25 Standout Exhibit Ideas Selected
by the E³ Exhibiting Effectiveness Evaluation Team
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As a value-added exhibitor service, CORROSION 2018 provided new 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 CORROSION 2018. *Enjoy!*
Creative Attention
Grabbing Techniques

- Attractive Imagery & Graphics
- Dramatic Lighting
- A/V & Technology
- Unique Exhibit Property
- Attractive In-Booth Promotions
- Outside the Booth Promotions
Advantic

Advantic built their booth from their products. Combining it with four flatscreen monitors, the booth structure grabs attention and serves double duty as a product demo.

Elcometer

A consistently applied & attention grabbing color palette will grab visitors attention immediately -- the way Elcometer’s did.
Carboline's unique product display immediately grabbed visitors' attention. By suspending their product application panels in mid-air, they immediately focused on both the variety and application of their products -- in a unique and visually interesting way.
Creative Attention Grabbing Techniques

Sandvik

From top to bottom, the sleek Sandvik exhibit exuded an aura of futuristic confidence and credibility about their business. Uniquely staged demo stations added to this dramatic visual presentation of their brand.
Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration
Holdtight

Using only six one-syllable words, this exhibitor communicated exactly what their product does and how easy it is to use. Quick, clear, and straight to the point. “No Salt. No Rust”. --- No Doubt!!!
Canline

This exhibit is a perfect example of how to answer attendees’ 3 major questions – What do you do? Why should I care? Who are you? We hope every exhibitor learns from this simple 10x10 exhibit and communicates as effectively as Canline did.
Effective Visual Communications

American Innovations

Sometimes it’s not the words you use -- but where you place those words -- that makes the message effective. At American Innovations, you could read their important messages regardless of the crowd in the exhibit. Their messages were indeed -- “over the top”.
Effective Visual Communications

DeFelsko
DeFelsko’s “NEW” red starbursts attract attention, communicate quickly, and support key products introduced at the tradeshow.

Honeywell
Well-placed static and interactive messaging draw attention, providing ease for visitors to access information and learn about the company.
Effective Visual Communications

**Hempel**

Effective use of architecture, lighting, bold colors, and sweeping graphics attracted attention. Great branding and a well-captioned video told the company story to approaching visitors.

**Chlor-Rid**

Do you have doubts about what Chlor-Rid’s product does? I sure don’t. If you’re able to boil things down as succinctly as Chlor-Rid has done -- then DO IT.
Effective communication need not be fancy or over-the-top. Simple, clear, well organized statements will give visitors a good idea of what you do.

Seal For Life Industries

Boy, do we love clarity! This exhibitor gives us 5 reasons to stop here. That’s a strong “Call to Action” that compels visitors to investigate further.
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

Sponge-Jet Inc.

Light and movement draw attention to this high visibility demo. Key functions are shown rather than told -- quickly and effectively.

NOV National Oilwell Varco

Thoughtful placement of products, messaging, staff, and literature. Each element is interactive and provides educational opportunities within this compact product station.
Neotiss

An interactive product display allows hands-on access inviting visitors to touch the product. Vertical placement of tubes, within a small footprint, tells a quick story.

Clemco

To demo their equipment, Clemco brought a robotic blaster and put it to work right in their exhibit. This drew crowds curious to see a blaster in action.
Rockwool

FIRE!!! The Rockwool demo used live fire to show off how well their insulation protects from extreme temperatures. Placing his hand on the insulation, the smile of the staffer says it all. A wickedly great demo!!

Trenton

How you stage a demo is often as important as the demo itself. Trenton added an interesting setting, showing their product coming out of the “ground” -- simple white rocks in a planter box -- to give the feeling of a “field application”.
ICI showcased their cutting-edge technology with a drone-mounted infra-red camera, projecting live images of visitors as they passed by. Impossible to ignore.
Effective Staffing Practices

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

Mr. “Rusty Pipe” proved to be a fun and unforgettable character who helped bring the Swain brand to life. He was color-coordinated to match the booth staff and graphics -- right down to his socks.
Smart Exhibit Access & Attendee Navigation

- Effective Crowd Management
- Effective and Efficient Wayfinding
- Creative Navigation Methods
Aegion / Corrpro

Sweeping, sculptured lines define the interactive product stations. This design element helps draw the visitors’ eye toward the different solutions -- helping them quickly and easily find what they’re looking for.
Inline Success: Small Booths that Rock!
AIMAPS

Staging their demos in their split-level booth, AIMAPS drew lots of attention and curiosity to see what was going on with their tilted screen demo. A beautiful exhibit in a 10x20 space.

Caltrode

Edge lighting and a sleek, open space caused Caltrode to attract attention. All their messaging was well presented on their video screen, which naturally drew your eye.
Inline Success: Small Booths that Rock!

Kordata

During our E3 evaluations, we discussed with Kordata the power they could bring into their exhibit by re-arranging the furniture and raising their display table to standing height. Taking both these suggestions to heart, and putting our advice to the test, Kordata was able to “Turn the Tables” and encourage stronger and deeper visitor interactions. Great job!!
Thank You for Exhibiting at CORROSION 2018!

*Mark your calendar now for the upcoming CORROSION 2019, March 24-28, 2019, Nashville, TN*

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