



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

By: Jefferson Davis, Bob Milam and Jill nn Down of Competitive Edge.

As a value-added exhibitor service, Global Pet Expo 2025 provided new exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we also looked for exhibits throughout the show displaying imaginative, creative, and effective 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 2025. *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



Furever Fur

This small exhibitor made sure they got their fair share of attention by using a highly-distinctive exhibit backdrop simulating a natural wall with greenery and a perfectly placed illuminated company sign. Staff apparel was integrated and drew your eyes to what looked like a well-prepared feast. This booth proves that sometimes creativity and out-of-the-box thinking is all you need to stand out from the crowd.

Creative Attention-Grabbing Techniques



Pet Cakes

This fun and well-decorated small booth could not be missed on the main aisle. The combination of bright colors, unique exhibit properties, playful staff apparel, and even the flooring combined to create a high impact small booth. Once again, creativity wins the day.

Creative Attention-Grabbing Techniques



Lyfe/OC Raw

WOW! This unique and incredibly well-executed booth could not be missed. From the high-quality mini house structure, to the illuminated tree and rock on the grass in the park, it drew all eyes. The inside of the booth made you feel like you were entering their retail store to learn about their products. So many great ideas seamlessly tied together for an outstanding booth!

Creative Attention-Grabbing Techniques



Paris Hilton Pet Grooming

This vibrant pink booth was impossible to overlook, with staff in matching outfits and a bold, cohesive look. Beyond the eye-catching design, the elegant product displays and well-placed tables created a welcoming space for sit-down conversations.

Creative Attention-Grabbing Techniques



Oneisall

Fuzzy orange table covers? Yes please. This bold, playful choice made the booth impossible to ignore. The outlandish visually attractive setup drew plenty of curious glances.

Creative Attention-Grabbing Techniques



Tiki Cat

Tiki Cat nailed two of the most powerful attention-grabbers: bold colors and lighting. Their eye-catching, well-lit booth turned heads. With a bold, playful vibe and clever design, they ensured their exhibit got its fair share of attention.

Creative Attention-Grabbing Techniques



Bubble Lick

Bacon-flavored bubbles? Birthday cake too? This playful, surprising concept turned heads and sparked curiosity. With fun flavors for both pets and people, the booth brought a sense of celebration and delight that was impossible to ignore.

Creative Attention-Grabbing Techniques



Animals Like Us

Here's another outstanding example of how bold color and strategic lighting can transform a booth into a must-see. Strikingly bright, and impossible to miss, this exhibit commanded attention and kept the energy high from every angle.

Creative Attention-Grabbing Techniques



Jolly Pets

The Jolly Pets rotating overhead sign was a showstopper—featuring dangling replicas of their actual products, it drew eyes from across the exhibit hall. The motion (the sign rotated) and creativity made it a fun, effective way to grab attention and spark curiosity.

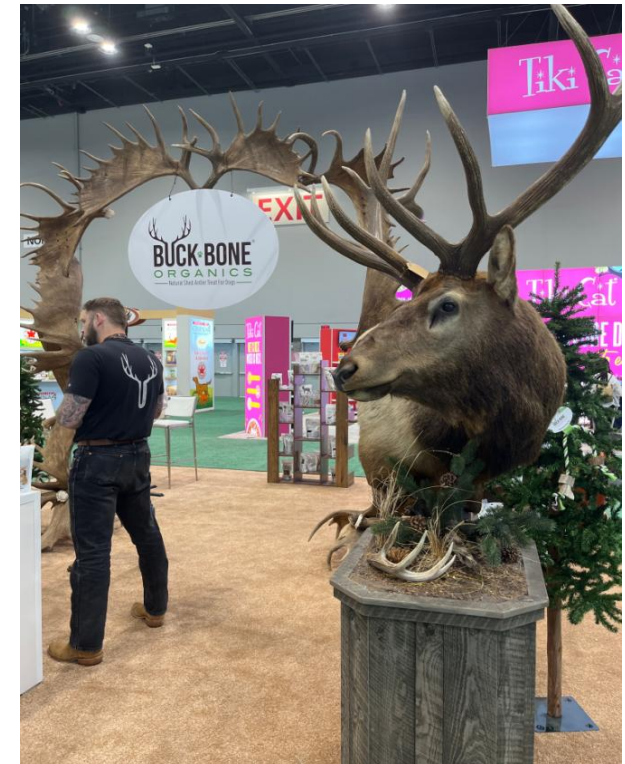
Creative Attention-Grabbing Techniques



GBI USA

Here's a cool and creative twist—a booth built entirely out of cardboard. This unexpected choice turned a simple material into an eye-catching, artistic structure that stood out and drew the eye. A clever reminder that innovation starts with thinking differently.

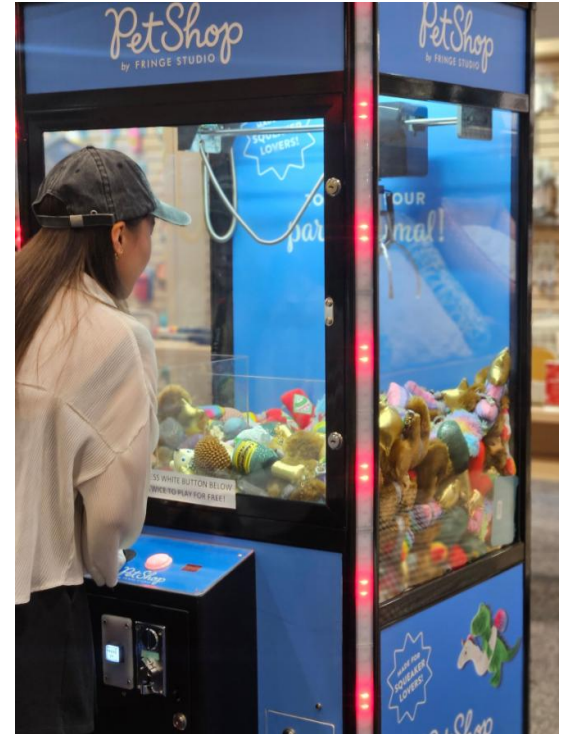
Creative Attention-Grabbing Techniques



Buck Bone Organics

Wow—talk about grabbing attention. Buck Bone's out-of-the-box booth used actual product materials as the exhibit itself, creating a bold, memorable statement. Creative, unexpected, and totally on-brand, it stopped people in their tracks.

Creative Attention-Grabbing Techniques



Pet Shop

Fun, colorful lights, eye-catching wall art, playful furniture, and games made this booth an instant attention-grabber. It radiated energy and creativity, drawing in passersby and inviting them to stop, smile, and explore.

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



Catit

An area that most exhibits could improve on is tailoring their graphic messages to speak directly to retailers. Catit hit the bull's-eye with their perfectly placed “Cats Rule. Retail follows. Are You Keeping Up?” message. This speaks directly to retailers about the demand for cat products.

Effective Visual Communications



Naturally Fresh

Here's an expertly designed message that first communicates the number one complaint from pet owners, and then delivers their solution in five large and perfectly placed words. This is a powerful one-two punch and a clinic on visual exhibits storytelling.

Effective Visual Communications



PoochPad Products

The two big questions in the mind of retailers as they walk the exhibit hall are “What you do?” and “Why should I care?”. PoochPad Products answered with well-placed quick read copy answering both questions. They also smartly placed a call-to-action tag right next to their key message panel.

Effective Visual Communications



Fluker's

Another powerful and interruptive marketing strategy is the principle of unusual.

Fluker's not only drew attention with their colorful well-designed exhibit, but they created their own phrase UNFLUKENBELIEVABLE!

This phrase not only causes people to think, but it also suggests there IS something unique and special about their products. Creativity and effectiveness on full display in one new phrase.

Effective Visual Communications



ADM

The ADM exhibit stood out with a clear, concise message on how they fit into the animal food production and sales process. Straightforward and informative, it made it easy for attendees to quickly understand their value.

Effective Visual Communications



Bully Bunches

Bully Bunches nailed it with sharp, business-focused copy that clearly communicated why partnering with them makes sense. Direct, persuasive, and professional—it was a compelling pitch that spoke right to the heart of potential buyers.

Effective Visual Communications



Yummy Combs

A strong value proposition speaks directly to the benefit—and Yummy Combs delivered just that. Their messaging was clear, concise, and focused on exactly what the product offers, making it easy for attendees to see the value at a glance.

Effective Visual Communications



Super Pawlicious

One surefire way to grab attention is by tapping into a hot topic—and this savvy exhibitor did just that. With imports and tariffs making headlines, they addressed attendees' concerns head-on, offering clarity and solutions that made their booth both timely and impactful.

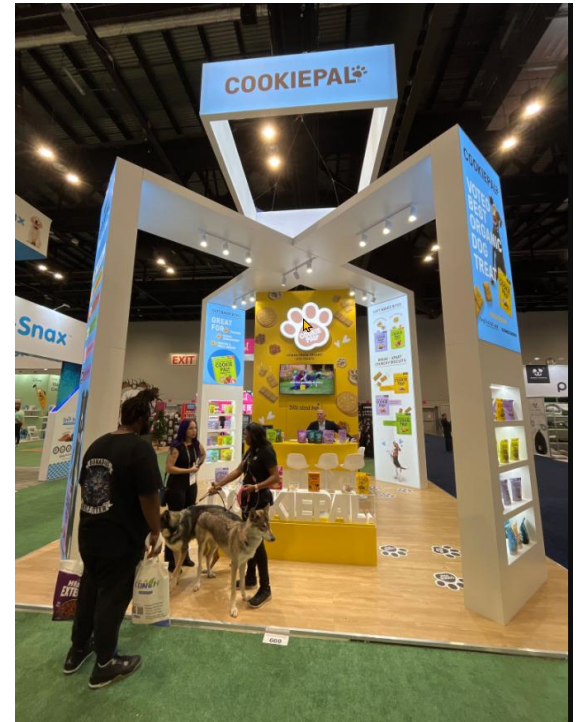
Effective Visual Communications



Everbrit Industrial

Here's another strong example of a company leading with a clear, competitive point of difference. In today's global marketplace, their bold headline cut through the noise and instantly communicated what sets them apart—smart, strategic, and effectively mitigating visitors' fears.

Effective Visual Communications



Cookie Pal

This booth was certainly attention-grabbing, but its standout feature was exceptional visual communication. Inside and out, the walls highlighted award-winning organic treats and clearly conveyed product benefits, making the value easy to understand at a glance.

Effective Visual Communications



Naturally Fresh

One of the most important things an exhibit can do is clearly communicate its unique selling proposition—and Naturally Fresh nailed it. With three tiers of messaging and a strong focus on their new product, they created a compelling, show-stopping presence.

Effective Visual Communications



Boxie

Retailers and consumers want quick clarity—and Boxie delivered, nailing their value proposition in just nine words. Simple, sharp, and effective messaging that got straight to the point.

Effective Visual Communications



Hungry Paws

With clean labeling gaining traction in the pet food world, it's crucial to show you're aligned with the trend—and Hungry Paws did just that. Their visuals clearly highlighted what sets their products apart, making their message instantly clear and compelling.

Effective Visual Communications



PetSport

A great example of using starbursts to spotlight new products—bold, bright, and placed front and center. It drew attention immediately and made it easy for attendees to spot what was fresh and exciting.

Effective Visual Communications



Dr. Zoo

Dr. Zoo successfully combined a solid product presentation with an effective business related message -- showing not only how their product works, but how it could fit into a customer's marketing and sales plans.

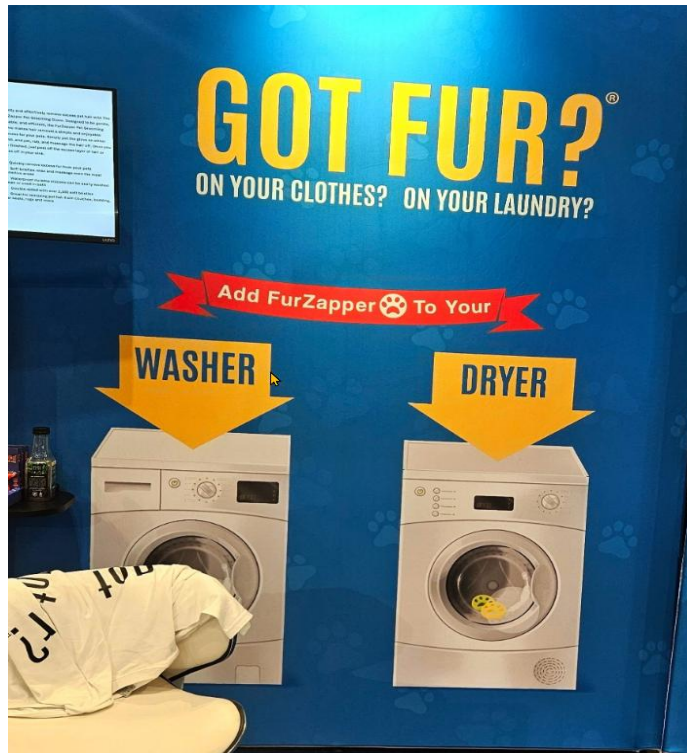
Effective Visual Communications



All Star Dogs

All Star Dogs did a great job speaking directly to their target audience. Their messaging was focused and relevant, instantly connecting with the right buyers and making their booth a magnet for interested attendees.

Effective Visual Communications



Fur Zapper

Fur Zapper used a smart graphic strategy—leading with a question to grab attention, then immediately offering a clear solution. It was an effective way to engage attendees and communicate value in a single glance.

Effective Visual Communications



Primo Animal Health

Primo Animal Health made it crystal clear where they fit in the supply chain. Their strong visual told the full story at a glance—simple, direct, and highly effective communication.



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



Pet Safe

Pet Safe's booth was a clinic on effective product display and supporting their products with short, but highly informative videos to help retailers quickly learn about how their unique products work.

Engaging & Informative Presentations / Demonstrations



Natco

Natco's colorful and well-lit booth drew attention, but it was the large Jaguar that was the star of the booth! This unique prop created engagement by having visitors take a photo and post it on their social media for a chance to win a Jaguar art box. This not only created immersion but also extended their brand from the physical exhibit hall to the digital world.

Engaging & Informative Presentations / Demonstrations



Enabot

The #1 way attendees want to engage with exhibits is through some form of a demonstration or presentation. Enabot delivered with a colorful eye-catching exhibit featuring a large demo of their robots in action. They smartly placed it right on the edge of the booth which made it easy for visitors to stop, look and learn.

Engaging & Informative Presentations / Demonstrations



Heckova!

Heckova! stopped retailers in the aisles with an oversized food bowl with a dog that was talking and answering questions from attendees. A creative, engaging and effective way to deliver their brand message of “Dogspeak for delicious”.

Engaging & Informative Presentations / Demonstrations



Pawzler

Pawzler's engaging floor-based puzzle turned this small kiosk into a consistent crowd magnet. The interactive design drew people in, while well-placed QR codes made it easy to learn more on the spot. Simple, smart, and effective.

Engaging & Informative Presentations / Demonstrations



Do Leash

Sometimes a product needs more than visuals to tell the story—and Do Leash nailed it. Their innovative product design lets users control their dog while cleaning up, solving a real problem with smart, hands-on functionality that spoke for itself.

Engaging & Informative Presentations / Demonstrations



Colorfil

Colorfil's multi-sensory demo, centered on smell, brought their value proposition to life in a powerful way. Engaging and memorable, it proved their product's impact—you truly had to smell it to believe it.

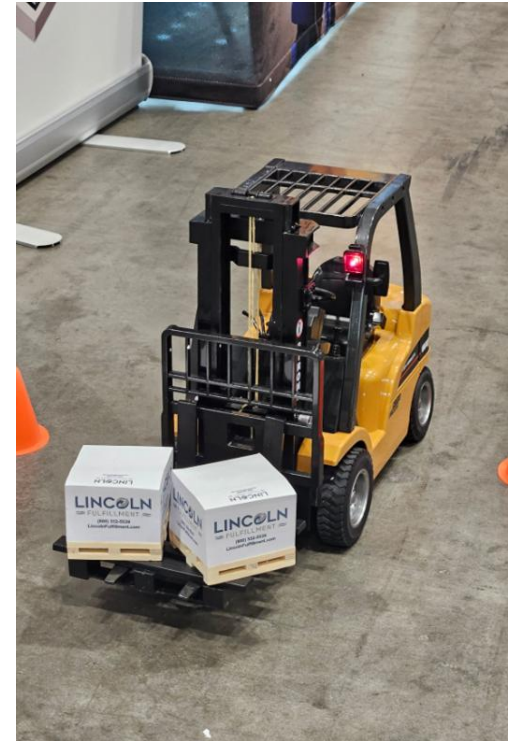
Engaging & Informative Presentations / Demonstrations



Tickless

Tickless took a fresh approach to engagement by placing their products on kiosk stands around the perimeter, while live demos happened inside the booth. This smart layout drew people in from all sides and kept the flow active and curious.

Engaging & Informative Presentations / Demonstrations



Lincoln

Lincoln invited attendees to compete with remote-controlled model forklifts—adding fun and friendly competition while reinforcing their core messaging. It was a clever, hands-on way to engage and leave a lasting impression.

Engaging & Informative Presentations / Demonstrations



Gotta Go Grass

Adorable puppies doing their business on the grass said it all. This charming, real-life demo was irresistibly cute—and perfectly showcased the Gotta Go Grass product in action.

Effective Staffing Practices

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

Effective Staffing Practices



Woofsie

This dynamic duo worked the aisles nonstop, personally connecting with attendees and introducing their new company. Their energy, enthusiasm, and face-to-face approach made a strong impression and kept their brand top of mind.

Effective Staffing Practices



Nutrition Formulators

These dedicated staffers worked tirelessly to share the company's message with attendees. Their focus, energy, and commitment made sure the brand's voice was heard loud and clear throughout the show.

Effective Staffing Practices



Wingo Outdoors

We saw plenty of standout exhibit attire this year, but Wingo Outdoors took it to the next level. Each team member wore a custom coat featuring photos of their own pet—personal, fun, and the perfect conversation starter.

Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Jazwares Pets

This booth felt like a walk in the park, with something new around every corner. Bright, clearly labeled walls showcased different themes, keeping attendees curious, engaged, and eager to see what came next.

Smart Exhibit Access & Attendee Navigation



Wag Works

Wag Works made booth navigation a breeze with clear, well-placed signage guiding attendees to their various product lines. Simple, effective wayfinding that enhanced the experience and kept the focus on the products.

Smart Exhibit Access & Attendee Navigation



Hug Smart

At Hug Smart, guests were greeted front and center with their newest products, setting the tone right away. Behind that, well-labeled rows made it easy for attendees to navigate and quickly find exactly what they were looking for.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Smalls

Wow! Smalls put on a clinic on how to execute a small booth. The well-lit and creatively designed high quality booth pulled out all the stops including lighting elements, a pop-up character, and hanging signs visible to cross aisle traffic.

Once entering the booth, product staging and visual storytelling was world-class. Especially, the bull's-eye message of “Why 88% of cat parents come back for more...” and the infographic sign delivering data points to convince retailers of why they should carry Small's brand.

The attention to detail was over-the-top with the seating area centerpiece replicating a large cat scratch stand. Who says that small booths have to be second-rate? This is world-class execution!

In-Line Success: Small Booths that Rock!



Swell

The energy level and creativity brought from small exhibitors at Global Pet Expo is among the best we've seen at any show. Here's another example of a small exhibitor who has great passion for what they do. The colorful backlit wall with balloon cubbies was impossible not to notice. Product staging was elegant and super eye-catching, and the enthusiastic staff wore branded apparel and proactively engaged attendees with cupcake samples. Congratulations Swell... Your small booth rocks!!!!

In-Line Success: Small Booths that Rock!



LuxCat

This sleek booth, with great lighting effects, crisp copy, striking data visuals, and a refined black motif down to the carpet, exuded elegance. It stood out for its sophistication and drew attendees in with its polished, professional image.

In-Line Success: Small Booths that Rock!



DOG by Dr. Lisa

Clear visual headlines, simple product placement, and an open layout made this beautiful 10x20 inline exhibit shine. Clean, inviting, and easy to navigate—it was a textbook example of smart, effective design.

In-Line Success: Small Booths that Rock!



Yeowww! Catnip

Who says small booths have to come second? This one used colorful cartoon graphics and sharp, quick-read messaging to instantly grab attention and clearly communicate what sets their product apart. Small space, big impact.

In-Line Success: Small Booths that Rock!



Lord Jameson

This booth made a big impact with smart design, quick-read copy, and elegant lighting that drew eyes. Products were staged to mimic a retail setting, but the real surprise? The entire exhibit was made from lightweight corrugated material—delivering a high-end look at a fraction of the cost.

In-Line Success: Small Booths that Rock!



Brutus Bone Broth

Wow—another small booth packing a big punch. A high-quality back wall combining grass and colorful neon instantly caught the eye, while edge-lit signage clearly communicated key product benefits. Bold, bright, and beautifully executed.

In-Line Success: Small Booths that Rock!



JIBY's Dog Crew

JIBY's accessories were a standout hit, drawing attendees in with the chance to express their creativity through a wide variety of playful, customizable toys and bling - for humans. Fun, interactive, and irresistibly engaging.

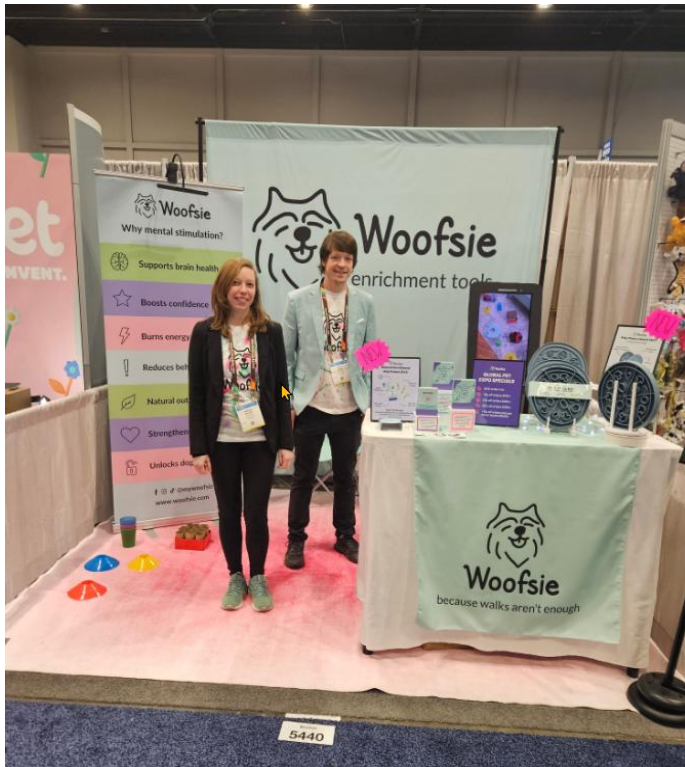
In-Line Success: Small Booths that Rock!



Fur Real

This inline booth stood out with its sleek, upscale aesthetic, thanks to simple yet elegant graphics and clear, informative messaging. The clean design invited attendees in, while the polished presentation conveyed professionalism and confidence—proof that less really can be more.

In-Line Success: Small Booths that Rock!



Woofsie

With cool colors, strong messaging, and tenacious staffers, this inline booth had all the right elements. Add in the spotlight on new products, and it became a standout space that drew attention and kept attendees engaged from start to finish.



**Thank You for Exhibiting at
Global Pet Expo 2025!**

***Mark your calendar now for Global Pet Expo 2026,
coming March 25-27, 2026, to 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