



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

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As a value-added exhibitor service, MHI provided new exhibiting companies with the TSE Gold 100 award winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show that displayed 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 MODEX 2018. *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



SEW Eurodrive

The choice of materials and integration of lighting can make a big difference in the ability to grab attention. This exhibit used steel trussing with red lighting to stand out from the crowd. A creatively sculpted red steel globe reinforced their global value proposition.

Creative Attention Grabbing Techniques



Big Ass Fans

Sometimes a little humor combined with great exhibit design is all it takes. This company nailed it on both fronts, including funny signs that had people questioning the name of their company. Clever and effective.

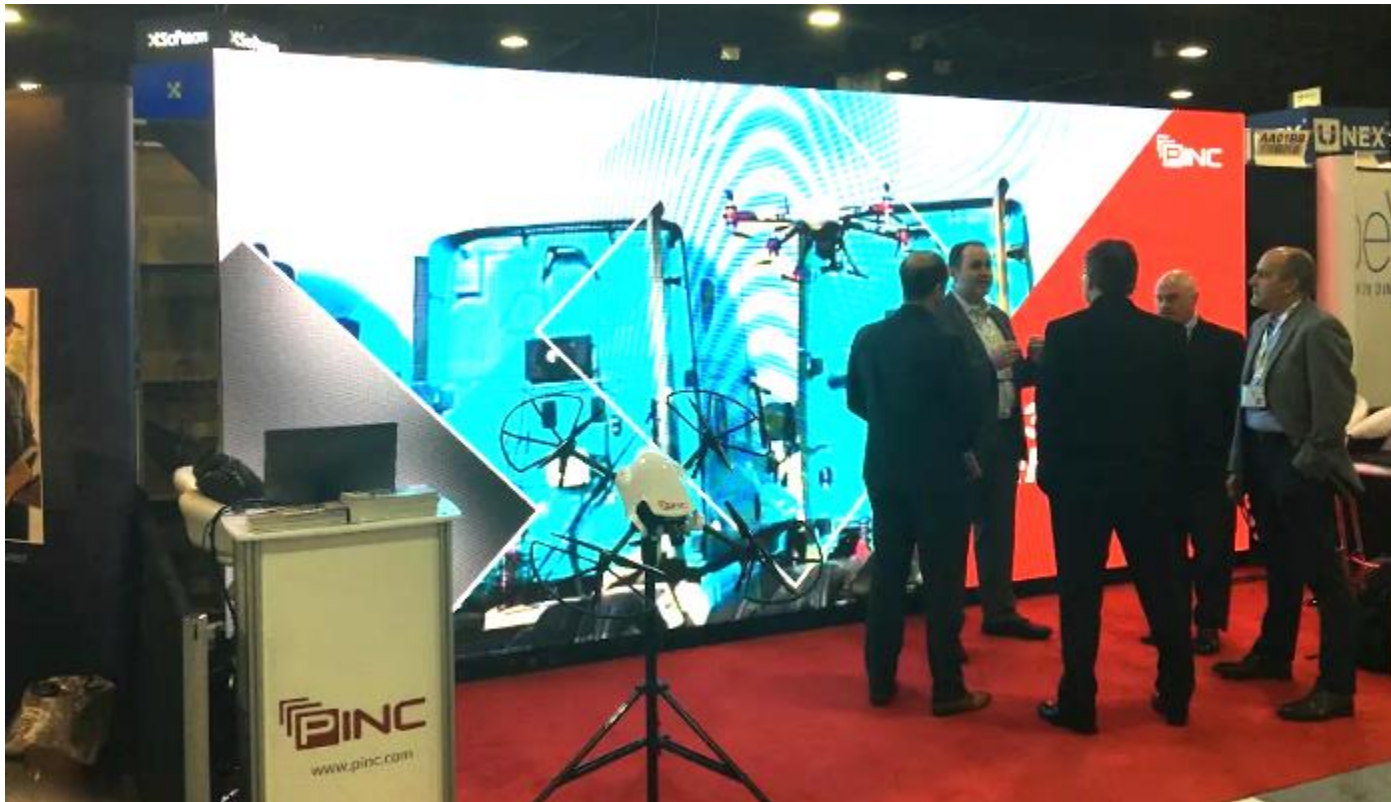
Creative Attention Grabbing Techniques



King Conveyors

King Conveyors wanted visitors to remember their company's name, so they created a very unique sculpture of their actual products to engage visitors in a fun and memorable way that would create "buzz" throughout the show. Selfie, anyone?

Creative Attention Grabbing Techniques



PINC

Talk about attention grabbing ... how's this? PINC's 10 x 20 booth with a bright LED video wall for a backdrop. We think this might be the future of small in-line exhibits.



Effective Visual Communications

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

Effective Visual Communications



ATLATL Software

The combination of a unique color scheme, lighting, branding and large, easy-to-read messages placed above the sight line told the Atlatl Software story effectively from multiple directions and multiple viewing angles.

Effective Visual Communications



McCue

This small island booth is a clinic on how to execute at all levels. The top-tier signage tells who they are and delivers their core value proposition. The back wall uses quick read graphics to communicate the features and benefits of their products. And the space is easy to enter from all sides.

Effective Visual Communications



National Cart Co.

“Seeing what’s new” continues to be a leading reason why conference attendees visit the exhibit hall. Bold, eye-catching new product signs highlighted the National Cart exhibit. They left nothing to chance in communicating clearly and obviously which of their products were new.

Effective Visual Communications



Got-rack.com

Top-tier signage can be used for more than just company identification. Got-rack.com used a circular balloon that not only communicated who they were -- but quickly and visually delivered their core value proposition.

Effective Visual Communications



Power Handling

Here's an excellent example of using the outside wall of your exhibit to communicate who you are, what your value proposition is, and then show your range of products -- in a visually attractive and quick-read format.

Effective Visual Communications



Safetytec

Safetytec used simple graphics to visually communicate the company focus. The bold, colorful images were augmented by the continually changing video monitor, which spelled out the key benefits of their products.

Effective Visual Communications



Orbis

AV screens and message boards placed at multiple levels effectively communicated product information on each side of the exhibit.



Sick

Sick effectively used the top tier sign to say who they are & what they do. The rectangular panel carried the theme from the top of their exhibit down to the graphics on their structure.

Effective Visual Communications



Apex

Top-tier signage can communicate more than who you are. Apex did an excellent job of using fabric cubes in different colors to deliver what they do -- and their value proposition too.



AMK

The human brain can't ignore a question. Especially when the question directly addresses a problem likely to be experienced in business. AMK's well-placed messages & product demo hit the bulls-eye.

Effective Visual Communications



Clever Lever

Clever Lever used a superb play on words while efficiently communicating their value proposition.



Swan Leap

Excellent and concise benefit statements were clearly and cleanly presented behind the uniquely designed glass-top pallet table.

Effective Visual Communications



Waypoint Robotics

Graphics are eye-catching and communicate an effective value proposition using a minimum number of words -- a powerful way to exhibit.



ValuTrack Technology Solutions

Graphics provide a quick visual snapshot of a variety of services ValuTrack offers. The headline highlights key benefits in red letters.



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



Itoh Denki

Message boards placed next to each demonstration station aided the staff's efforts by effectively providing product and performance information for attendees.

Engaging & Informative Presentations / Demonstrations



Datalogic

Brightly colored and branded product stations positioned throughout the exhibit provided supporting messages while video presentations showed the products in action.

Engaging & Informative Presentations / Demonstrations



SATO

Here's a creative and visually effective way to tell a story in the booth. Showing the journey of a label with backlit circular graphics and a flow chart.



TGW

Supply chain professionals are all about motion. TGW delivered with this excellent demonstration of their conveyor systems in action.

Engaging & Informative Presentations / Demonstrations



Geekplus Robotics

Number one way attendees want to interact with exhibits is through product demos. This small exhibit delivered with a live presentation of their robots along with great visual storytelling.



EntreMatic

Product demonstrations had simple, bold and communicative graphics, involved movement and motion, and were well used by the knowledgeable staffers.



Before & After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made



AB Airbags

Making small changes to the exhibit properties and making the product more prominent and accessible yielded excellent attendee engagement. Bravo! Way to "Turn the Tables".



Effective Staffing Practices

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

Effective Staffing Practices



Easy Conveyors

The Easy Conveyors staff openly and effectively engaged with all visitors and were quickly identifiable with their matching attire. Their quiet confidence helped guests feel at ease asking questions about their products.

Effective Staffing Practices



Yard Management Solutions

When excellent signage is combined with a strong “Call to Action”, and then brought to life by an enthusiastic and competent exhibit team, the results are always effective. Great Job !!



Inline Success: Small Booths that Rock!

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Flexcon

Movement, color, lighting, to-the-point messaging, with staff wearing coordinated apparel -- helped Flexcon present information about their products in an inviting and hands-on environment. Their layout and exhibit design allowed for ease of access and navigation throughout.

Inline Success: Small Booths that Rock!



Mr. Chain

This booth proves that small does not have to be second rate. To grab their fair share of attention, they used a super colorful backdrop along with the “Be a Safety Superhero” theme to grab attendees’ attention.

Inline Success: Small Booths that Rock!



Premier Packaging Products

Sometimes to make a small booth stand out from the crowd all you need to do is construct your booth from your actual product.



Rasco Industries Inc.

This small booth rocks. Great use of lighting, a well-staged physical product demo, and branded carpet that made the exhibit easy to enter. Very well done !



Thank You for Exhibiting at MODEX 2018!

***Mark your calendar now for ProMat 2019,
April 8 - 11, Chicago, IL***

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



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