



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

By: Jefferson Davis, Judi Baker-Neufeld, and JillAnn Down of Competitive Edge.

As a value-added exhibitor service, Global Pet Expo 2023 provided first-time exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. We want to congratulate the 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 many effective exhibiting practices we observed at Global Pet Expo 2023. *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



Venture

Sometimes demanding attention can be as simple as breaking the mold of the square and rectangular booths in the exhibit hall. Venture thoughtfully used a large, colorful, circular and well-branded arch, along with wave like top signage to make sure their exhibit got noticed.



Creative Attention-Grabbing Techniques



ROAM

Wow! Now, here is a booth that really broke the mold and definitely stood out from the crowd. By simulating a tent in the desert and including three flat panels inside, it immersed you in their Sahara-like environment. The level of detail all the way down to the plants, flooring and seating was outstanding and definitely stood out the crowd.



Creative Attention-Grabbing Techniques



Hill's Pet Nutrition

Hill's used eye-catching, over-sized bags of dry pet food throughout the exhibit. These were prominently placed near the aisle so they couldn't be missed. The tagline of "Science Did That" was positioned in the center of the booth. A very clever presentation of products and messages.



Creative Attention-Grabbing Techniques



Raw Dynamic

Lighting can make a huge difference in helping people notice your exhibit. Raw Dynamic did a great job of using down lighting, edge lighting and shelf lighting to make sure attendees looked at their colorful product displays.



Creative Attention-Grabbing Techniques



Smile Paws

Another effective way to draw attention to your products is to display (or stage) the products in unique ways. Smile Paws hit the bull's-eye with their super creative and unique display stands.



Creative Attention-Grabbing Techniques

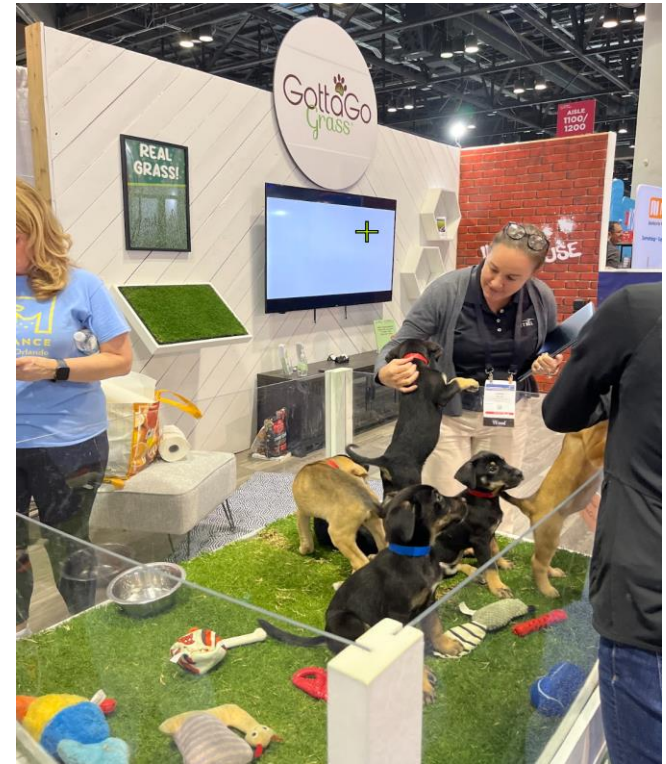


Primal Pet Group

Standing out among 1,000+ booths can be a challenge. Sometimes breaking the mold of the many fabric and hardwall booths by using a rustic country store and wooden design theme can make all the difference. Primal Pet Group's booth felt like you were entering a country store and re-created a retail environment.



Creative Attention-Grabbing Techniques



Gotta Go Grass

OK, seriously. Can you think of a better way to draw attention to your booth and demonstrate your product at the same time -- than by having a bunch of adorable puppies playing in your booth and on your product?



Creative Attention-Grabbing Techniques



Bosco's and Roxy's

Here's another excellent example of creative use of lighting, not only to accent, but to grab attention and deliver messaging. The simulated colorful neon over the photos immediately drew the eyes of passerby's. Placing the illuminated cookie display case right under the lighting immediately drew attention and quickly let people know exactly what this company does.



Creative Attention-Grabbing Techniques



Zymox

Zymox added a little interactive and fun game to support their “The Team to Beat” theme with a pop-a-shot basketball game. During the game, staffers asked qualifying questions. Then, after participating, visitors got to keep the basketball.



Creative Attention-Grabbing Techniques



Fera Pet Organics

Now here's a low-cost, creative and highly-effective way to help communicate that your brand is organic. The placement of plants hanging across the top of this well-lit exhibit drew attention and reinforced their organic brand promise.



Creative Attention-Grabbing Techniques



Halo

Color can be a highly-effective way to make your exhibit stand out from the crowd. Especially when it is a unique color relative to all the booths around it. The bold purple color throughout this exhibit made it almost impossible not to notice it.



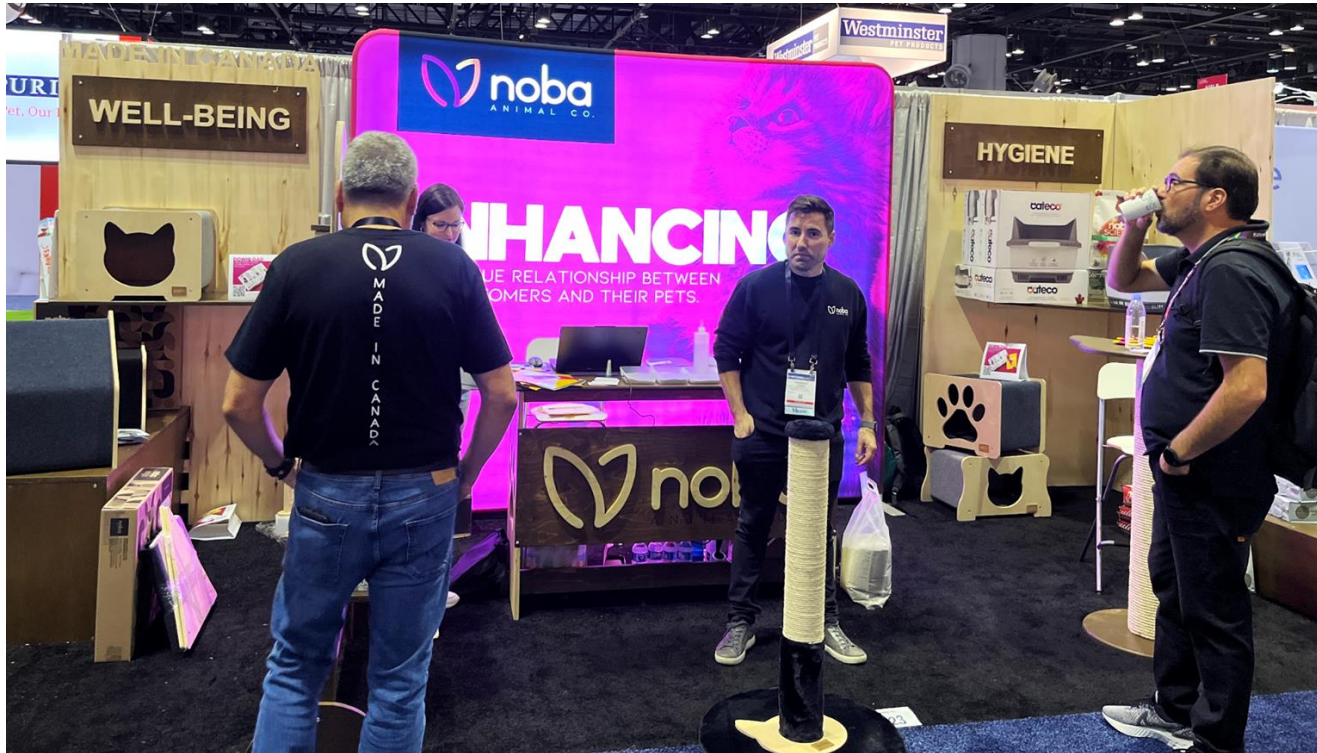
Creative Attention-Grabbing Techniques



Boxie

Another technique that can help grab attention is using odd shapes and motion. Boxie's booth had a rotating double triangle top sign. This motion drew your eyes in and down to the exhibit properties which were also triangles, all combining to create a strong visual attraction strategy.

Creative Attention-Grabbing Techniques



Noba Animal Company

One of the most effective ways to make sure a small exhibit gets noticed is lighting. Noba Animal Company did an excellent job of drawing eyes to their booth. The wood edge panels combined with the strong backlit graphic created high contrast and drew the visual attention of attendees.



Creative Attention-Grabbing Techniques



Evanger's

We've discussed how lighting can make a big difference in drawing attention to your booth, but this is taking it to a whole new level. Using large colorful letters that changed color to communicate the company name and also serving as product displays. Super creative and super attention grabbing!



Creative Attention-Grabbing Techniques



Purina

Now here's another super creative spin on how take a top-tier sign to the next level. By projecting a video from the bottom of a feeding bowl, Purina showed dogs and cats eating the food out of the bowl. Super creative and super attention grabbing.



Creative Attention-Grabbing Techniques

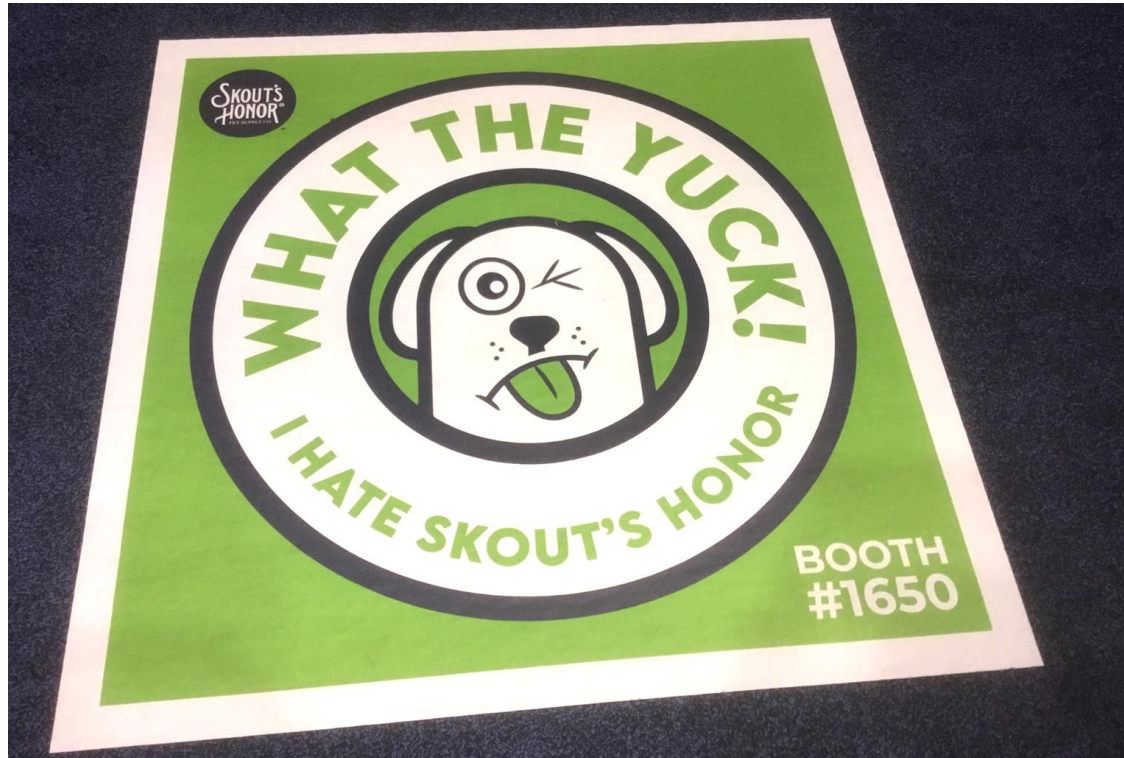


Fido

The dog graphics were warm & whimsical. It was easy to understand the value proposition for their products. The dogs on the backdrop looked ready to talk to help explain the value proposition. A fun and attention grabbing approach.



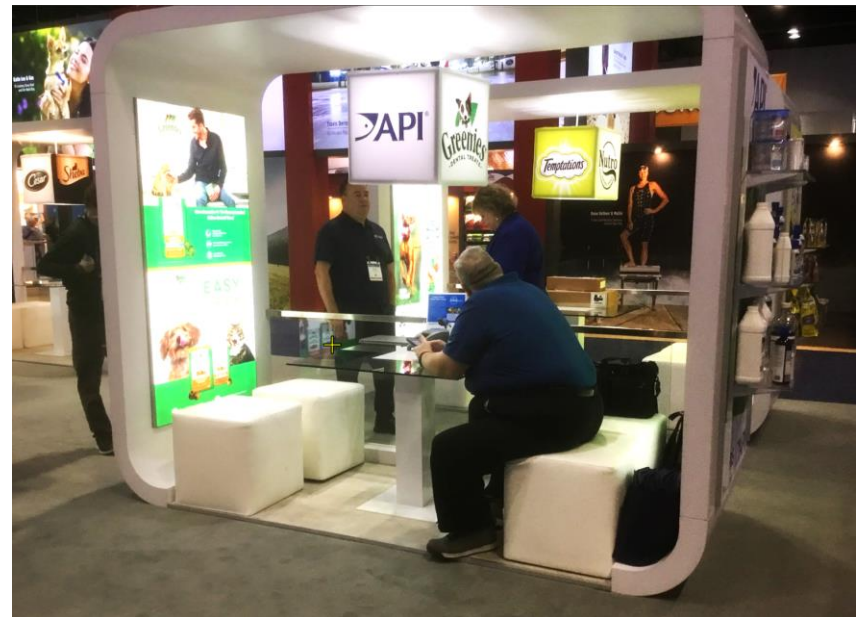
Creative Attention-Grabbing Techniques



Skout's Honor

If you were looking for booth 1650, look no further than the large stickers on the floor around the booth. They had a captivating message, were highly visible and helpful to draw attendees to the exhibit.

Creative Attention-Grabbing Techniques



MARS Petcare

Wow. Talk about an eye-catching way to design a simple meeting space. MARS Petcare designed modules that included 4 seats with a table in between, highlighted by backlit message panels. These were an outstanding way to draw attention and host in-depth discussions



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



Dave and Matt's Chicken Stuff, LLC

While many companies had their products well displayed, the Honest Worm went the extra mile and supported the product display with informative and well-designed A/V that helped deliver more product information.

Effective Visual Communications



Vital Essentials

Top signs can and should do more than just communicate your company name. Here's a great example of how a savvy exhibitor used the bottom of the sign to also communicate product messaging.



Effective Visual Communications



Ziwi

Sometimes product messaging can get lost in exhibit graphics. This crafty exhibitor made sure their product messaging stood out by having it suspended on circular signage that rotated -- drawing your eyes. The human brain always notices things moving in their sightline.



Effective Visual Communications



Petcurean

One of the primary reasons retailers visit the exhibit hall is to see what's NEW. When you have a new product, it is important to shout it from the top of the mountains. Petcurean showed us the way on how to make sure everybody passing noticed their new products.



Effective Visual Communications



Jones Natural Chews

Here's another great example of making sure that attendees can quickly identify where the NEW products are located. Seeing what is new is a primary reason retailers visit the exhibit hall.



Effective Visual Communications



Holistic Pet Health

Retailers want to know what makes your products different or better than the competition. Here is an excellent example of using well-placed copy to clearly communicate the unique selling proposition. On top of that, notice the starbursts with the “ask about our 100% guaranteed sale” which offers risk avoidance for retailers. Super effective messaging!



Effective Visual Communications

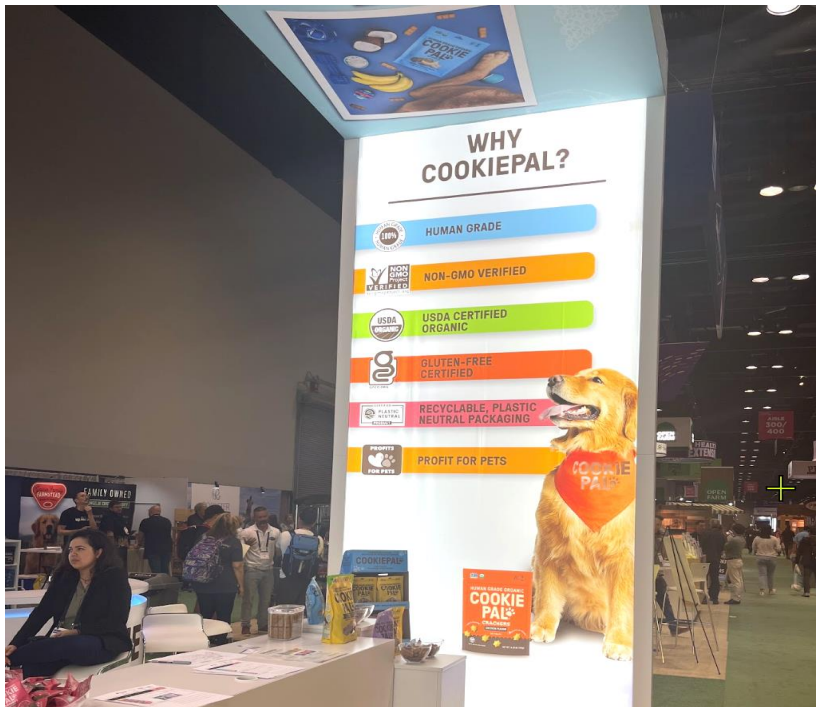


Skout's Honor

Many times an effective marketing strategy can be amplified by contributing to a worthy cause. Skout's Honor's support message was very well-communicated via a rotating sign at the top level and a backlit sign in a comfortable seating area inside the booth.



Effective Visual Communications



CookiePal

With so many similar products on the show floor, retailers are desperately looking for exhibitors to help them quickly understand what makes their products different. CookiePal knocked it out of the park with this well designed backlit graphic, using color blocking to communicate their six key points of differentiation.



Effective Visual Communications



Professional Pet Products

This well-designed booth effectively communicated the company branding. The product signage was creatively deployed in different shapes and sizes. And the products were thoughtfully and attractively displayed.



Effective Visual Communications



Terrasky-UV

The product display communications focused on support for terrariums. The tagline of “Leading through innovation” was located on the side of a lizard. The wall included 3 samples for attendees to see firsthand the value of the terrarium accessories.



Effective Visual Communications



Coastal Pet Products

Coastal branded its booth at all levels using copy and imagery to attract attendees from a distance and effectively communicate what they offer. The outside display wall in particular was an eye catcher that creatively conveyed the brands offered. Nicely done!





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

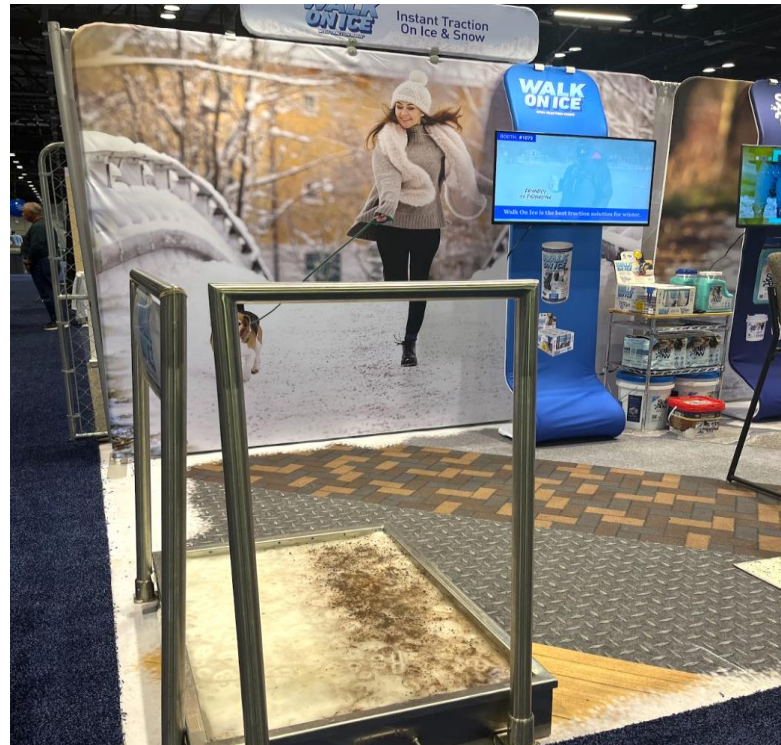


Instinct - The Raw Brand

Wow, now here is an excellent example of how to help retailers visualize the how products would be displayed in their retail setting, along with great messaging to communicate the product's value proposition.



Engaging & Informative Presentations / Demonstrations



Walk On Ice

Product demos are a highly-effective way to engage visitors and prove your claims. This crafty small exhibitor did an excellent job of creating a demo, so people could experience the traction difference in their booth.

Engaging & Informative Presentations / Demonstrations



Native Pet

Here's another great example of product demonstration. Not only did they clearly identify each product, but they offered small takeaway cards that gave complete product information. As you look closer, you'll see the small iPad, which also provided further product information and the large flat panel behind it. This is outstanding product presentation and messaging!



Engaging & Informative Presentations / Demonstrations

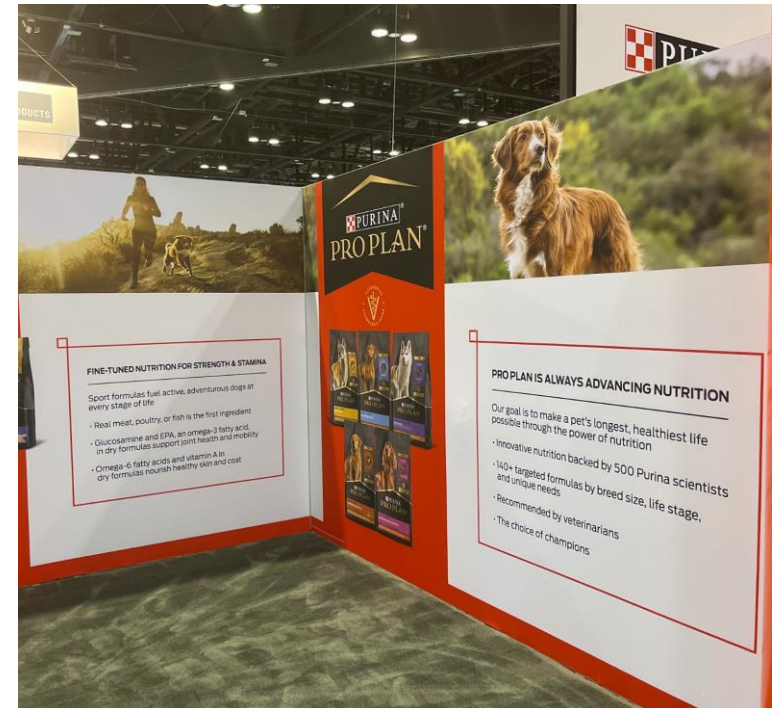


evolution

The dog wash demo and signage delivered detailed information, features and benefits, and the backdrop photo -- all combined with a brilliant blue color scheme tied everything together. This was the perfect combo to engage and educate attendees.



Engaging & Informative Presentations / Demonstrations



Purina

Purina understands that retailers come to shows to learn. They did an outstanding job of creating vignettes around the booth that provided quick read messaging to educate retailers about their products and their brand promise.





Effective Staffing Practices

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

Effective Staffing Practices



Dilly's Poochie Butter

An underutilized strategy to draw attention is staff apparel. This savvy exhibitor perfectly integrated his company's orange and brown brand colors into his outfit to draw attention from passersby.

Effective Staffing Practices



Native Pet

This well-designed colorful booth used branded staff apparel to quickly identify the booth staffers and also carry the brand identity around the show floor..



Effective Staffing Practices

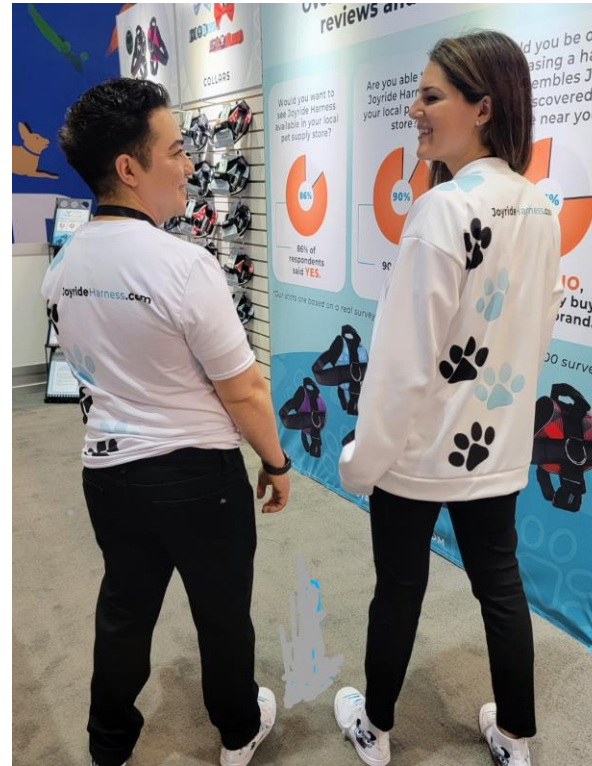
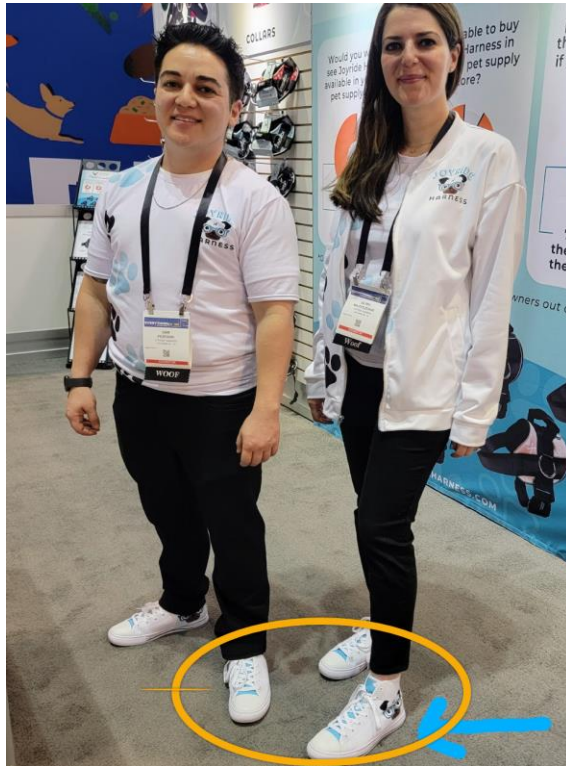


Bow Wow Buddy

Lab coats are familiar apparel to most Vets, but when you add a clear and catchy value proposition, it becomes an attention grabber and clear brand statement.



Effective Staffing Practices



Joyride Harness

Joyride Harness also provided a smart “twist” to their staff clothing. By extending their branding to their shoes and the backside of their shirts they made brand impressions both coming and going.





Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Bocce's Bakery

Sometimes creativity with great execution outperforms just throwing a lot of money at an exhibit. Bocce's super cool exhibit design was organized into miniature bakery shops on the outside, then had the products organized by category along with great descriptive messaging about each category's food. This is a clinic on how to organize and navigate when you have a lot of products. Lastly, can you think of a better giveaway than a pouch to carry the company's treats in?



Smart Exhibit Access & Attendee Navigation



Cooler Dog

Attendees want to be able to quickly find what they are looking for in your booth. Cooler Dog did a great job of organizing their products by application and putting large color block, header signs, making it fast and easy for attendees to find what they are looking for.



Smart Exhibit Access & Attendee Navigation



Hurttä

Creatively staging products adds drama and interest to the story you're telling, and sometimes, words aren't needed if the communication is both head-turning, and crystal clear. Hurttä did this by using dog-shaped mannequins, in well choreographed poses, on the floor, tables, and carpeted steps to allow attendees to quickly take in the breadth of their product offerings.



Smart Exhibit Access & Attendee Navigation



Loving Pets

What do you get when you combine interesting and unique architecture, with easy-to-find product displays? A busy exhibit - that's what. Loving Pets built a rustic farm-style exhibit with excellent attention to the details and visual cues, Then, they coupled it with backlit headers above their super clear product displays.





In-Line Success: Small Booths that Rock!

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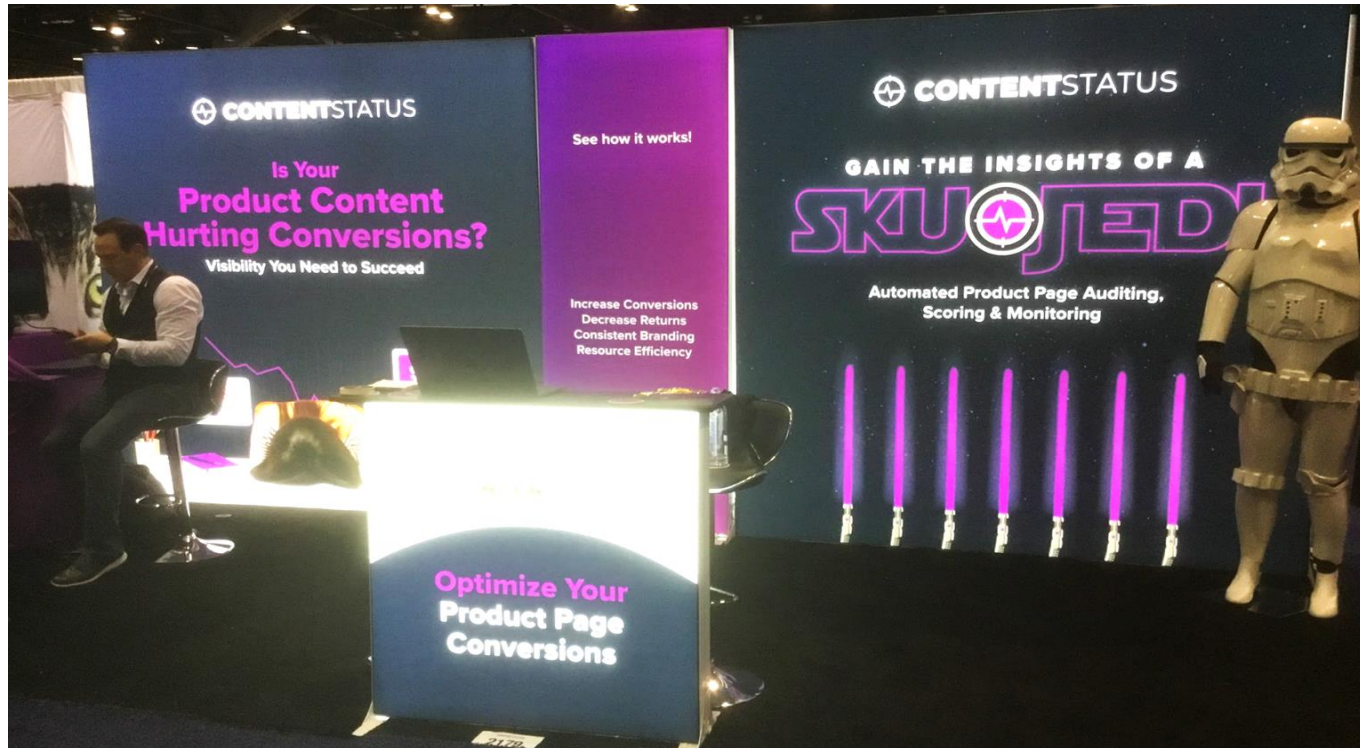


Lord Jameson

Not only is this an extremely well designed small booth, but they took it one level further by simulating the shelves of a retail store, which definitely helps draw the attention of retailers.



In-Line Success: Small Booths that Rock!



Content Status

This exhibit used brilliant colors, edge lighting, intriguing displays and focused communications to attract the target audience. Star Wars mannequins ensured the booth popped and drew attention. Then, the provocative question held their attention as the active staff engaged and qualified them.



In-Line Success: Small Booths that Rock!

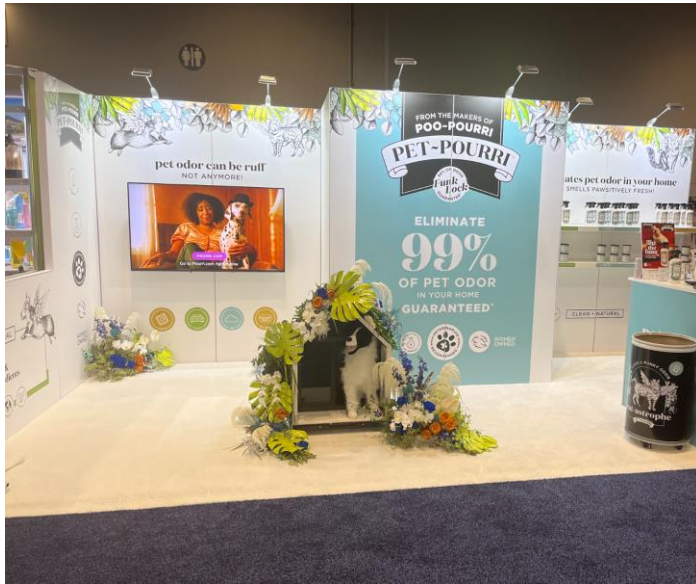


Honey, I'm home

When your product is made with honey, I cannot think of a more effective strategy to communicate that visually, than to integrate a honeycomb motif into your overall exhibit design.



In-Line Success: Small Booths that Rock!



Pet-Pourri

Here's a great example of a small booth executing at a very high level. The bright white backdrop and white carpeting amplified by downlighting draws the eye. Great brand integration into the graphics along with well-placed benefit copy quickly and visually delivers their product story. The creative and elegantly displayed floral wrapped doghouse drew attention from everyone near the booth. The staff was very energetic, promoting the brand with well branded apparel. This is a small booth that rocks!



In-Line Success: Small Booths that Rock!



Canny Collar

Billed as “best collar to help train your dog not to pull.” The front of the counter featured the collar in use. Photos and product displays effectively reinforced why to buy. The right side of the booth included a product display with a stuffed dog featuring the collar in use. Easy to enter and navigate. Well done.



In-Line Success: Small Booths that Rock!



O.t.i.s.

Here's another small booth firing on all cylinders. From the quality exhibit backdrop in a unique color, including a neon logo and a well placed video flat panel. The booth was open and easy to enter. And the products were very well staged, including a retail point of sale display.



In-Line Success: Small Booths that Rock!



iMarc

Pet tags and engravers are fundamental to tracing lost pets. The 10x10 booth was effective at all levels delivering the message, offering product demonstrations, and making it easy for attendees to follow-up by scanning the UPC code. A mighty small booth packed with important messages, and a good product demo.





**Thank You for Exhibiting at
Global Pet Expo 2023!**

***Mark your calendar now for Global Pet Expo 2024,
March 20-22, 2024, in Orlando, FL***

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



Exhibiting Effectiveness Evaluation™
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