exhibit space.
Creative Attention-Grabbing Techniques

3Shape

Colors that pop, a clear “Call to Action” headline, backed up by a strong AV presentation and an innovative holographic product display, make sure 3Shape’s exhibit is noticed.
Creative Attention-Grabbing Techniques

Hu-Friedy

Now here’s a unique giveaway that had attendees standing in line. Hu-Friedy’s giveaway drew attention from all across the exhibit hall, as the word virally spread among attendees.
Vista

Lighting can be the great differentiator. Vista knocked it out of the park with this unique, edgy and contemporary exhibit design using lighting and dimensional graphics.
Curaprox

One of the best ways to draw attention to your booth is to make it large and light it up. Curaprox did an outstanding job of demanding attention with their backlit fabric walls.
Creative Attention-Grabbing Techniques

Clear Correct
Want to be sure people know what you do? How about hanging an oversize prop of your product from your top tier sign.

Studio III Marketing
Studio III Marketing made their exhibit stand out from the crowd by breaking away from traditional exhibit design and using a warm and inviting exhibit with their wooden backdrop.
In a sea of blue and white booths, creative use of color can really make your exhibit stand out from the crowd. Vita did a great job with their pink color treatment.

What do you want visitors to do after they leave your booth? Sensodyne was crystal clear about what they wanted dental pros to do. Excellent exhibiting strategy.
Creative Attention-Grabbing Techniques

CareCredit

A powerful way to grab attention is motion. While you can’t see the motion in this image, CareCredit’s top tier sign used motion, imagery and crystal clear messaging to demand attention throughout the exhibit hall.

Patterson Dental

Patterson’s version of “Plinko” drew crowds of visitors to their exhibit, first to play the game, then to explore Patterson’s product offerings.
Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration
Effective Visual Communications

Bank of the West

Here’s a great example of delivering your value proposition in just three short words.

Planmeca

Now here is smart use of a top-tier sign by using the inside to also communicate your value proposition.
Effective Visual Communications

Surgitel

Many companies promote loupes at the show; Surgitel did an outstanding job visually stating their unique selling propositions.

Bien Air

Dental professionals want to know what makes products different. Bien Air made it crystal clear with this large backlit graphic.
Nordent

Customers want to know what makes your product different. Nordent delivered with a crystal clear and strong value proposition.

Demandforce

Here's another outstanding execution of attention grabbing power with crystal clear benefit focused communications.
A main reason attendees visit exhibits is to see what’s NEW. This exhibit was outstanding -- integrating new into their graphics.

One of the best ways to draw attention is to call out the visitor’s pain point. Crown seating nailed it with a big graphic & interactive demo.
Effective Visual Communications

Solvay Dental 360
It’s hard to resist a question. Solvay did an outstanding job capturing the attention of visitors with their “Still Prescribing Metal RPD’s?” delivered at top tier and eye level.

Solution Reach
Here’s another excellent example of using a powerful question to grab the attention of your customer.
Microcopy

Seeing NEW products is a primary reason attendees visit shows. Microcopy did an excellent job of featuring their new products at a dedicated kiosk in their booth.

Glidewell Dental

Here’s an excellent example of using your top tier signage for more than just company identity. Glidewell Dental did an excellent job of featuring their Bruxzir product with a rotating backlit circular sign.
GC

Got new solutions? Want everyone to be sure they know about it? Here’s a excellent example of how to do it all around the booth.
Effective Visual Communications

Solea

Here’s an excellent example of how to integrate your brand icons throughout all visual elements of your booth.

ACT

A very high impact visual exhibit, with well placed lighting and color accents.
Bisco coupled a strong “NEW” message with an immediate call to action. A winning combination.
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
One of the primary reasons dental professionals attend shows it is to learn. 3M did an excellent job of bringing education to the exhibit floor with their educational forum.

SciCan

Re-creating the clinical experience is a powerful way to help visitors visualize how your solutions fit into their practice. SciCan hit home with their infection control vignette.
Planmeca’s product demonstration areas were excellent. Colored edge lighting drew the eye, and visual storyboards told the story. Very effective.

Biolase

Here’s an excellent execution of a new product introduction. Biolase staged the product in an elegant manner and supported it with a large interactive touchscreen.
Engaging & Informative Presentations / Demonstrations

3Shape

3Shape makes great use of their end cap space for interactive education, offset and beautifully staged above the gray exhibit carpet.

Ascentcare

Here’s a small booth that is firing on all cylinders. Excellent execution using color, lighting, imagery, and interactive product demonstrations to stand out from the crowd.
**Ivoclar Digital**

Staging products in an eye-catching and elegant manor can make a huge difference in how people perceive them. Ivoclar Digital knocked it out of the park with this “Shape Your Dental Future” display and the large informative LED wall behind it.

**OSAP**

Responding to last year’s E3 report, OSAP created a visitor engagement device using a photograph to challenge dental professionals to find out what’s wrong with the pictures.
Colgate

Visitors queued up to take part in Colgate’s experience demo. Following the initial presentation, visitors were invited to explore Colgate’s space on their own, then collect a gift pack as they exited the exhibit.
Smart Exhibit Access & Attendee Navigation

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

When you have multiple solutions, it’s important to let visitors know where to find what they’re looking for. Hu-Friedy did an excellent job by having well-lit header signs grouping their instruments by procedure.
In-Line Success:
Small Booths that Rock!
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Consult Pro

Excellent small booth with a backdrop that quickly answered the who and what and why questions. Well-placed demo units on the perimeter of the booth carried imagery and branding throughout the entire exhibit.
In-Line Success: Small Booths that Rock!

Sonendo

Another excellent small in-line build using lighting, elegant graphics, and color to grab attention and quickly communicate their value proposition.

Poynt

Great messaging, good benefits-focused graphic, and a good display interactive combine to make the Poynt exhibit -- on point!!
White Services

Here’s an excellent example of how to integrate your brand identity into your exhibit design. White Services used an elegant hard wall exhibit, with great demo stations, creating an excellent audiovisual medium to communicate their product story.
Thank You for Exhibiting at CDS Midwinter Meeting!

Mark your calendar now for the upcoming Midwinter Meeting
February 21-23, 2019, McCormick Place West, Chicago, IL
And be sure to bring your creativity and excellent execution
so we can feature your exhibit in this report next year!