



## 27 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluator

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As a value-added exhibitor service, Ozwater Expo 2024 provided select exhibiting companies with the award-winning E<sup>3</sup> Exhibiting Effectiveness Evaluation.

While conducting evaluations, I also 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 Ozwater 2024. *Enjoy!*



**Exhibiting Effectiveness Evaluation™**  
Improving Exhibitor ROI & Attendee Exhibit Hall Experience

# 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



### IFM

Here's a world class stand that could be included in multiple categories. The rotating colorful top-tier sign drew attention and eyes down toward the integrated orange circuit like lighting pointing to their three core benefits. Continuing down to their interactive product demonstration stations with the "Explore the future" call to action signs, this stand is a clinic on how to create a compelling visitor attraction and learning experience.

## Creative Attention-Grabbing Techniques



### Xylem

How do you make your top sign stand out from the crowd of fabric top signs?  
Xylem showed the way by placing a circular centerpiece with greenery and lighting to draw eyes.

## Creative Attention-Grabbing Techniques



### Steel Mains

Here's a great example of how to creatively use lighting to draw attention to your stand. Steel Mains integrated blue edge lighting around their back wall and blue lighting on the floor displays to make sure people who passed were compelled to look at their solutions.

## Creative Attention-Grabbing Techniques



### WEG

An overlooked way to make your exhibit stand out from the crowd is through creatively using flooring. WEG did a great job of placing both imagery and messaging on their flooring to help their booth draw attention and stand out from the crowd.

## Creative Attention-Grabbing Techniques



### AQUAMETRO

LED video walls are a sure-fire way to make sure your stand gets noticed. AquaMetro placed a large LED wall in the center of their stand and displayed familiar imagery and messaging to draw attention and help tell their story. Even better, the LED wall served double duty as an interactive touchscreen for learning more about their solutions!

# Creative Attention-Grabbing Techniques



## CLA-VAL

When you are surrounded by square and rectangular stands, sometimes standing out is as simple as making your stand a different shape.

When you take it another step further and add a high-impact top sign, insert large silver bolts on the arch and have great well-staged product demos on the edges of the stand, you have a formula for success!

## Creative Attention-Grabbing Techniques



### EVO Energy Technologies

Sometimes the key to standing out in a sea of blue and white shell scheme stands is to bring a bold and different color scheme. This small shell scheme stand made sure they got their fair share of attention with their bold green color scheme.

## Creative Attention-Grabbing Techniques



### SARCO

Sarco made sure they got their fair share of attention by using creative graphics with the wizard while also using lighting to emphasize what was new in their booth. Taking the attention-grabbing power to the next level their many mains wizard demo and display was incredibly well staged and had embedded blue lighting to help draw attention.

# Effective Visual Communications

- Clear Value Propositions & Messaging
- Answering Attendees' 3 Major Questions: What – Why – Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration

## Effective Visual Communications



### Reece Civil + Viadux

Wow! With solutions addressing both water and earth, this exhibitor put on a clinic on how to visually design and organize multiple solutions in a creative and effective manner. The attention to detail in this outstanding display starts at the top and pulls your eyes down to the large video screen. Then, the counter included moving graphics showing land and earth, which pulled your eyes to both sides of the booth where various solutions were featured. With relevant flooring and bottom lighting of the displays.

## Effective Visual Communications



### Spiral Data

Now here's an exhibitor who really paid attention. After attending our pre-show webinar on how to increase the effectiveness of an exhibit, Spiral Data redesigned the exhibit graphic panels to call out their primary target visitor by job function for each of the two solutions featured in the stand.

## Effective Visual Communications



### ProMinent

Themes are a proven-effective way to organize messaging in a cohesive, impactful and memorable way. ProMinent used perhaps one of the most effective themes by putting the focus on YOU. The you message was effectively applied to various offerings in well-placed copy around the booth. Adding to the impact of their messaging, they also leveraged the power of NEW by placing a new product display right on the edge of the booth. Outstanding execution of a powerful customer focused theme!

## Effective Visual Communications



### AVK

A top sign can and should do more than just communicate your company name.

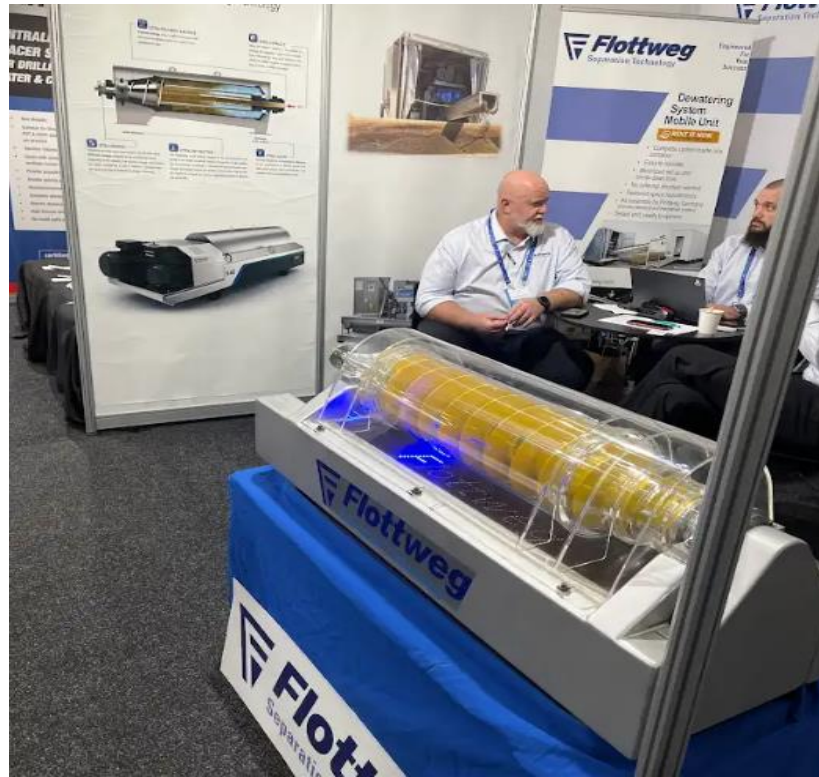
AVK took it to another level by offering a clear value proposition and a call to action about what you can do in their booth.

That's getting maximum bang for your top sign rigging buck!

## 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

## Engaging & Informative Presentations / Demonstrations



### Flottweg Separation Technology

Water professionals attending trade shows really want to take a look inside of your products to see how they work. When you have a large solution, there is no better way to help them learn than to create a working scale model like this and then to support it with informative graphics.

## Engaging & Informative Presentations / Demonstrations



### Veolia

Veolia wanted to stand out from the crowd by creating an oasis experience on the bustling show floor. The lounge invited visitors to relax and engage with Veolia staff. They emphasized sustainability throughout the experience by having a basketball hoop to dump waste in various categories, flooring and furnishings were all made of natural materials. As a giveaway, they offered a handout with seeds to grow flowers with a QR code to learn about their sustainable water solutions.

## Engaging & Informative Presentations / Demonstrations



### Abergeldie

When your value proposition is to build better communities with an emphasis on energy efficiency, can you think of a better way to engage people in an exciting manner than having them use their own energy on a bike to create a smoothie in your booth? This incredible engaging experience was a big draw for attendees to burn off a little steam and create a custom smoothie.

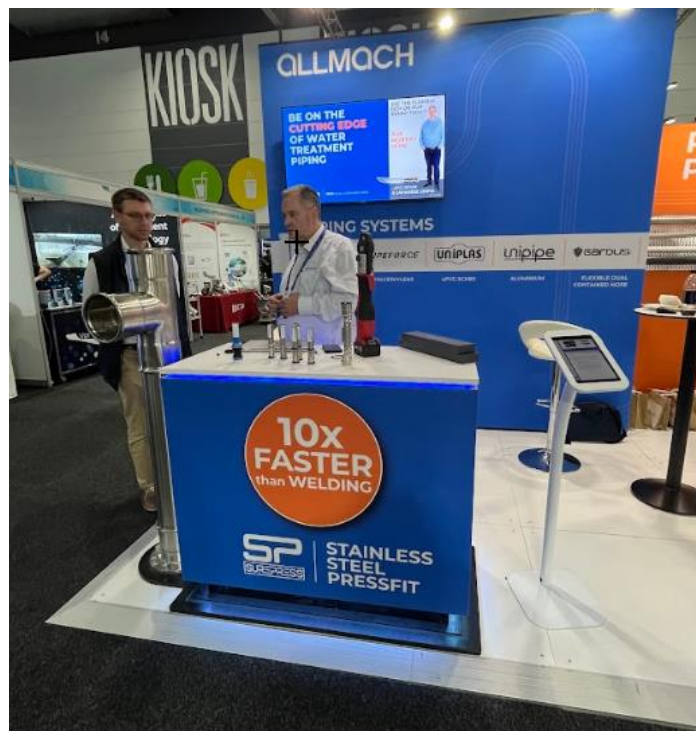
## Engaging & Informative Presentations / Demonstrations



### Vogelsang

Sometimes making your product display stand out is about how you stage it. Vogelsang showed the way by elegantly placing their red and black products on white displays and supporting them with a video and static copy helping visitors learn through multiple senses.

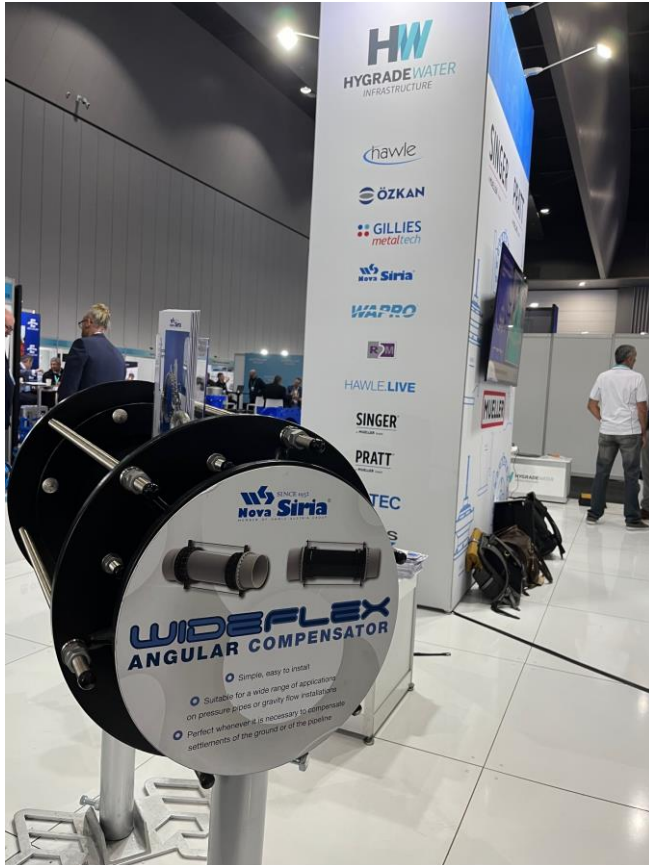
## Engaging & Informative Presentations / Demonstrations



### Allmach Superior Piping Solutions

The number one way attendees want to interact with an exhibit is through some form of a demo or presentation. Allmach hit the bull's-eye by placing a large flat panel right above their demo station with question-based copy that drew attention, encouraging attendees to stop and learn how their stainless steel press fit solution is 10 times faster than welding.

## Engaging & Informative Presentations / Demonstrations



### HYGRADE WATER

While many companies display products in their booth, more would benefit from also providing quick-read and well-placed signage to help visitors understand what it is and what you want them to know.

Couple this with great staging and you have a winning formula like Hygrade Water does!

## Engaging & Informative Presentations / Demonstrations

### GLACIER FILTRATION

Water professionals are curious people who love to get an inside look as to how products work.

Glacier hit the bulls-eye by not only displaying cutout views of their solutions, but also using bright lighting to make the inside more visible and dramatic!



## Engaging & Informative Presentations / Demonstrations



### JOHN HOLLAND

The #1 way attendees want to interact with an exhibit is through some form of an interactive demonstration or presentation.

John Holland answered the bell with two well-staged and well-promoted interactive experiences.

The large touch screen was placed on the edge of the stand for easy access and had a high impact floor graphic to help draw attention.

Right behind it was a VR experience offering visitors a virtual journey of an advanced water recycling centre.

## **In-Line Success: Small Stands that Rock!**

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### SALTIRE

Ok, this small stand is a clinic on how to make a big splash in small space. The high-quality hard wall property with a 3D cutout demo was super unique for a booth of this size. The white back wall and flooring defined the space and created high contrast with the blue copy. Messaging was quick read and effectively answered the big questions of what we do, why you should care and who are we. The cutout water main inspection area replicated underground water pipes and demonstrated how their cameras crawl through the pipes and find problems. A well-placed call to action sign with a QR code delivered the key value proposition and opportunity to learn more. And a proactive booth staff made sure people passing were encouraged to stop and learn.

## In-Line Success: Small Stands that Rock!



### VENDART

Wow! Here's another small booth pulling out all the stops. Excellent use of a corner space leveraging three sides for messaging. Super bright, colorful, backlit property drew attention. Quick-read, well-placed and informative copy visually answers the what, why and who questions. There was just enough imagery to let you know what they do. And a clear call to action message on the left side of the booth all worked in harmony to make this small booth a big stand out.

## In-Line Success: Small Stands that Rock!



### Southern Pumping Specialists

This small booth is also firing on all cylinders. The well-designed backlit sign drew attention and quickly stated who they are and what they do. Unique blue flooring helped define their space, adding visual impact. Well-staged product displays encouraged visitors to stop and learn more. Finally, the staff complemented the motif with well tailored brand apparel.

## In-Line Success: Small Stands that Rock!



### HACH PACIFIC

Here's another outstanding small booth that is hitting all the right points. The high-quality exhibit build with great company branding along with quick read informative messaging drew attention. The various solutions were neatly organized in groupings and had header signs to quickly guide you to the various solutions centers.

## In-Line Success: Small Stands that Rock!



### HAYWARD FLOW CONTROL

Another small stand that proves.. small does not have to mean second rate. The colorful and familiar graphics were well lit and drew visitors eyes. A core value proposition was well-placed and personalized to visitors. The various products were well staged on high-quality branded counters and placed right on the perimeter for easy access to visitors. All in all, definitely a small stand that rocks!

## In-Line Success: Shell Scheme Stand Customization



### SUMS GROUP

Because many exhibitors were using shell schemes, I wanted to show a few examples of how to customize your shell scheme for maximum impact. Sums did a great job of placing both imagery, clear branding and informative copy along with a demo in the center of the booth that was supported by a flat panel. This is very nicely done with this type of stand.

## In-Line Success: Shell Scheme Stand Customization



### PINNACLE HIRE

Here's another excellent example of customizing a shell scheme. The large graphics cover all sides of the booth and delivered clear company branding with a description of what they do. By placing a demo unit in the center of the booth and keeping it open for easy access, this was a shell scheme that was very well executed.

## Thank You for Exhibiting at Ozwater 2024!

***Mark your calendar now for the upcoming Ozwater 2025  
Adelaide Convention Centre: 20 May – 22 May 2025***

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



**Exhibiting Effectiveness Evaluation™**  
Improving Exhibitor ROI & Attendee Exhibit Hall Experience