



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

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As a value-added exhibitor service, AIA24 provided 100 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 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 AIA24. *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



Acme Brick

Amid a sea of unimaginative hanging suspended signs, making yours stand out from the crowd can be as easy as making it look like your actual product, then adding lighting for dramatic effect.



Creative Attention-Grabbing Techniques



SketchUp

Making your medium-size exhibit stand out in the crowd can be a daunting task. SketchUp was clearly up to the challenge with their visually stunning exhibit design, which included curved architecture, colored lighting, and just the right amount of foliage in the center of the booth to make sure that everybody who passed by saw it.



Creative Attention-Grabbing Techniques



American Home Contractors

A powerful strategy to attract attention is to place a hero element in your booth. When that element is one of the most intriguing vehicles on the market, you have a sure fire winner. However, this was not merely just a gimmick to draw attention. American Home Contractors was promoting their TESLA home energy management roofing solution, showing how to extract solar power from their cleverly camouflaged solar collector panels.



Creative Attention-Grabbing Techniques

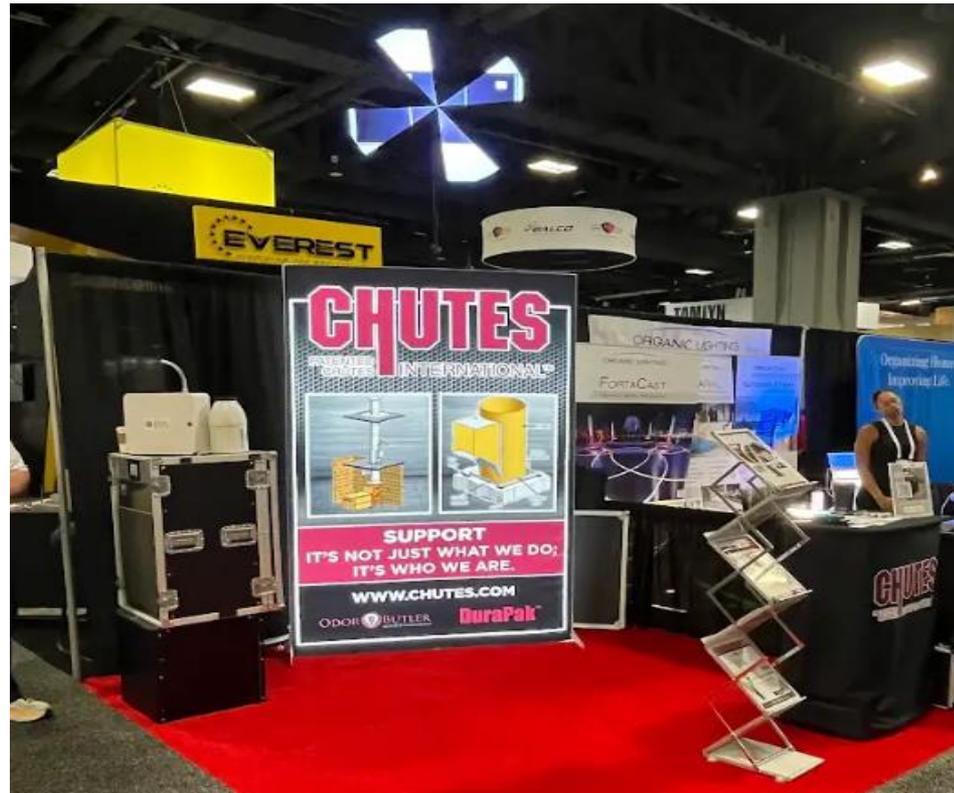


EverRest

Standing out in the crowd at a large show like AIA can be a challenge. But Everest showed the way with their bold yellow and black exhibit design. The unique property included sharp angles, raised flooring, and edge lighting to make sure they got their fair share of looks.



Creative Attention-Grabbing Techniques



Chutes

The easiest way to get a booth noticed is to light it up. Here's a great example of a small booth, using a bold and bright backlit exhibit property along with an LED fan that unfortunately cameras have a hard time capturing well.



Creative Attention-Grabbing Techniques



Railquip

Most small booths don't have the space to demonstrate a large product, but this crafty small exhibitor didn't let that interfere. To quickly communicate that they offer vehicle turntables they had a small turntable with a whimsical fire truck, making sure visitors who passed gave them a look.



Creative Attention-Grabbing Techniques

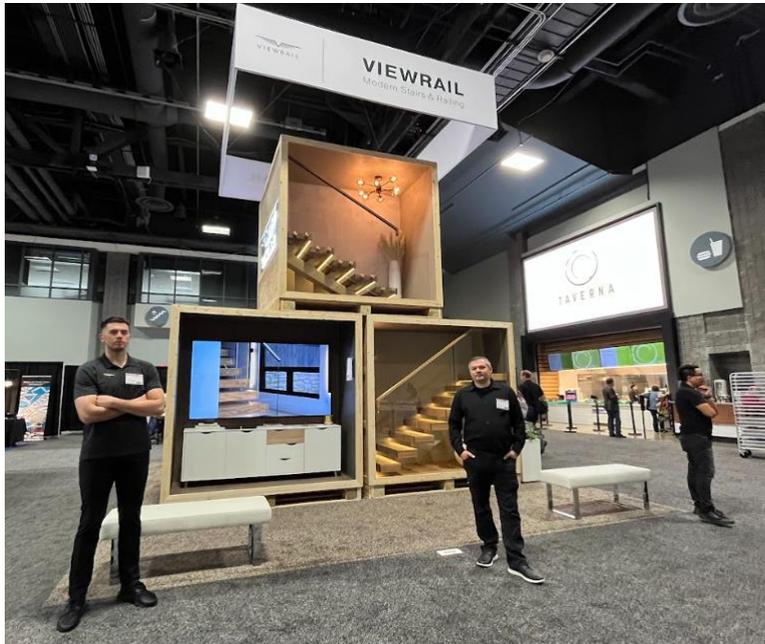


Kotobuki Seating

Smart branding strategy by Kotobuki Seating, whose top-tier banner maximized their visibility across the floor. Both surfaces of the banner were used effectively -- presenting branding and messaging on the outside -- product photos on the inside, creating a product story that was visually impactful.



Creative Attention-Grabbing Techniques



Viewrail Holdings

Viewrail Holdings had a unique design theme, showing products placed in large viewing boxes to demonstrate product function. Facing both sides of the aisles, each box presented different room vignettes. An AV presentation, framed similarly in a box, offered product support.



Creative Attention-Grabbing Techniques



Frameless Hardware Company

Bold, top-tier signage is impactful across the floor. Black and white color blocking provides designated spaces for branding and messaging. Large scale branding on the bottom of the banner ensures optimum visibility at all levels, reinforcing their smart control of visual sight lines.





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



Saint Gobain

The human brain has a hard time resisting a question, especially when it is relevant and important. Saint Gobain did an outstanding job of designing their communication to hook visitors with important questions, then provide detailed information to help them understand the why's and the how's of decarbonizing with glass.



Effective Visual Communications

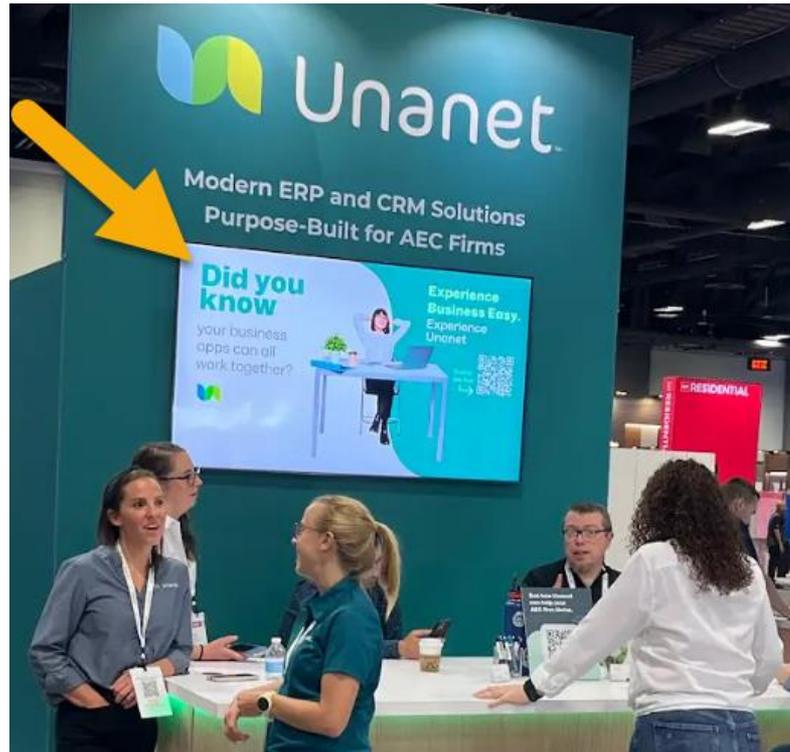


Chaos

Here is an excellent example of how to use top-down messaging to answer visitors' questions about (1) who we are, (2) what we do, (3) why the visitor should care, and how it benefits them.



Effective Visual Communications



Unanet

In response to their E3 report from last year, this savvy and responsive exhibit marketer made adjustments to their booth. They placed the flat panel higher up, and improved the graphics on the flat panel to use callout copy tied around the theme, “Did You Know?” this was a super-effective visual communication strategy for driving attention.



Effective Visual Communications



Owens Corning

Owens Corning knows that architects attend AIA24 to keep up to speed on the latest innovations. They delivered by having a well-labeled “Our Latest Innovations” area in their exhibit with well-staged products and signage, communicating product applications and key messaging.



Effective Visual Communications

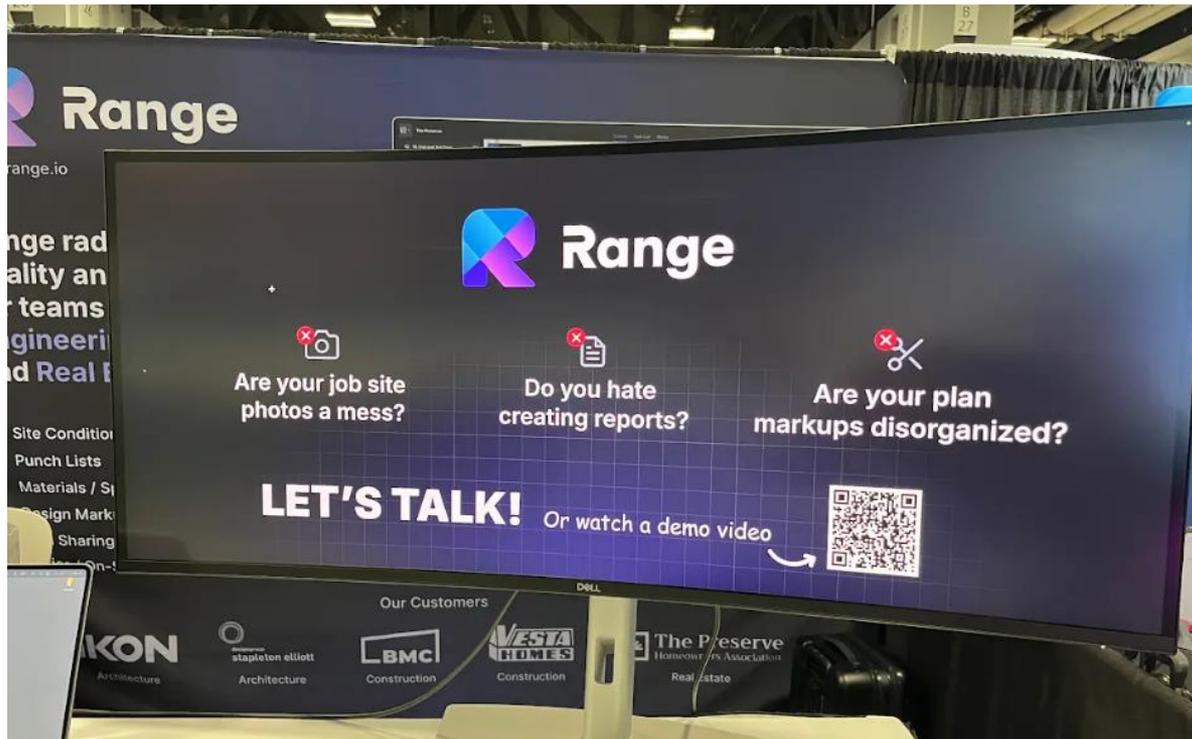


Snaptrude

Effective exhibit graphics need to include a crystal-clear and well placed value proposition. Snaptrude rose to the occasion by perfectly placing their “Sketch to BIM” value proposition with sub-copy building upon the core message.



Effective Visual Communications



Range

One of the most under optimized assets in booths are flat panels. Too often companies put too much information on the screen, hoping people look at it. Here's a great example of how a small exhibitor does exactly what I talk about -- using their flat panel to call out their audience with relevant questions addressing the situations customer are facing.



Effective Visual Communications

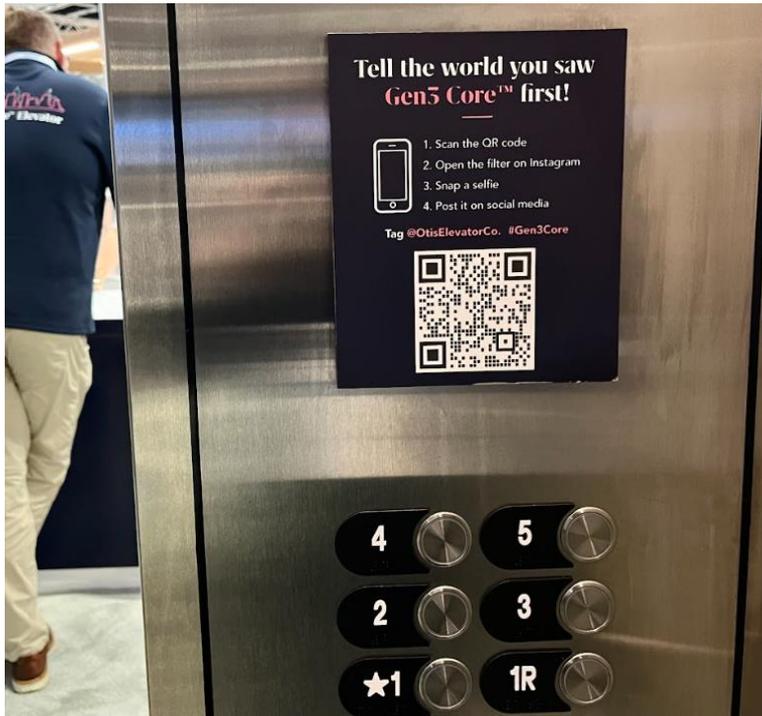


Tamlyn

Effectively branding and presenting multiple solutions in a booth can be quite a challenge. But Tamlyn made it look easy. Starting with their top sign, which had the backlit cube with all three solutions, guiding your eyes down to very well-designed and well-branded stations presenting each product. You go Tamlyn!!!



Effective Visual Communications



Otis Elevator

Otis Elevator utilized multiple methods for their NEW product introduction - visually, through messaging on panels, and experientially, through demonstrations within an elevator mock up. Branded staff and QR codes were available for additional product support.



Effective Visual Communications



USG

USG has transformed their outer wall into a learning station for their NEW product introduction. Staff nearby drew further interest, reinforcing messaging and highlighting unique product function.



Effective Visual Communications



Bradley Corporation

For branding and messaging, multi-tiered placement improves visibility within the exhibit. Here, high, middle, and low sight lines are successfully addressed, helping identify the exhibit space and increase brand recall.





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



GAF

GAF knows that architects visit the exhibits to learn how materials can help them create better designs. GAF responded with multiple well-designed highly-interactive learning kiosks all around the booth.



Engaging & Informative Presentations / Demonstrations



Rockton Rockwool

It's one thing to make claims about how durable your products are. It's another thing to actually demonstrate it. Rockwool took it to the next level by having their product placed in various vats, including water and fire. To top it off, they had a space you could walk through and see the products in action and learn even more. Something to learn everywhere you look in this booth!



Engaging & Informative Presentations / Demonstrations



Green Plants for Green Buildings

Wow, this booth could certainly be included in the attention-grabbing category. They took greenery to the next level by holding educational sessions, teaching architects about the benefits of integrating greenery into their designs. A botanical oasis on the show floor.



Engaging & Informative Presentations / Demonstrations



Total Security Solutions

“What’s that sound?” These comments were heard near live demonstrations at Total Security Solutions. Though drawn by sound, it was the challenge to break their bulletproof glass that kept attendee interest, creating an interactive experience focused on their product’s unique attributes. Besides, who can resist an opportunity to try and break a window?



Engaging & Informative Presentations / Demonstrations



Cornell Cookson

This live demonstration was a crowd-pleaser. Their signage used a cool connection to the wooden door materials presented. Listed demonstration times offered an effective promotional strategy. Roped off areas provided effective crowd management.



Engaging & Informative Presentations / Demonstrations



Moss Adams

For service providers, gamification is an effective strategy for attendee engagement. This Spin and Win game was very effective at drawing interest from the aisles, creating an interaction that was educational and enjoyable.



Engaging & Informative Presentations / Demonstrations



Andersen Windows & Doors

For Andersen Windows & Doors, consistency in signage helped direct focus to product groups and areas of interest, creating visual continuity throughout. This helps attendees discover new products, find what they're looking for, and better understand what you offer.





Effective Staffing Practices

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

Effective Staffing Practices



ARCAT, Inc.

Staff, wearing consistent apparel from head to toe, present an integrated team appearance. Using their corporate color for staff identification, together they are visually impactful across the aisles.





Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Extron

With time being a premium at the AIA Expo, it's important for visitors to be able to quickly find what they are looking for in a booth. Extron is an outstanding example of how to place backlit top header signs to quickly communicate the various solutions featured in the booth.



Smart Exhibit Access & Attendee Navigation



Sika

In a huge show like AIA 24, architects are time pressured and want to be able to quickly find what they are looking for. Sika does an outstanding job of organizing their solutions into two categories and placing navigational or wayfinding signage right at eye level.





In-Line Success: Small Booths that Rock!

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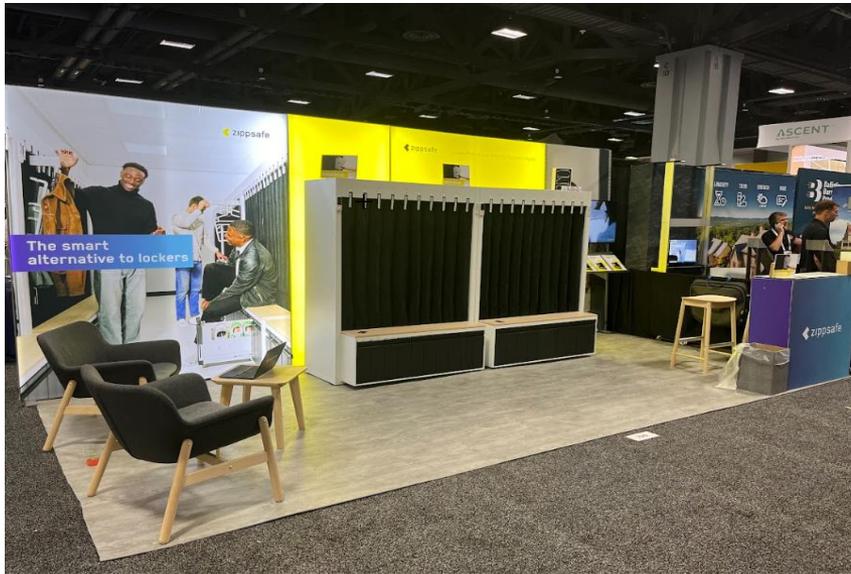


Lumion

Lumion knocked it out of the park with this incredible 10 x 20 booth design. They integrated a wooden motif with green foliage and well-placed A/V all around the booth. The centerpiece of the booth was in booth demonstrations, where they had a small theater and did a great job promoting demo times and topics. Taking it to the next level, they also used the backside of the booth for, strong, visual attention-grabbing messages and branding from both sides of the booth.



In-Line Success: Small Booths that Rock!



ZippSafe

Here's a small booth packing a big punch. The large backlit graphic immediately says, "Lockers." The copy directs your eyes to the interactive product display in the center. The top four messages are placed right above for visual support to increase impact. Next, there's a video that takes you on a deeper dive into the product. A very-well designed visitor experience.



In-Line Success: Small Booths that Rock!



9wood

Who says that small has to be second rate? 9wood raised the ceiling with a beautifully designed 10 x 20 booth constructed of their actual product. The booth drew attention and quickly answered the who we are, what we do, and what makes us unique messaging. Upon entering the space you were able to see the ceiling products in action all around the booth. Brilliantly done.



In-Line Success: Small Booths that Rock!



Nordfab Ducting

Making a small booth stand out in a big show like AIA can be a challenge. Nordfab Ducting was up to the challenge. Using an actual duct in their booth to draw attention and having well-placed copy that included questions and information to educate architects about the importance of duct collection systems.



In-Line Success: Small Booths that Rock!



Skyscape

Here's another excellent example that small does not have to be second rate. Skyscape presented a beautiful, attention-grabbing, and welcoming exhibit. Quick read messaging, answered the key questions in the mind of architects, and the use of creative flooring with a walkway leading to their AV presentations really made an impact. This small booth rocked.





Thank You for Exhibiting at AIA24!

***Mark your calendar now for the upcoming AIA 2025
June 4-7, 2025, Boston, MA***

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



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