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

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As a value-added exhibitor service, CDS provided all 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 2020 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
To build awareness for their new branding, Hu-Friedy created a vending machine that dispensed familiar goodie bags to visitors. It proved to be a huge hit, as the lines wrapped all the way around their exhibit. Visitors eagerly waited for the chance to get in on the act and claim their bag. This was an immersive visitor experience that will be remembered for a long time.
Sunstar Americas - #3611

To promote the launch of their new product, Sunstar created a unique interactive experience. Visitors took a photo and a small image was printed which they could place on the large collage wall. Visitors were encouraged to share their picture on social media, helping Sunstar extend their product launch messaging far beyond the trade show floor. Fun, cool and smart!
American Dental Association - #4707 & #4807

Color is a prime component to a brand’s identity. Here, the ADA uses the color green, extending it out to the aisle carpet to tie their two adjoining exhibits together. A very effective way to grab attention and increase their brand presence.
Air Techniques - #1425

Air Techniques engineered a kaleidoscope around the show theme "Kaleidoscope View 2020". You could look inside this interactive kaleidoscope, then spin the handle to create colorful views of the equipment, while monitors around the booth showed the kaleidoscope imagery.
LiteZilla - #5201

LiteZilla's display WAS their product! The interactive walls were colorful, attention getting and very unique. A monitor placed above showed video, messaging and overall product info that drew people over. Visitors could interact with the exhibit - literally - since it was made from their product.
Creative Attention-Grabbing Techniques

The Dentists Supply Company - #2047

TDSC used a unique in-booth game to draw attendees into their booth. There was always a line waiting to play “Whack-a-Molar”, and the overall booth staff was energized and constantly encouraged participation. Very unique game, staged inside a beautiful exhibit.
Creative Attention-Grabbing Techniques

Dental Health Products, Inc. - #5011

Very cool, unique branded lanyards that would flash and light-up! I saw several people walking around the exhibit hall with these attention grabbing lanyards.
Creative Attention-Grabbing Techniques

**Philips - #4414**

You know you have a winner when people stop just to take photos. This mega-sized SonicCare brush in the Philips exhibit did just that. Placed on a pedestal, with nearby signage, it told a story everyone wanted to learn.

**GC America, Inc. - #4600**

GC’s white latticework structure extended from their top-tier sign, through the entire exhibit, all the way to the floor. It provided a unifying brand element that was impossible to ignore, and immediately drew your eye to the exhibit.
Bank of America - #4230

Lighting and motion are two powerful ways to grab attention. Bank of America did a great job using an LED scrolling ticker tape to not only grab attention, but reinforce their position as a financial services provider.

Crest + Oral-B - #3002

A picture is worth a thousand words. This is especially true when it is a dramatically oversized, extreme close-up picture of your product, with crisp detail and strong backlighting. Impressive and head-turning.
Effective Visual Communications

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

**Eclipse Loupes - #1140**

Placement of Eclipse’s literature allowed guests to match the products presented with the promotional information. Then they could take the information home with them.

**Bien Air - #1001**

Bien Air’s top-tier signage helped visitors to find “What’s New?” quickly. Placing them well above eye level, these important messages were projected well beyond their exhibit.
Effective Visual Communications

Swell - #1947

The more succinctly an exhibitor can get their message across to attendees, the better. Throw in a strong call to action and you’ve got a winner. And this Swell exhibit delivered.

Reliance Dental Mfg LLC - #1811

Great use of full-size super heroes to relay product info! Reliance Dental had a few super heroes in their booth with great product information and messaging...neat theme.
Effective Visual Communications

Designs for Vision - #4421

Here’s another example of how to call attention to something new. In addition to a strong overall appeal, calling out “what’s new” can encourage existing customers to stop, as well as those who want to see what’s new.

Carestream Dental - #3602

When you spend a lot of money to rig a top tier sign, it should do more than just state your name. Carestream effectively used tiered circles to answer the who, what, and why questions in the minds of attendees.
The human brain cannot resist a relevant question. Coltene leveraged this big idea by including a big question on their top-tier sign which encouraged attendees to think about their current sterilization center processes.
Effective Visual Communications

Visitors want to quickly understand what the key features and benefits of your products are. Carestream did an outstanding job of using large video panels that were well-designed and well placed to visually educate visitors about their solutions.

Carestream Dental - #3602
Angelus - #4215

One of the primary reasons attendees visit the exhibit hall is to see what and who is new. This small exhibitor did an outstanding job of integrating the new messaging into their exhibit backdrop.
Effective Visual Communications

Aqualizer by Jumar Corp - #1904
Great 10x10 back wall graphic! They have the Who, the What, and the Why all wrapped up in a simple image graphic.

Golden Dent - #1813
Great job using product videos with messaging to educate visitors about the instruments featured. Informative and easy to view!
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
Water Pik - #2602

Water Pik did an excellent job with their signage to indicate specific reasons to come into their booth. For example, they used signage for attendees to register, choose a time for a show, and come back later. During the show, attendees were offered theater seating for their presentation. There was also call to action signage pertaining to their lunch & learn, and clear signage with statistics as to how they compare to the competition. They really took their space and made it as engaging and interactive as possible.
CareCredit featured a book signing with a prominent dental industry social media expert. Boy, did they pick the right person! The line snaked around their entire 20x50 foot exhibit. As visitors queued up, the CareCredit staff did their best to welcome and qualify those patiently waiting in line, inviting them to discuss their needs once they met the author. A well executed strategy.
Designs For Vision, Inc. - #1821

Designs For Vision placed demo stations on the corners of their island exhibit, offering the opportunity for attendees to learn about the products, then physically engage with them, and receive information promptly by the attentive staff assigned to each station. This increased the understanding and recall that visitors took away with them.
GreenMark BioMedical, Inc. - #4244

Greenmark staged an engaging demo of their breakthrough technology with three key components: a 3D head situated at “patient” level, an overhead monitor that projected the live demo, and orange “John Lennon-style” glasses which enhanced the demo’s visual effect. Topping things off, a John Lennon look-alike was seen inviting guests to… Come Together. Imagine!!
Crest + Oral-B - #3002

Crest + Oral-B did an incredible job creating an experience for attendees. As attendees walked up to the booth, they saw a timeline showing the company history. Later, they had an opportunity to brush their teeth at the bathroom sink - literally. The product was on display, so attendees could see what was what. The entire booth left a memorable impression and was hard to miss.
Effective Staffing Practices

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

PLANMECA - #1020

PLANMECA’s apparel presented a unified and professional team appearance that truly stood out. The matching scarves, ties, and pocket squares showed great attention to detail with a team as vibrant as their color palette!

Arrowhead - #2120

Arrowhead wore very clever, catchy space suits that tied into their “Launch” marketing message. The staff was lively and personable when engaging with attendees passing by or coming into their booth.
Oh behave!! In addition to the celebrity look-alike famous for his “less than pearly whites”, the Prosites team was active and enthusiastically engaging everyone who walked by. They truly showed the meaning of the word “performance”. Their actions brought in many new contacts, who remembered their encounter at Prosites because of the staff. Groovy, baby!!
Doxa Dental - Ceramir - #2916

Staff apparel can be used creatively to draw attention and extend your company’s branding. The Ceramir team took it one step further by including a QR code on their sleeves. You could scan their shoulder and download their literature. So, regardless of where you ran into a Ceramir team member, you could instantly access their information, just like you would at the exhibit. Smart!!!
Effective Staffing Practices

ER Handpiece Repair - #1125

The ER Handpiece Repair exhibiting team, decked out in branded apparel, were easy to identify from the aisles. Their apparel style and color reflected, added to, and reinforced their brand, perfectly complementing their on-site repair work performed “live” during the show.
Scorpion - #2044

Scorpion’s exhibit staff was on point! They were constantly on their feet, working the aisles, engaging with people passing by, without being too pushy. The key to success as exhibit staff is to be on your feet, ready to engage with attendees, without being too “in-your-face”, and this team did just that. Upon connecting with an attendee, they gauged interest, then brought the attendee into the booth for a virtual interactive experience with their product. Great job!
Before & After: Changes Exhibitors Made After Their Evaluation
Dental Power was already bustling with guests when our evaluator visited them. But we noticed people were struggling to scan a small QR code on their brochure. Since this was the main “call to action” of their exhibit, we suggested they make it larger and more prominent. Within an hour, they had created a newer, larger sign to attract guests. Now that’s thinking on your feet! Well done.
Many times, small changes made during the show can deliver great rewards. By simply repositioning a banner stand that was originally blocking much of the copy on the back wall, Apteryx made all their message points clearer and more visible across the floor - excellent!
In-Line Success: Small Booths that Rock!
Dear Doctor Inc. - #4216

Here’s an excellent example of effectively communicating who you are, what you do, and showing the product in action with two very large video screens. The was a very clean, open and easy to navigate exhibit. Overall, a very-well designed small exhibit.
In-Line Success: Small Booths that Rock!

vhf - #4839

Vhf used striking colors, bright border lighting, and a simple red, black and white color palette to create a visually stimulating presence. The positioning and content of the testimonials strategically supported the two demonstration areas of the 10x20 exhibit. The staff was also appropriately attired in corporate colors to project a cohesive image of the organization. Very well done.
DentalPost - #2237

DentalPost did an excellent job using of color-coded candies to tell their story. They promoted their website, integrating the theme throughout the booth, from banner stand, to t-shirts, to the chocolate candies. This was a great way to get attendees to engage. It's important when offering a service that attendees can get a message that will resonate and be something they remember.
In-Line Success: Small Booths that Rock!

SmileSIM - #3013
From great message hierarchy, to lighting, A/V, and relevant images, this small booth is a clinic on how to execute effectively.

Sowingo - #2038
Clear, direct calls-to-action, live demos, and down-time captioned animations made this an exhibit that truly rocked in many ways.
Thank You for Exhibiting at the 2020 CDS Midwinter Meeting!

Mark your calendar now for the upcoming 2021 Midwinter Meeting
February 25-27, 2021, 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!