



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

By Bob Milam of Competitive Edge

As a value-added exhibitor service, IPSP provided selected 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 IPSP 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



Aqua Technic Pools

Need a backdrop for your signs? Aqua Technic used their product, turning heads and creating immediate interest in the process.

Creative Attention Grabbing Techniques



J & J Electronics

One sure-fire way to get noticed is to combine light and motion in your exhibit. J & J achieved this using translucent columns, backlit with changing colored lighting. The effect was both soothing and attention grabbing.

Creative Attention Grabbing Techniques



Cal Spas

By using an animated, LED hanging sign, Cal Spas boldly announced their company's location and added attention commanding messages to encourage visitors to stop.



Big Green Egg

When your company has an interesting name, make the most of it. The bold headline on their overhead sign immediately drew interest from across the Exhibit Hall.

Creative Attention Grabbing Techniques



Tonik

Tonik stood out because of color. They chose white, orange, and yellow to stand out from the mostly light blue and light green exhibits around them. A unique yet appropriate way to do this.



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



Bullfrog Spas

Bullfrog did a magnificent job of positioning and scripting their message. By teaching visitors how to stage and sell their products, the focus of their exhibit shifted from their own products (an inward focus) -- to how the dealer/retailer could become more skilled and make more money selling their products (an outward focus). Bullfrog brilliantly leveraged this throughout their exhibit.

Effective Visual Communications



InSPAration

A well-chosen name can communicate a lot about a company and its products. With a single word InSPAration does just that.



Lucite Spas

A clever "Road Trip" motif provided a canvas for Lucite to showcase their mood-inducing array of colors and textures.

Effective Visual Communications



Doughboy

These four banner stands effectively communicate what Doughboy is all about. Versatility, product differences, dealer benefits and company heritage are all spelled out clearly and effectively. Segmenting messages in this way provides a quick yet in-depth view of your company.

Effective Visual Communications



Industrial Test Systems, Inc.

The #1 reason why people come to IPSP is to see “WHAT’S NEW”. These red starburst signs perfectly communicate this.



Essentials

Promoting “Show Specials” is smart. It motivates visitors to act on their decisions to buy today, increasing at-show orders.

Effective Visual Communications



CMP

“Everything Matters”. Yes it does. Even the details. CMP exemplifies this using the brightly colored shelf labels and accompanying signs to identify their products quickly. Smart !!



Pentair

Video monitors are great tools, especially when they tell the full story. Pentair designed their video to include captions on every frame, and their message always came through..

Effective Visual Communications



Pool Office Manager

When visitors want to know “What’s in it for me?” -- say it clearly: “Manage your business for growth”. Pool Office Manager further highlights the message against a bright red background.



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



Evosus

By carefully choosing their seating options to match the length of their demo -- Evosus encourages their visitors to stick around and learn the entire story they have to tell.



Infiniti Building Products

Interesting product vignettes staged across the back of their 10x20 booth invited visitors to touch and explore the products with a robust hands-on experience.

Engaging & Informative Presentations / Demonstrations



Bullfrog Spas

The focus of each demo station wasn't on the products, but to teach retailers how to better stage and sell the Bullfrog products. A subtle yet smart distinction.

Engaging & Informative Presentations / Demonstrations



PoolLogics

A diagonally mounted touch screen allowed PoolLogics to conduct introductory demos, and their inviting and contemporary themed lounge area facilitated the in-depth questions that followed.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Aqua Products

Visitors immediately knew how to find the products they wanted to see. By using the color coded pillars, visitors could organize their visit and spend more of their time in the right place.



Inline Success: Small Booths that Rock!

Inline Success: Small Booths that Rock!



United Mineral and Chemical Co.

When your product line is “less than sexy”, why not focus on what your product does, instead of what your product is? After all, it’s five o’clock somewhere.



Fiber Creations

To promote their Pool Stars line, this exhibitor embedded tiny flickering lights into their flooring to project how their product could be experienced in use.



Thank You for Exhibiting at IPSP 2018!

***Mark your calendar now for the upcoming IPSP 2019,
November 5-7, 2019, Morial Convention Center, New Orleans, LA.***

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