



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

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As a value-added service, Global Pet Expo 2026 provided new member exhibiting companies with the award-winning E<sup>3</sup> 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 2026. *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



### **BARK**

A giant purple octopus engulfing the booth made BARK visible from across the hall. This bold, larger-than-life visual delivered immediate stopping power and drew attendees in from multiple sightlines. A striking example of how theatrical creativity can instantly elevate booth awareness.

## Creative Attention-Grabbing Techniques



### Woof

Woof pulled out all the stops to command attention across the hall. A rotating overhead sign with playful dog imagery created motion and drew the eye, while backlit panels delivered quick, visually engaging messaging. Strategic lighting accents throughout ensured the booth remained bright, dynamic, and impossible to miss.

## Creative Attention-Grabbing Techniques



### WAGLAB

Creative flooring is one of the most underutilized tools for drawing attention, and this booth uses it effectively. Paired with a colorful backdrop and oversized Play Stack product models, the space creates strong visual impact from multiple angles. A simple formula executed well to drive traffic and stop attendees in their tracks.

## Creative Attention-Grabbing Techniques



### Woof + Willow

This outstanding booth fits multiple categories. Captivating design, relevant imagery, and well-placed messaging clearly communicated the value proposition. Organized categories with quick-read benefits created a high-end retail feel that retailers appreciate.

## Creative Attention-Grabbing Techniques



### **A&E Cage Company**

Here's an outstanding example of extending brand visibility throughout the exhibit hall. Rolling branded cases helped attendees carry materials while turning them into mobile advertisements. A smart touch with the "new" callout and colorful booth number sticker.

## Creative Attention-Grabbing Techniques



### Savory Prime Pet Treats

This booth used an innovative approach to draw attention. A fence constructed from oversized chewy-bones delivered a unique, highly memorable visual that communicated what they do at a glance. An inventive use of structure and theme to create immediate recognition and strong stopping power.

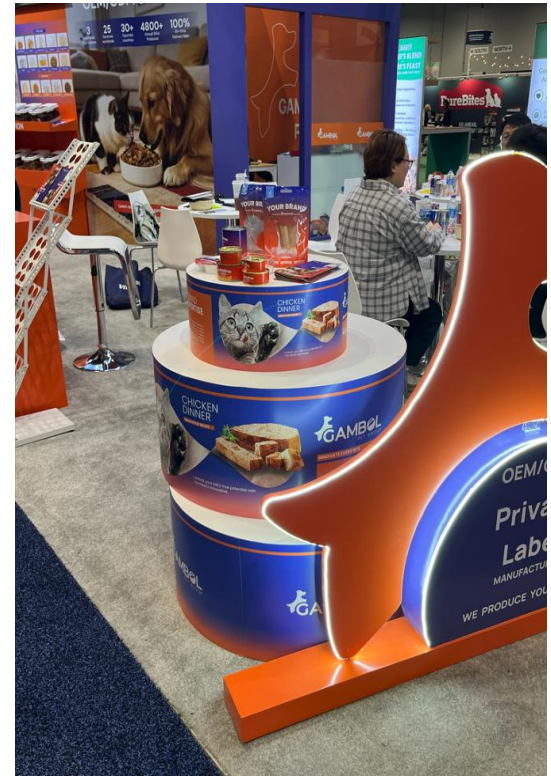
## Creative Attention-Grabbing Techniques



### Play Pet Brands

The one-two punch of a circular overhead sign with sky-and-cloud imagery and a unique stick-built structure made this booth stand out in the crowd. The combination created both height and visual contrast, drawing attention from across the floor. A distinctive design approach that delivered strong presence and visual impact.

# Creative Attention-Grabbing Techniques



## Gambol Pet Group

WOW! This booth raises the bar on grabbing attention while delivering strong, informative messaging from every angle. It's virtually impossible to miss on the show floor. A powerful combination of color, lighting and communication done right.

## Creative Attention-Grabbing Techniques



### **Pet Releaf**

This booth feels less like an exhibit and more like stepping into a small pet store focused on plant-powered pet health. A high-quality backdrop, well-placed lighting, and thoughtful carpeting combined to create a warm, inviting experience. An excellent example of using environment to draw attention.

## Creative Attention-Grabbing Techniques



### **PetsFit**

Sometimes a picture is worth a thousand words, and this booth proves it. Combined with creative product staging, it delivers a simple formula for grabbing attention. A clean, visual-first approach that pulls attendees' eyes and encourages them to stop.

## Creative Attention-Grabbing Techniques



### Shepherd Boy Farms

A well-integrated theme can be a powerful attention driver, and Shepherd Boy Farms nailed it. Their booth recreated a farm with a barn, grass flooring, and hay bale seating. A unique and immersive design that drew people in and reinforced the brand story.

## Creative Attention-Grabbing Techniques



### Tall Tails & Territory

If you want your top sign noticed, hanging large stuffed animals underneath is hard to miss. The added scale and movement drew eyes upward from across the hall. A simple tactic that delivered strong overhead visibility.

## Creative Attention-Grabbing Techniques



### HICCPet

This impossible-to-ignore booth stood out with a cool, calm purple color scheme and a mix of unique exhibit elements. The design encouraged attendees to stop, look, and engage. A strong blend of color and structure that drove traffic and interest.

## Creative Attention-Grabbing Techniques



### **ZEZE**

Bold color is a powerful attention tool, and ZEZE showed the way. Their bright yellow exhibit and back walls controlled sightlines and drew eyes from across the floor. A simple, effective approach that delivered strong visibility.



# 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



### Pupgrade

This top sign goes well beyond simply stating a company name. By combining motion with a three-tiered structure, it effectively communicates both who they are and what they do from a distance. A smart use of overhead signage -- turning identification into impactful messaging.

## Effective Visual Communications



### Litter Genie® & Pet Genie®

This is an outstanding example of using down messaging to tell a clear, quick product story. The top sign establishes the product and value proposition, then pulls the eye down to a back tower featuring a strong “NEW” callout and a series of icon-driven bullet points. A true clinic in structured visual messaging that guides attention and delivers information efficiently.

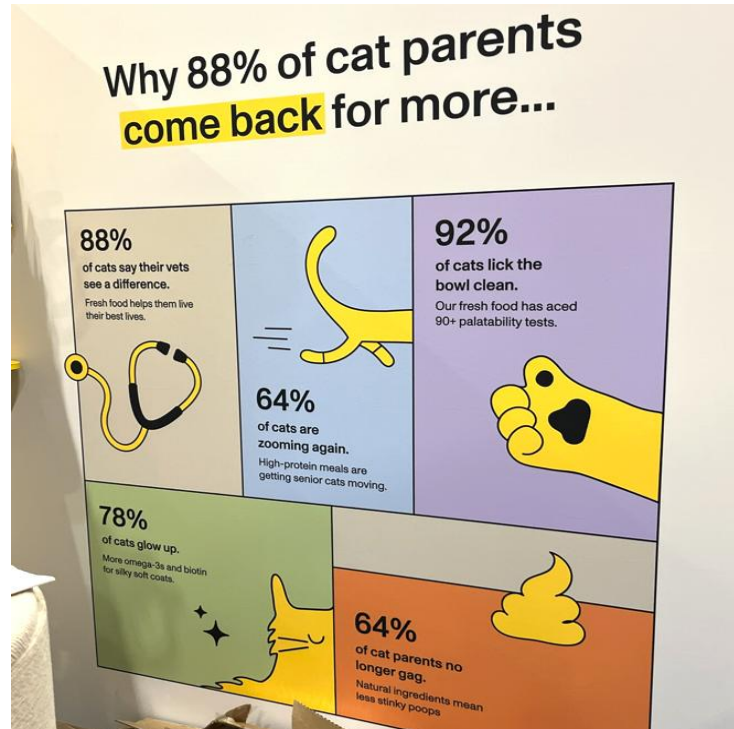
## Effective Visual Communications



### The Original Poop Bags®

A strong example of timely, relevant communication positioning the product as a movement. Graffiti-style signage invited attendees to join the movement, while “No Pickup, No Peace” cleverly reinforced the message. A bold, cohesive approach that drove attention and recall.

## Effective Visual Communications



### Smalls

Smalls returns as a standout, reinforcing a lesson too many exhibitors still miss. Their messaging speaks directly to retailers, clearly answering why these products deserve shelf space and attention. A visual storyboard clinic on focused, audience-specific communication that drives real business relevance.

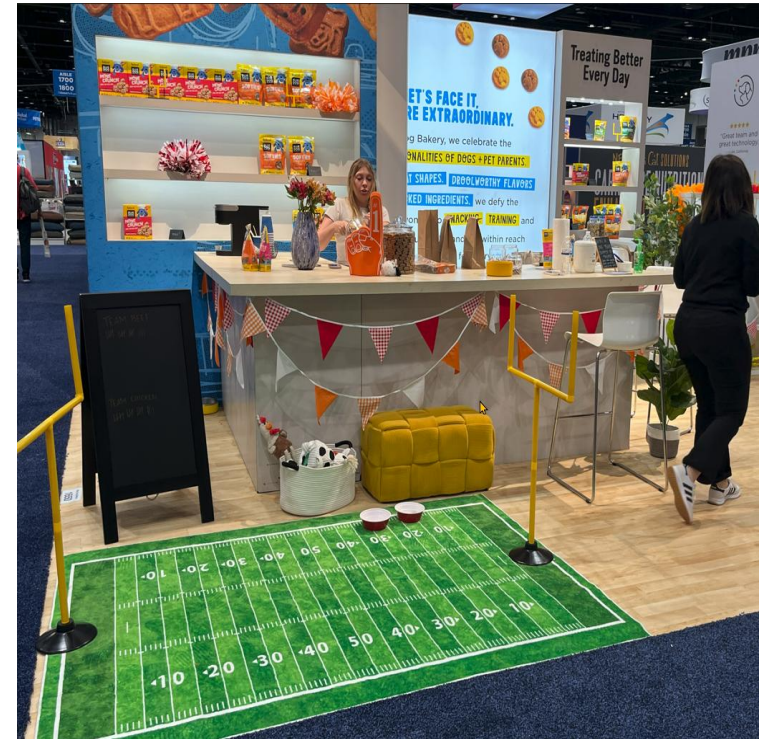
## Effective Visual Communications



### Boxiecat

While this booth certainly grabs attention, the real strength is its layered visual communication. On the left, BoxiePro and BoxieCat odor solutions used color blocking across the backdrop and floor to deliver a clear call to action, while the right side used a smiling cat cutout to pull eyes toward an efficacy-driven question. The BoxiePro litter robot was then elegantly staged and ideally positioned, creating a seamless flow from message to product interaction.

# Effective Visual Communications



## Blue Dog Bakery

Hard to place this booth in just one category, but its colorful, playful imagery and quick-read messaging clearly answered the who, what, and why. The Puppy Bowl experience on the front corner stood out as a fun draw. An attention-grabbing, engaging space that was fun to visit.

## Effective Visual Communications



### Into the Woods

One of the biggest questions retailers ask is, “What makes your product different?”, and Into the Woods answers it quickly and clearly. Their corn-free icon made the point of differentiation instantly obvious. A simple, effective visual that communicates differentiation at a glance.



# 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



### Red Rocket

This is an excellent example of staging a product demo in an attractive, engaging way. Positioned on the booth edge, it naturally invited attendees to stop and learn. A smart placement that highlighted the key benefits of the Doggy Twist'R solution.

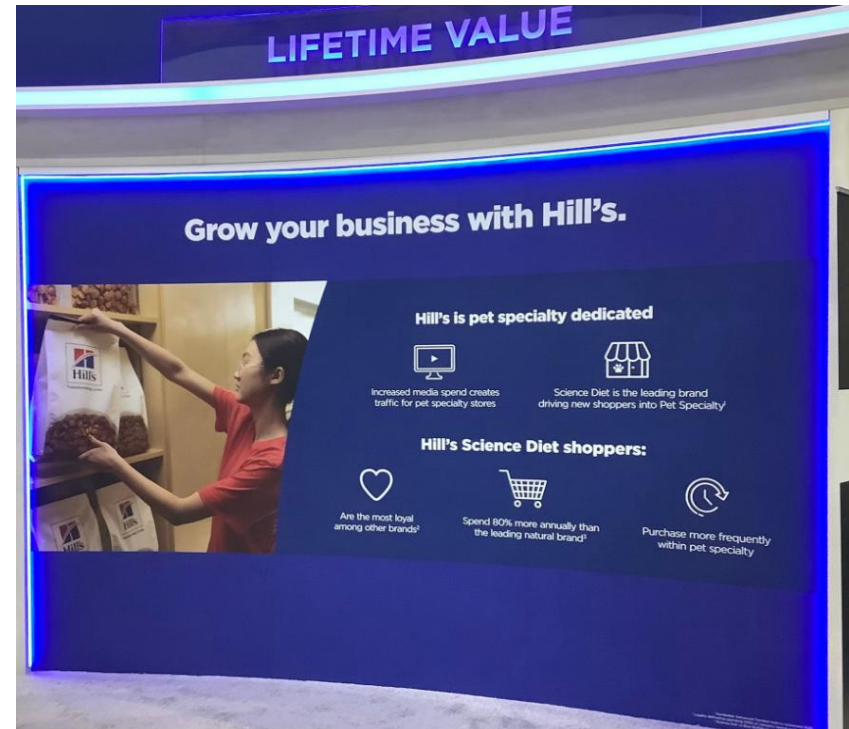
## Engaging & Informative Presentations / Demonstrations



### **FurMe Grooming Vacuum**

FurMe Grooming Vacuum integrated a prominent QR code, giving visitors seamless access to additional product information. This smart use of a digital call to action enhanced product education without adding clutter. A strong example of balancing benefits & accessible technology in a small space.

## Engaging & Informative Presentations / Demonstrations



### Hill's Science Diet

Hill's demonstration areas spoke directly to the retail audience, clearly showing how their products can improve business performance. This focused approach was both educational and professional, addressing the specific needs of attendees. A solid example of how to deliver deeper dives into product features and benefits.

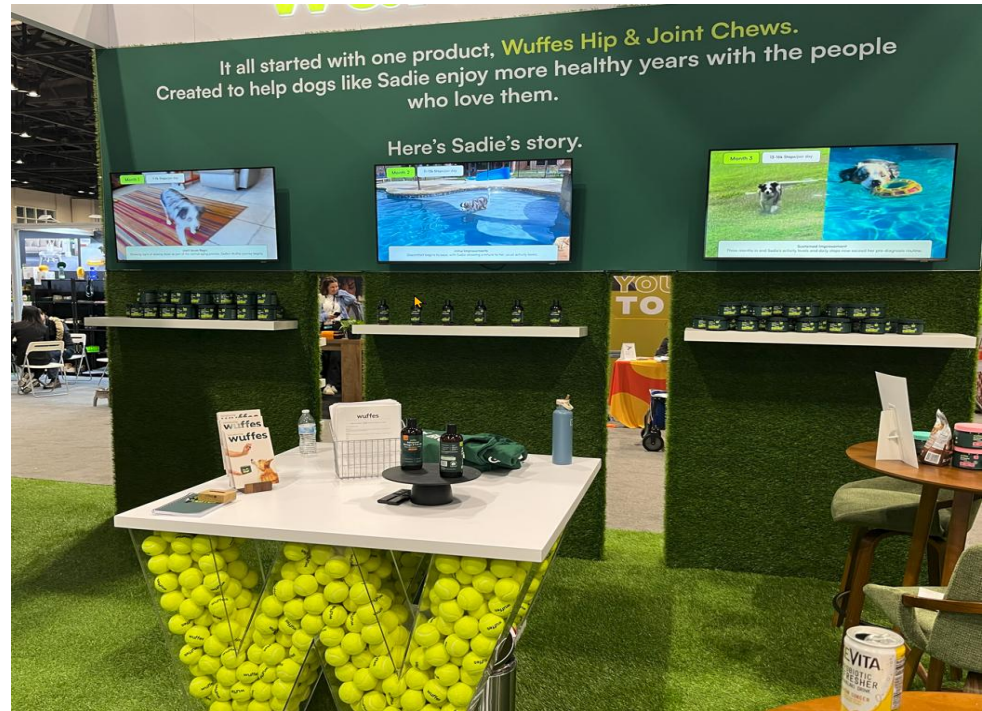
## Engaging & Informative Presentations / Demonstrations



### Veterinary Formula

Veterinary Formula created a fun, engaging activity that invited attendees to participate while supporting pet shelter donations. This interactive approach drew visitors into the space and reinforced the company's commitment to animal welfare. A strong example of using social impact to drive engagement and communicate brand values.

## Engaging & Informative Presentations / Demonstrations



### Wuffes

Wuffes delivers an immersive, interactive, learning-focused experience. It starts with a tennis ball QR activation, then guides visitors through Sadie's story across three video stations, blending education with emotion. A standout example of taking attendees on a true product and patient journey that raised the bar for product storytelling.

## Engaging & Informative Presentations / Demonstrations



### WonderFold

A mini booth within a single display, executed exceptionally well. It quickly communicated “new”, delivered feature-benefit messaging, included video, and showcased the product physically. Retailers could understand everything in a minute, then be pulled in to learn more.

## Engaging & Informative Presentations / Demonstrations



### KONG Company

KONG celebrated its 50th anniversary with multiple interactive experience stations. Attendees shared their KONG story, grabbed a photo at the VW microbus, and posted it on the wall before enjoying a sweet treat. A fun, high-energy activation that kept visitors engaged throughout.



# Smart Exhibit Access & Attendee Navigation

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

## Smart Exhibit Access & Attendee Navigation



### Woof + Willow

Woof + Willow earns another shoutout for making navigation and wayfinding crystal clear. Products were organized by category with well-placed headers that communicated both type and core benefits. A clean, intuitive layout that made learning fast and easy for attendees.

## Smart Exhibit Access & Attendee Navigation



### Natural Farm Pet

Natural Farm Pet executed an outstanding booth worthy of multiple categories. A well-designed top/back sign quickly answered the who, what, and why. Backlit graphics and angled sample bins with halo lighting added strong visual impact and drew attention.

## Smart Exhibit Access & Attendee Navigation



### Elanco Animal Health

Elanco used a short, direct message to clearly position their products as the #1 OTC solution - an approach that immediately resonated with attendees. The bold claim became the focal point, supported by engaging product displays on well-designed shelving. A strong example of how brevity and clear positioning can establish market leadership on the show floor.

## Smart Exhibit Access & Attendee Navigation



### JoJo Modern Pets

JoJo Modern Pets helped visitors self-classify by assigning unique pet personas that represented retailers of all sizes. This creative approach turned their value proposition into a fun, highly informative experience. A strong example of using personality-driven design to deliver a clear, message that resonates with each visitor's individual situation.

# Smart Exhibit Access & Attendee Navigation



## Champion Petfoods

Champion Petfoods made a smart strategic move by dedicating a full section of their exhibit to new product launches. Recognizing that attendees are naturally drawn to innovation, they positioned these offerings as a central destination. The result was a high-impact, easy-to-navigate experience that clearly aligned their design with attendee interests.



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

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



### DEO DOO

This small booth delivers in a big way. Bright lighting and bold color pulled attendees in, while the dog image served as a strong hero element. The “100% certified compostable poop bags” message told a clear, quick story. A centered hard counter showcased the products elegantly, completing a well-executed, easy-to-navigate space.

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



### Roofus

This small booth packs a big visual punch. A bright blue backlit display quickly answered who they are and what they do, while the costumed Clean Pup Club character added strong attention getting appeal. Branded staff jackets tied it all together, creating a cohesive and memorable small booth presence.

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



### Humbl Pet Food

This small booth feels like stepping into an elegant kitchen. It delivers strong attention, quick-read messaging, integrated AV, and an open, easy-to-enter layout in a prime aisle location. Branded staff apparel and actively engaging visitors tied it all together for a polished, effective presence.

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



### Smart Cookie Barkery

This small booth stood out with its unique wood-grain theme and halo-lit logo. The “live life like the gate was left open” message was creative and resonated with retailers and pet owners. An open layout, well-placed flat panel, and wood flooring tied the exhibit experience together with a bow.

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



### GBI USA

GBI, featured last year, elevated their presence by expanding to a double space. The eye catching wood-grain design and well-placed messaging and navigation made the booth both attractive and easy to explore. Even more impressive, the entire structure was made of cardboard, a creative, sustainable build that stood out.

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



### Fera Pets

The small booth's hits keep coming with Fera Pets' warm, wood-grain design. Accent lighting, strong product displays, and greenery drew attention, while quick-read graphics answered key questions. Friendly staff wearing branded apparel and sustainability floor graphics tied it all together.

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



### Pure Cravings

Another small booth firing on all cylinders. A high-quality backdrop, strong use of color and lighting, and quick-read messaging created immediate intrigue. Clear icons, a well-placed flat panel, and an open layout delivered an outstanding small booth experience.

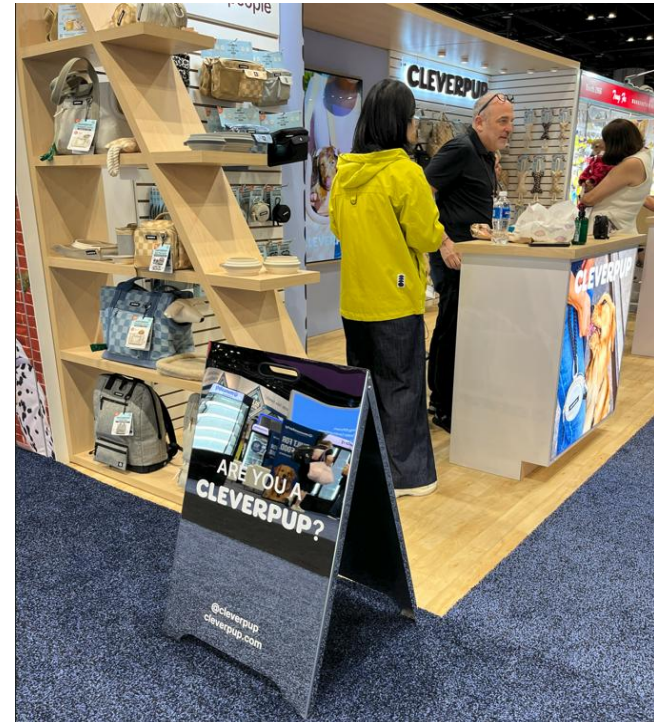
## In-Line Success: Small Booths that Rock!



### Lady N Tofu Cat Litter

Another small booth that proves creativity can outperform big budgets. Interactive product displays with quick-read detailer cards made learning easy and engaging. Multisensory elements—including touch, smell, and a clump-dissolving demo—captivated and educated attendees.

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



### Cleverpup

Here's yet another outstanding small booth with a high-quality, retail-inspired space. Multiple lighting accents, a well-placed flat panel, and crystal-clear copy combined to communicate their story with polish and precision. The mirrored A-frame created a fun, shareable moment for dogs and owners alike, providing the perfect touch to an outstanding small exhibit.

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



### Super Pawbulous

WOW! Small exhibitors keep raising the bar at Global Pet Expo, and this booth is a great example. Bold red and blue colors made it impossible to miss, while categorized product displays with clear headers kept the space organized and easy to shop. Engaging staff in branded baseball shirts and a fun 10-second challenge game brought energy, fun and interactivity into the booth.

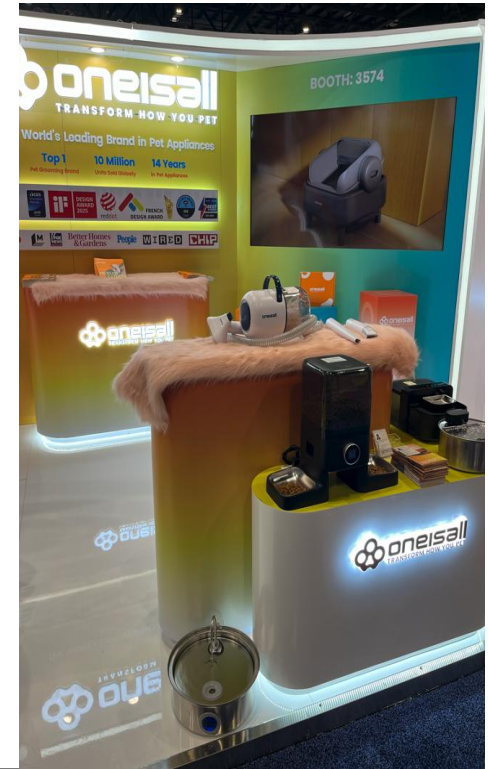
## In-Line Success: Small Booths that Rock!



### Tuft & Paw

Another standout small booth proves that creativity can outweigh big spending. Smart design choices created a visually compelling space that drew attention and invited retailers in. A strong example of doing more with less while clearly showcasing cat litter and food products.

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



### oneisall

Featured in the 2025 report, this company elevated its exhibit in 2026. A high-quality hard wall build with layered lighting elements made it impossible to miss, while the edge placed product display with circular bulb lighting drew retailers in. One of the most visually impactful small booths seen in a long time.

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



### PAWP Functional Water for Dogs

PAWP Water proves that small doesn't mean second rate. A colorful, well-designed backdrop quickly delivered their value proposition and showed clear point-of-sale merchandising. Pre-show sample boxes, branded staff apparel and a creative metal-can business card combined for a memorable, well-executed presence.

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



### Magic Carpet

Another small booth firing on all cylinders. Magic Carpet grabbed attention and quickly defined the problem they solve with clear, benefit-focused messaging. From the puppy tipping a water bowl to the Oreo-style sample—and the real cookie—every detail was thoughtfully executed.



**Thank You for Exhibiting at  
Global Pet Expo 2026!**

***Mark your calendar now for Global Pet Expo 2027,  
coming in late March, 2027 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