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

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As a value-added exhibitor service, CDS 2019 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 CDS 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
Ivoclar Vivadent

Huge, oversized letters and LED color lighting for product display tables demanded attention, immediately drawing the eye of attendees to the exhibit.
Creative Attention-Grabbing Techniques

PureLife

Unique use of video. The content featured a person who gestured in toward the exhibit catching your attention to make you stop and look. Very creative, effective, and fun.
Creative Attention-Grabbing Techniques

ACT

ACT used oversize vertical lightboxes at the high-visibility corners of their booth. The images were constantly changing to reinforce different aspects of ACT including new products and products developed for kids. Each included important messages about the new and existing ACT products that stopped attendees in their tracks and encouraged them to stay and learn more.
By offering trivia, a raffle, and a fundraiser to draw attention, attendees are given a fun way to become engaged within the exhibit, while also learning about what the Foundation has to offer.
Scheduling Institute

Focusing awareness on office culture, this exhibitor partnered with local "Culture Fest 2019," to get visitors to sign-up and win tickets to attend. The staff was fun, engaging and informative. Visitors would take a survey then spin the wheel. The bright colors and "Got Culture" tag line caught your attention. The survey was quick, informative and attendees walked away intrigued with their own culture status at their office.
NEA by Vyne

Unique blow-up monkey prop stood-out amongst the crowd and drew people over. The back wall graphic message had "quit monkeying around" and "a jungle out there" which enhanced the overall experience and made it memorable. The exhibit had great use of brand colors, great value statements and fun, enjoyable staff, creating an engaging and memorable exhibit experience.
VHF

VHF was eye catching from down the aisle and close-up. The back lit booth used compelling large photos of people and product to introduce their revolutionary imaging computer. The color scheme and photo of the oversize man staring directly at attendee's caught the eye and encouraged dentists to stop and learn more. The two demos were strategically supported by a literature stand with more support information about the product.
Creative Attention-Grabbing Techniques

Shatkin F.I.R.S.T.

Unique projection of a person talking about research and product findings. This demo was life-like and talked. It really caught attention of visitors. The presentation was simple, direct and informative.

Water Pik

Messaging is the focal point. Static and interactive A/V support each other, placing the information into context for viewers. This large scale presentation is both dramatic and impactful.
Effective Visual Communications

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

**DA - Dental Advisory**

Simple informative graphics for table top full of targeted content without blocking or taking up counter space. Clean, simple product and design for messaging.

**Dash Medical Gloves**

Dash used a Show Special and effectively used multiple large signs. They encouraged visitors to carry samples thru the exhibit hall, becoming walking billboards.
Effective Visual Communications

3M Oral Care

Impactful lighting with NEW products highlighted. Messaging was placed in highly visible areas, facing multiple directions to communicate quickly and effectively.

GC America Inc.

Strong focus on NEW products. Inviting demos allow visitors to interact with their entire product line and knowledgeable staff.
Competitive Edge: Stand-Out Exhibit Report CDS 2019

Kulzer

Kulzer presented products in lighted cases with meaningful storytelling. A strong visual draw for those wondering what the product is and how it works.

Carestream Dental

By changing orientation of copy on signage, NEW products are featured in a way that is unique and eye-catching. Very effective, for extending visibility across the exhibit hall.
Effective Visual Communications

**Colgate #1**

This NEW product promotion is highly visible. Using scale, lighting, color, and bold copy to attract attention, the message is well delivered.

**Colgate #2**

The translucent scrim creates a memorable environment and product experience - one that will be remembered long after the show.
Effective Visual Communications

Air Techniques

This was a unique attendee interactive experience where attendees used 3D glasses to reveal hidden graphics messages at each product display station.
Darby was highly effective at branding and communicating a clear value proposition from all perspectives of the booth. In fact, all messages were reinforced and easy to see. This is extended to 10x10 booths displaying Darby products including AlfaGate. The tagline of "Better implants by design" was on point for the target audience.
Effective Visual Communications

Henry Schein ONE

This exhibit space, divided into zones, offers attendees a variety of learning opportunities and interactive experiences. Multiple product stations and a theater involve the senses, helping attendees engage with the information presented in an impactful way.
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
During this presentation, groups of attendees were engaged, allowing the exhibitor to broaden their target audience and quickly educate viewers about their solutions.

Ivory Digital Denture

This interactive experience delivered huge impact! Product demos helped attendees engage with products in a meaningful way, making it easy to understand their unique features.
Gett North America, LLC

What better way to show how waterproof keyboards function than to submerge them in water! Very effective demonstration that draws attention and quickly communicates function.

Crest Oral B

Throughout the conference, attendees were lining up for Crest’s interactive experience! It was fun and engaging, offering unique opportunities to engage with their messaging in a meaningful way, and leave informed and inspired.
Dentsply Sirona

This is augmented reality, a unique interactive experience where attendees navigate around and through various product experiences using a mobile device. They could then extend their experience to a semi-enclosed product space where they could interact with live product. The clean, open design felt very inviting. The staff was personable and engaging.
Smart Exhibit Access & Attendee Navigation

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

A unique attendee experience guiding visitors to each education and demo area. The attendee completed the tour with a sample product to take away. Overall exhibit was open and inviting. Spectators could look into exhibit space and see the experience which created interest and buzz. Graphics were playful, educational and thoughtfully placed around the space. Despite a back of the hall location, crowds came back to their booth for the experience.
Interactive product stations placed thoughtfully allow attendees to move and focus on one product at a time. Each station provides an educational experience with rich A/V content.
Effective Staffing Practices

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

At Colgate, all staff work together as an integrated team. They are responsive, well-placed, and easy to identify within the exhibit, wearing lab coats and coordinated branded apparel in red for men and women.

Glaxo Smith Kline

Staff were facing the aisles, throughout exhibit, and next to demonstration areas to engage attendees. They were highly visible, wearing scarves and branded apparel in corporate colors.
Effective Staffing Practices

Carestream Dental

At the Technology Showcase, with the Practice Management Pit Crew on hand, attendees can learn about new technology in a fun and creative way - an extremely effective way to deliver info and demo to visitors.
The company brought excellent staffers who were smiling and helpful. Best of all was the attire. Since the 2019 CDS was a Mardis Gras theme, the staff took advantage of this to help attendees ID the staffers. The men wore various floral ties as well as branded metal badges and the women were especially striking in bright colors with complementary floral scarves.
Before & After: Changes Exhibitors Made After Their Evaluation
Open Care

BEFORE: The purple back wall and blue banner stand were spaced apart and not connected visually. The banner was overlooked by visitors being too far forward. AFTER: Moving the banner to the back allowed the company name to frame the banner, creating a more cohesive story.
Digital Air Strike

BEFORE: Booth was closed off: the table was on the aisle and a game wheel next to it. Staff was not able to engage easily with attendees from behind the table. AFTER: moving the table allowed attendees to be greeted in the booth. Staff navigated them to the demo or game wheel. Staff said the changes were welcoming. Also, the new layout didn't hide the back wall messaging.
Everidis Health Sciences

At first, all information presented within this corner exhibit was facing in one direction. By simply turning the front kiosk on an angle, the exhibitor can now address attendees walking in multiple directions within the adjacent aisles.
In-Line Success: Small Booths that Rock!
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BLUREO Inc.

Great job on all levels: graphics that inform, several areas to learn features and benefits, and well thought-out live product demonstration. The unique, well lit product demo immediately drew visitors in and gave them plenty of reasons to stick around to learn more.
Microcopy

This inline exhibit tells a big story in a small space! Bold colors, bright lighting, and large copy draw attention. Messaging communicates quickly and effectively. Products are thoughtfully placed within groups, and new products are prominently featured. Staff, wearing branded apparel, are easy to identify and responsive. A standout!
Woobamboo

The exhibit was admirably branded with the company name. In fact it was used as a design element. The staffers wore matching green shirts and slacks. The arrangement on the counter included the toothbrushes, fun pamphlets about the product, a sign communicating a show special and a small pull-up banner with more detailed information. An eye catching and fun statement.
In-Line Success: Small Booths that Rock!

BlueLight Analytics used a small booth to big advantage. The design reinforced the company's primary product, a curing light, CheckUP, using ribbons of blue and green artfully designed patterns running horizontally across the front of the backdrop, video stand and reception counter. The video described the benefits of the product in more detail. Even the staff got in on the act with bright royal blue shirts complemented the company logo. Not bad for a 10x10 portable.
In-Line Success: Small Booths that Rock!

Perio Chip by Dexcel Technologies LTD.

Wow - what a beautiful inline exhibit. There is plenty of open space in and around the unique and colorful counters. With the welcome kiosk a few feet off the carpet line, attendees have more space to step inside and speak with staff.
Thank You for Exhibiting at CDS 2019!

Mark your calendar now for the upcoming CDS 2020
February 20-22, 2020, 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!