



## 2017 Midwinter Meeting Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team

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As a value-added exhibitor service, CDS provided new and sponsoring exhibiting companies with an E<sup>3</sup> Exhibiting Effectiveness Evaluation.

To acknowledge exhibiting excellence and provide all Midwinter Meeting exhibitors with ideas and inspiration to improve their exhibits, the evaluation team looked for booths that displayed imaginative, creative, and/or effective exhibiting practices and ideas.

**Note:** The ideas in this report are in no particular order and are not ranked good, better, best. These only represent a sampling of the many effective exhibiting practices at the Midwinter Meeting that stood out among the many exceptional exhibitors at the show.



**1. BioHorizons:** A perfectly positioned iPad loaded with Vulcan demos allowed exhibit staff to collaborate with visitors as they explored company's products.



**2. Dentsply/Sirona:** A "Star Wars" style 3D hologram attracted attention and engaged attendees in exploring company products and services. The appearance captivated nearby visitors and encouraged prospects to visit.



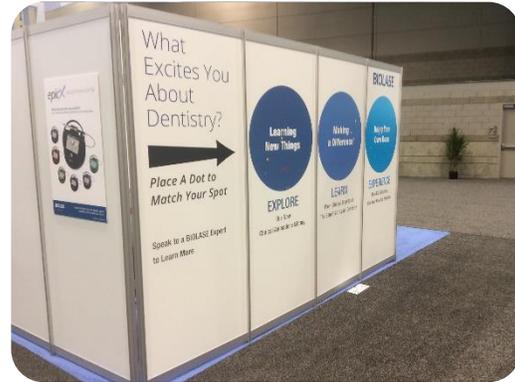
**3. DentaEZ:** Outstanding track lighting in brilliant green drew the immediate attention of nearby visitors, providing a unique motif for their products.



**4. Golden Dental Solutions:** In-your-face clarity immediately conveyed the message of how Physics Forceps could revolutionize a common dental practice.



**5. Nordent:** "Never Sharpen Again" stated exactly why attendees should stop and talk to Nordent. A thoughtful headline tells the whole story in simple terms and only three little words.



**6. Biolase:** An interactive "back side" of the exhibit cleverly invited visitors to take part in an informal survey. This is an effective use of space that is normally not optimized to its full potential. The call to action invited attendees to explore more inside.



**7. beWell:** It's challenging to sell and demo services vs. products. beWell created engaging and interactive discussions with their visitors by designing and using simple games and quizzes.



**8. St. Renatus:** Dramatic animated lighting immediately conveyed the essence of their product – a spray. The animated lights in the center pointing to the header attracted attention from many perspectives of the hall.



**9. St. Renatus:** A cutout of a patient's head provided the attraction to the demonstration of Kovanaze. It also effectively reinforced the company tagline of "Why inject ... when you can spray?"



**10. St. Renatus:** In addition, St. Renatus integrated a compact presentation area for "one-to-many" educational sessions. This was effectively promoted via agendas on easel signs at the front of the exhibit.



**11. Local Flavor Media:** Quickly and effectively communicated their value proposition through increase percentages on pull up banners in their 10x10 booth. The message was reinforced with similar stickers placed on their individual product samples.



**12. Association Gloves:** Great use of video to promote show specials. There were also friendly and engaging staff to answer questions. The inviting set-up enticed visitors to inspect the products. This is a good way to create a successful exhibit on a low budget.



**13. Vatech America:** Attention grabbing signs at all levels of the exhibit were effective at capturing attention and inviting attendees to the booth.



**14. Zeiss:** When you're an optics company, you should understand the importance of good illumination. In a small 10x10 space, Zeiss does just that with its back wall and spotlights focusing attention on its products.



**15. Professional Building Services.** PBS sells building products that provide space regardless of the space available. This was successfully communicated in the 10x10 back wall and compelling photo with the tagline "Need More Space?" This was backed up with a monitor displaying customer testimonials.



**16. 3Shape:** Well done hierarchy of information. First, the name of the company. Second, a photo reinforcing the product. Third, a monitor and demonstration for attendees.



**17. Lending Club:** Powerful application of color and a regal archway attracted attention to the exhibit. Snippets of information printed on the red blocks such as “More Innovation” made it easy to understand what Lending Club offered.



**18. GlaxoSmithKlein:** Sensodyne, the focus of the GSK booth, was effectively promoted throughout the exhibit. The nautical circular displays were positioned at the periphery of the exhibit and showcased product information.



**19. GlaxoSmithKlein:** A product wall highlighted recommendations from dentists treating hypersensitivity. The graphic immediately made an impression when attendees passed by.



**20. GlaxoSmithKlein:** If you want to announce “New” this is a textbook way to communicate the message. Change the color so it stands out and position it next to a picture of the product.



**21. Philips:** The tagline of “Reveal Everything” effectively reinforced the Sonicare product. Sonicare products were successfully showcased through a photo with charts explaining the value and function.



**22. Philips:** A series of product stations in the booth were supported by outstanding graphics on monitors. This provided an educational experience to attendees.



**23. Sunstar Americas:** Good job of establishing information hierarchy. Used pictures in the tower graphics along with a tagline about the product and a list of the brands. This was supported by information on the monitor below and an education product experience for the audience.



**24. 3M:** Textbook communications. The tagline of "Science Applied to Life" successfully conveyed the theme of the booth. This was followed by subheads over the monitors and a presentation with strong colors and statements such as "Make Gray Go Away".



**25. 3M:** The strong lines of the kiosk design attracted attention while the monitors included compelling presentations, each with a colorful palate that attracted an audience.



**26. Straumann:** Promoted its implants through lifestyle photos of people in everyday settings. This approach attracted attention to increase traffic in the booth. Photos were presented like an exhibition in a gallery setting.



**27. Arm & Hammer:** The tagline of *Innovative Oral Care Solutions* was effectively reinforced throughout the booth. The Truly Radiant *Spinbrush* was promoted using an oversize display at a high traffic corner of the booth. The display and arrangement plus the gifts distributed attracted a large crowd.



**28. Wand Dental:** The tagline of *HAPPIER PATIENTS. HAPPIER PRACTICE & SMILES* was brilliantly reinforced by inserting the wand through the "I" in each of the first words of the tagline. The product name was also effectively communicated in all the displays.



**29. Verena Solutions:** A new product was interactively presented to the audience. The background display effectively communicated the company name. Most compelling was the dental chair with the mannequin, used to attract attendees to the booth.



**30. Crest + Oral-B:** Crest + Oral-B wrote the textbook on product communications with this graphic. The “groundbreaking product” included “detection technology”. Product photos attracted attention and features and benefits were conveyed in succinct bullet points.



**31. Crest + Oral-B:** The theater area included rope and stanchion to define the line for the presentation. The monitors on the wall were used to project “Crest Tests” delivered by the “line monitor”. This kept the attention of the audience as they waited for their turn to go into the theater. It also educated attendees about the new Oral B product they were about to see.



**32. Glidewell Dental:** The front of the booth reinforced the company name and included product samples to take home. The front also included a monitor with high level messaging.



**33. Glidewell Dental:** This was outstanding staffer ID. Glidewell reps were identified with large red and white rectangular badges and blue blazers with peacock blue ties. Each kiosk included a monitor, displays and brilliantly colored graphics.