



## **49 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team**

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

While conducting evaluations, we 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 Global Pet Expo 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



### Penthouse Paws

Color and shapes are two very effective ways to make your exhibit stand out from the crowd. Here's a great example of how an exhibitor used a striking black property with angled mini towers and stands to make sure everybody who passed by noticed this attractive booth.

## Creative Attention-Grabbing Techniques



### Bixbi

Drawing attention in the large exhibit hall at Global Pet Expo can be a challenge for any company. Sometimes, including unique props in your booth is the way to do it. Bixbi did a great job by placing two colorful branded trailers along with a large chromatic sign surrounded by foliage.



## Creative Attention-Grabbing Techniques



### Original Territory Brand

When investing to rig a top-tier sign, it's important that it be seen. This crafty exhibitor pulled out all the stops by having their top sign rotating, placing imagery on the inside surface, and having a large stuffed animal dangling below. Super creative and super attention grabbing.

## Creative Attention-Grabbing Techniques



### Bay Island Sportswear

A simple, effective, and overlooked strategy to draw attention to your exhibit, is to build your display out of unique materials. This small booth used a rustic wooden property to make sure they got their fair share of eyes.

## Creative Attention-Grabbing Techniques



### Dokoo

Here's another visually stunning booth designed around a high-quality exhibit property with great lighting. The impression it leaves kind of makes you feel like you're in an Apple Store.



## Creative Attention-Grabbing Techniques



### Mavsy

Now here's a creative spin to make sure your small booth gets noticed. In high contrast to the many fabric booths nearby, this company employed a pink fur backdrop and table covering, along with a pink and white neon sign that made this booth really stand out from the crowd.



## Creative Attention-Grabbing Techniques



### Animals Like Us

Here's another booth impossible to ignore because of their color choices. From the top sign, back wall down to the props, staff uniforms and flooring, everything in this exhibit helped draw eyes.

## Creative Attention-Grabbing Techniques



### TropiClean

After walking Global Pet Expo's massive exhibit hall, sometimes attendees just need an inviting place to take a break. TropiClean, presented just that opportunity with their super cool Tiki Club.



## Creative Attention-Grabbing Techniques



### Earth Rated

This incredible booth could be featured in so many categories. The large green exhibit property reinforced the brand's sustainability. Everywhere you looked, there was great signage educating visitors about their solutions. And when you're in the business of grooming dogs, what better way to grab attention than an oversize bubble bath with giant bubbles. Thoughtful, creative, and outstanding execution on every level.



## Creative Attention-Grabbing Techniques



### Zoo Med

With lush greenery and multi-levels, Zoo Med is quickly identifiable. From top to bottom, plants placed throughout define the space, creating a fitting backdrop for the reptiles presented. Multiple viewing levels add to the visual impact. This tropical oasis is truly nature inspired.

## Creative Attention-Grabbing Techniques



### Yeowww! Catnip

With bright color and lighting defining both the exhibit space and staff apparel, Yeowww! Catnip creates a visual experience that's as dynamic as their name. Great strategy, optimizing brand color to increase visibility on the show floor.



## Creative Attention-Grabbing Techniques



### Acorn Pet Products

This is a perfect example of how use an attention grabbing prop in an exhibit. The huge inflatable dog is impossible to ignore. Then, Acorn follows that up with an open, inviting layout and perfectly placed insightful graphics. A winning combination to attract and educate visitors.



## Creative Attention-Grabbing Techniques



### PetSafe

Things that are unexpected create more lasting memories within us -- even when they're simple and subtle. The 5-sided peaked-roof motif is carried through PetSafe's exhibit architecture -- in various forms and uses -- all the way up to the top tier hanging sign shapes. Hard not to notice!

## Creative Attention-Grabbing Techniques



### **ELastiTag**

One of the easiest ways to get your booth noticed is to add lights. This is especially true of small exhibits. Here's a good comparison shot showing several exhibits side by side. The one you notice first is ElastiTag on the right. If you want more visitors to see you, make yourself brighter.



# Effective Visual Communications

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



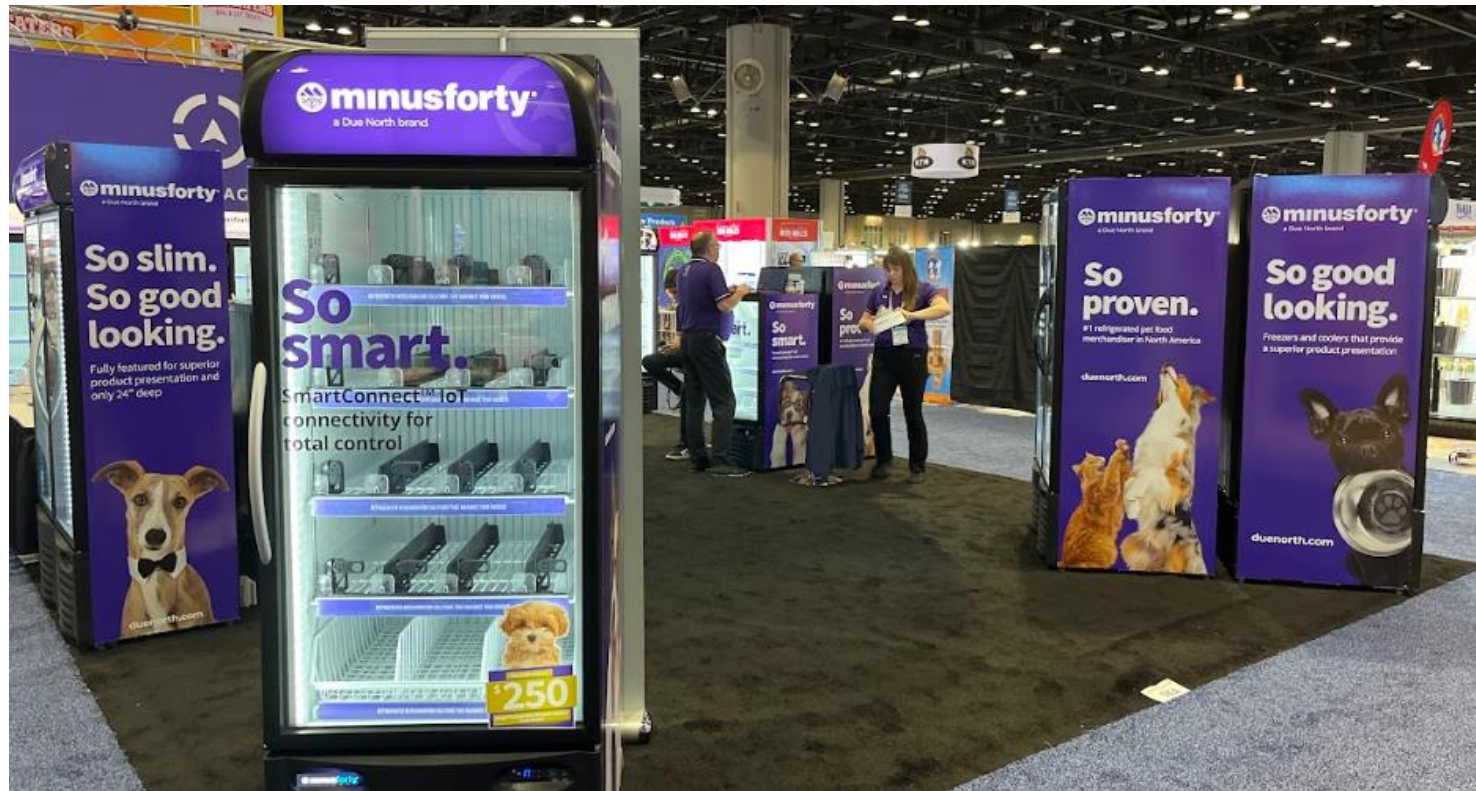
## Effective Visual Communications



### Scott Pet

Two of the most important messages every exhibit needs to communicate are the value proposition and the unique selling proposition. Scott Pets put on a clinic on how to visually present both messages with colorful and informative backlit high-impact graphics.

## Effective Visual Communications



### Due North

A powerful way to deliver messaging is to tie it around a consistent theme or delivery format. Due North did an outstanding job of designing their messaging leading off with the word “SO...”

## Effective Visual Communications



### Kong

The Kong exhibit could have been in many categories, but one highlight was their succinct and hard hitting 4-word value proposition, prominently placed on their large and bright back wal.



## Effective Visual Communications



### Stella & Chewy's

The top sign can, and should do so much more than just communicate your company name. Here's an outstanding example of how to use the exterior and interior surfaces to communicate your commitment to your customers and the industry.

## Effective Visual Communications



### Winnie Lou – The Canine Company

While this highly-attractive booth could be featured in multiple categories for its unique design, use of color and flooring, we want to spot light the play on words the call to action “check out our ingredients – we dare you”. Smart placement of the neon sign pull your eyes right to the focal point of the booth.



## Effective Visual Communications

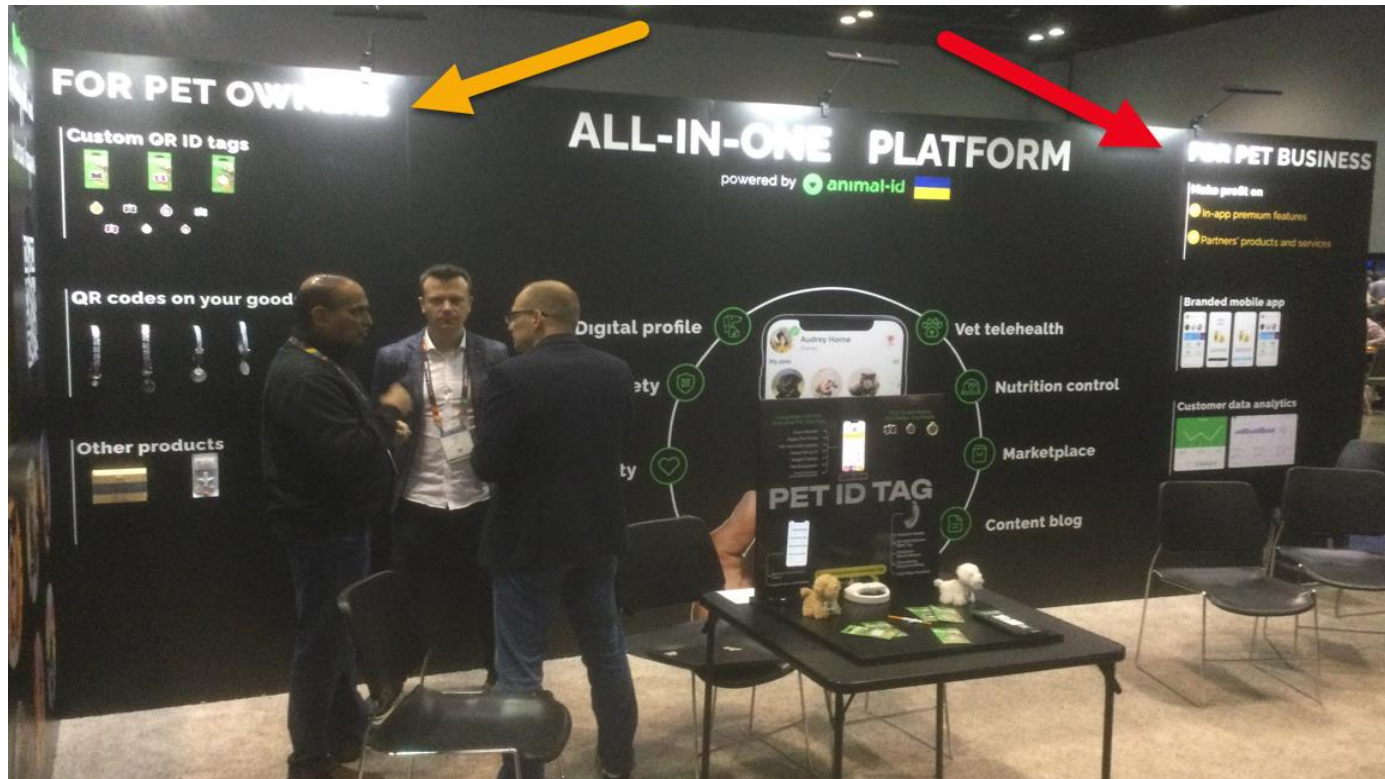


### Chip's Naturals

Attendees at Global Pet Expo are looking to learn two key things about most exhibitors – how your products are different (yellow arrow) and how you can help them succeed with their business (red arrow). Many exhibitors don't cover both of these points as well as Chip's Naturals does here.



## Effective Visual Communications



### Animal ID

Here's another example of an exhibitor using a similar product/business message strategy. In this case, Animal ID, a software platform which doesn't even have a tangible product to touch and feel, effectively conveys how the product works and how it can add profit to a business.

## Effective Visual Communications



### Fidobiotics

Attendees want to quickly understand what your value proposition is. This small exhibitor quickly, visually and effectively delivered a crystal clear value proposition in just five words. Well done!

## Effective Visual Communications



### Petcurean

One of the top reasons why retailers visit the exhibit hall is to see what is NEW. Petcurean understood and leveraged this by using a well-placed neon sign to feature their new products.



## Effective Visual Communications



### Champion Pet Foods

Here's a great way to focus attention on specific items within your exhibit. Champion Pet Foods effectively uses bright red callouts on their graphics and product samples to draw attention to specific attributes of each one -- not just their new offerings. A well planned strategy.

## Effective Visual Communications



### The Company of Animals

In addition to calling out their NEW products, this exhibitor provided visitors with a deeper dive. Using a single sheet of information about the what/why/how facts, they enabled visitors to take the information with them as they comparison shopped for NEW ideas - extending their impact.



## Effective Visual Communications



### Andis

To communicate different facets of their NEW offerings, Andis used a single countertop video panel to rotate through the facts and benefits they wanted visitors to see. This is a smart way to break up the story into bite-sized chunks - easily digestible and easily remembered.





## **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



### Europet Inc.

For in-booth demos by Europet Inc, two words inspire interest and interactivity: “Try Here.” Clear and concise, this messaging invites attendees to discover what’s unique about their product. Attendees gained easy access with the dome placed on the corner facing the aisles.

## Engaging & Informative Presentations / Demonstrations



### Dukan Snacks & Treats

When you claim that your dog treats are human grade, what better way to prove it than to encourage the humans to give them a try.



## Engaging & Informative Presentations / Demonstrations



### Geib Buttercut

Too often companies selling instruments just scatter them around the table hoping attendees can find what they are looking for. This exhibitor did an outstanding job of placing their shears on an angled display, using colored lights and great product information to educate visitors.

## Engaging & Informative Presentations / Demonstrations



### Stella & Chewy's

In a sea of options for dog foods, every retailer wants to know what makes your product different -- and the right choice for them. Stella & Chewy's did an outstanding job of communicating their key points of difference using their perfectly placed and well designed sign.

## Engaging & Informative Presentations / Demonstrations

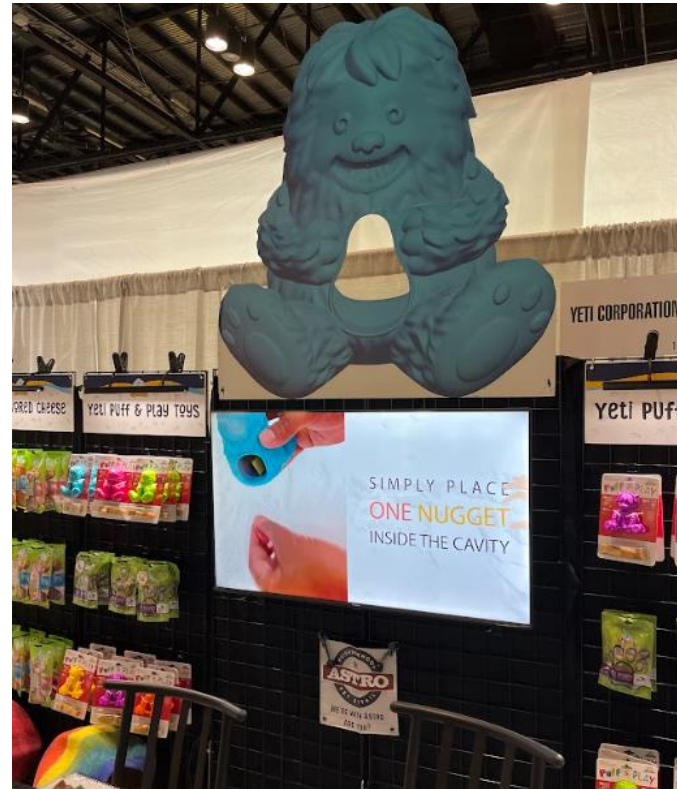
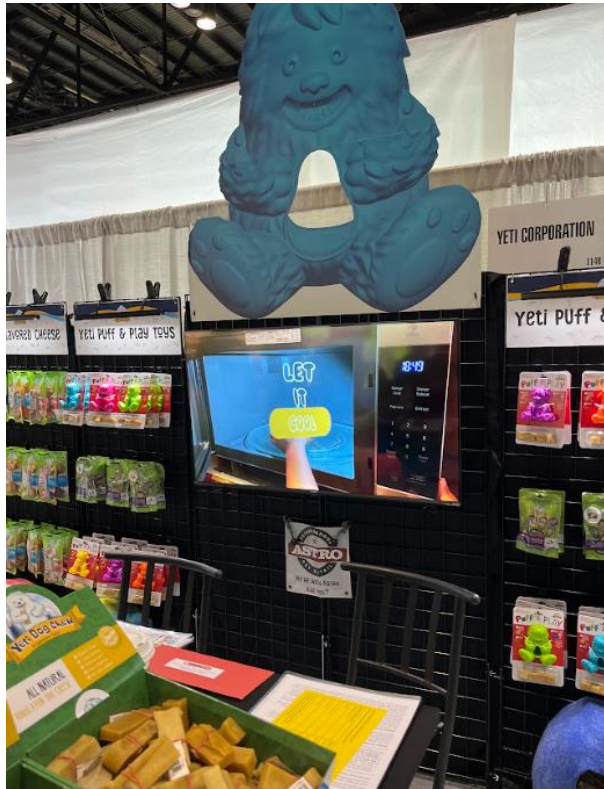


### Atomic Bubbles

One key to increasing the rate of engagement is to be very clear about what visitors should do. Atomic Bubbles invited visitors to "Push My Buttons" to experience their scented bubbles, then enticed them to purchase with a super clear "Show Special" sign.



## Engaging & Informative Presentations / Demonstrations



### Yeti Corporation

Visitors want to quickly understand how your product functions. Yeti Corporation did an outstanding job with this video, to quickly and visually educate visitors on how their product works.

## Engaging & Informative Presentations / Demonstrations



### IClean Dog Wash

Games can be an effective engagement tool - when staffed by enthusiastic workers. At IClean they were eager to invite you to spin, and prizes were all based products they sell -- very smart.



## Engaging & Informative Presentations / Demonstrations



### Buddy Care

An effective method to distribute trial samples and manage your swag, is to include it as a prize in some type of game. When you stage it as well as Buddy Care does, it really attracts visitors.



## Engaging & Informative Presentations / Demonstrations



### ADM

When you can't physically display your product or service, how can you succeed at a trade show? ADM tackled this by using an interactive touch screen at eye level. The hosted demo allowed a quick dive into the complex solutions ADM offers.



# Effective Staffing Practices

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

## Effective Staffing Practices



### The Rabbit Tap

Branded staff apparel cannot only help draw attention but help communicate your core value proposition and turn your staff into walking billboards around the exhibit hall. Rabbit Tap did a great job of not only designing an attractive exhibit, but also with their branded staff apparel.



## Effective Staffing Practices



### The Rabbit Tap

This is a great example of the power of “Theming.” Through thoughtful preparation, PetCakes painstakingly planned every detail of the experience, in the context of a childhood celebration theme. Everything is done with this in mind, and it leaves a lasting impression on booth visitors.

## Effective Staffing Practices



### Swell - Gelato for Dogs

Here's another example of excellent theming and staging. The staff at SWELL used a retro ice cream parlor motif and capped it by wearing orange aprons and sporting menus instead of product information sheets. A very memorable way to leave a lasting impression.



## **Smart Exhibit Access & Attendee Navigation**

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



## Smart Exhibit Access & Attendee Navigation



### Colpet

When you have a lot of products, it's important that attendees be able to quickly find what they are looking for. This small exhibitor did an outstanding job of designing their product categories with top header signs that informed visitors about the applications, along with the key features and benefits of each product category.

## Smart Exhibit Access & Attendee Navigation



### PetKit

Whether you're looking to clean, feed, shelter or do something else for your pet, PetKit makes it super easy to find exactly what you need with their cleverly placed navigation messages on the sides of the counters. Their open architecture allows visitors to see what's happening elsewhere throughout their exhibit.



## Smart Exhibit Access & Attendee Navigation



### ZippyPaws

The blue headers atop each merchandise display quickly allows visitors to scan and find what they are interested to see at the ZippyPaws booth. The elegant lighting and display design enhance the value and appeal of the products being shown at each station.





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

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



### Springer

This small booth is making a big impact. A large backlit panel quickly shows what their product is, and what it does. Elegant retail-like staging gave the booth a high-quality feel. Using custom flooring helped define the space and create a high-quality easy-to-access visitor experience.

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



### Healthybud

Here's another small booth that rocks! The light blue well designed exhibit backdrop had crystal clear messaging answering the who we are, what we do, and why you should care messaging,. A blue neon light with the company name helped draw additional attention. The products were very well displayed with informative information to educate visitors about what makes their superfoods unique. The energetic and proactive booth staff wore white apparel with branded hoodies that created a unified brand experience. Overall, a super booth promoting super foods!



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



### Uproot Clean

The Uproot Clean exhibit was impressive in many ways. Stickers on the floor with QR codes, cut out dimensional lettering, bright lighting, clear headlines & value statements and an engaging live demo all worked together to create an experience that appealed to many show visitors.

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



### Roam

WOW! Talk about making a big visual splash in a small booth. This crafty exhibitor used a series of six LED panels that alternated between company identity and messaging to imagery that transported their guests to exotic locations around the world, and supported this with super cool and unique furnishings. Bon voyage!



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



### CORE Pet

Another small booth that packs a big punch. Quartet's outstanding graphics with crystal-clear messaging combined with well-designed and informative product kiosks all tied together to quickly and effectively educate exhibitors about their solutions. Top it off with a highly visible and well-placed show special and you have a formula for small booth success



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



### Home Pet

Helping visitors understand the value behind your products goes a long way toward closing sales. HomePet does a great job of staging their products on mannequins, then placing those mannequins on polished pedestals. Treating their products like museum sculptures adds value.

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



### Tilted Barn

This company is executing their display at a very high level. The bright yellow graphics grabbed attention and matched the logo colors. Quick read messaging, delivering key product statements was all around the booth at various sight lines. The products were very well displayed and accessible and supported with quick-read graphics, highlighting what made their products unique. The staff wore branded apparel and were very engaging.



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



### The Lazy Dog Cookie Company

Here's another small booth that packs a big punch. First, the white and black motif re-created the ambience of a French bakery -- ensuring this exhibit really stood out from the crowd. Well-placed messages and dramatic product staging help deliver the company and product story with crystal clarity. "Vive le Booth !!!"





**Thank You for Exhibiting at Global Pet Expo 2024!**

***Mark your calendar now for the upcoming Global Pet Expo 2025  
March 26-28, 2025, 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™**  
Improving Exhibitor ROI & Attendee Exhibit Hall Experience