



# IFMA WORLDWORKPLACE

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

*By Lsa Goodman and Bob Milam of Competitive Edge*

As a value-added exhibitor service, IFMA 2021 provided 50 randomly selected exhibiting companies with the TSE Gold 100 award-winning E<sup>3</sup> 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 IFMA 2021.

*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



### archSCAN LLC

Who says neatness counts? To illustrate how their software eliminates the clutter of tattered blueprints and drawings, archSCAN cleverly littered their booth with old faded plans, effectively demonstrating the problem they can solve. A great way to show the benefits they can provide.

## Creative Attention-Grabbing Techniques



### Royal Cup Coffee and Tea

Multi-sensory experiences are always an effective way to exhibit. If you can find ways to include taste, smell, sight, sound and touch all within your exhibit, it guarantees a steady stream of visitors during the show. This photo was taken during the show's final hour, and shows just how busy Royal Cup Coffee and Tea was throughout the show. The staff engaged each visitor in directed conversation while enjoying a cup of their product.



## Creative Attention-Grabbing Techniques



### iOFFICE + Space IQ

Versatility is one of the hot topics important to today's pandemic-era offices. iOFFICE +Space IQ used a multi-tiered overhead sign, lighting effects, unique furniture placement, and a open inviting environment to convey how their products help connect data, people and things.

## Creative Attention-Grabbing Techniques



### Keep Safety

To separate their complex story, Keep Safety highlighted different aspects with colored lighting on the corners of the island exhibit. Not only attention-grabbing, but easy to navigate as well.



## Creative Attention-Grabbing Techniques



### Republic Services

The staff at Republic drew great interest as they presented these fun and playful message boards. Having a selection of boards available allowed the staff to rotate messaging designed to connect them with attendees and present their company resources.

## Creative Attention-Grabbing Techniques



### Apex

Interactive experiences drew strong attendee interest at the Apex exhibit. The staff was engaging, while presenting clear messaging on portable message boards. Their activities were compelling for attendees seeking opportunities to win prizes while learning onsite.



## Creative Attention-Grabbing Techniques



### MFM Industries

Lighting is one aspect of exhibiting that makes a BIG difference, and can really make a booth pop right out of its surroundings. MFM's exhibit did just that. Shine on.



### JRC

At JRC's exhibit, as attendees play to win a prize, the staff engages in conversation, learns about attendees interests, then provides just the right information about their company.



## 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



## Mobile-Shop

Correctly prioritizing your messages is critical to success. Mobile-Shop focused on benefits they delivered, rather than what the products were, since that was obvious to most visitors.



## Skudo

Trade shows offer great opportunities to show off your products as they're used. Skudo did just that, effectively telling their story with both pictures and live products.



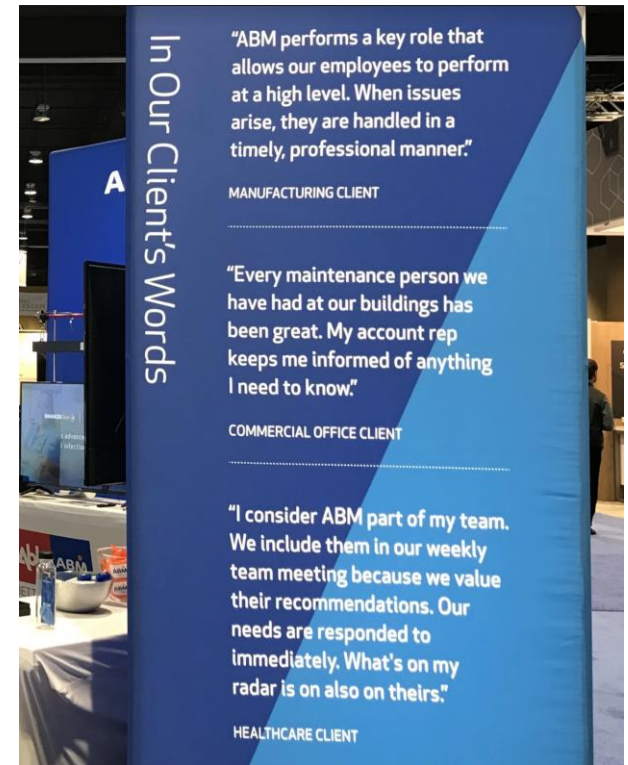
## Effective Visual Communications



### New Pig Corporation

One of the main reasons why people attend trade shows, especially in the post-pandemic world, is to see what NEW ideas have come to market. New Pig is perfectly named to take advantage of this with their company name, prominently featured on their exhibit. Well done.

# Effective Visual Communications



## ABM

Oh, the power of social proof messaging! For ABM, including testimonials inside the exhibit reinforced their value to customers, showing how ABM provided value to employees, enhanced performance, and served companies within multiple industries.



## 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



### **Davies Office Inc.**

Davies Office used an automobile turntable to show off a terrific Before/After vignette of a pre and post remodeled office. The “Before” set even included an outmoded computer and a rotary phone to add humorous visual cues to their very effective rotating display. A real hit.

## Engaging & Informative Presentations / Demonstrations

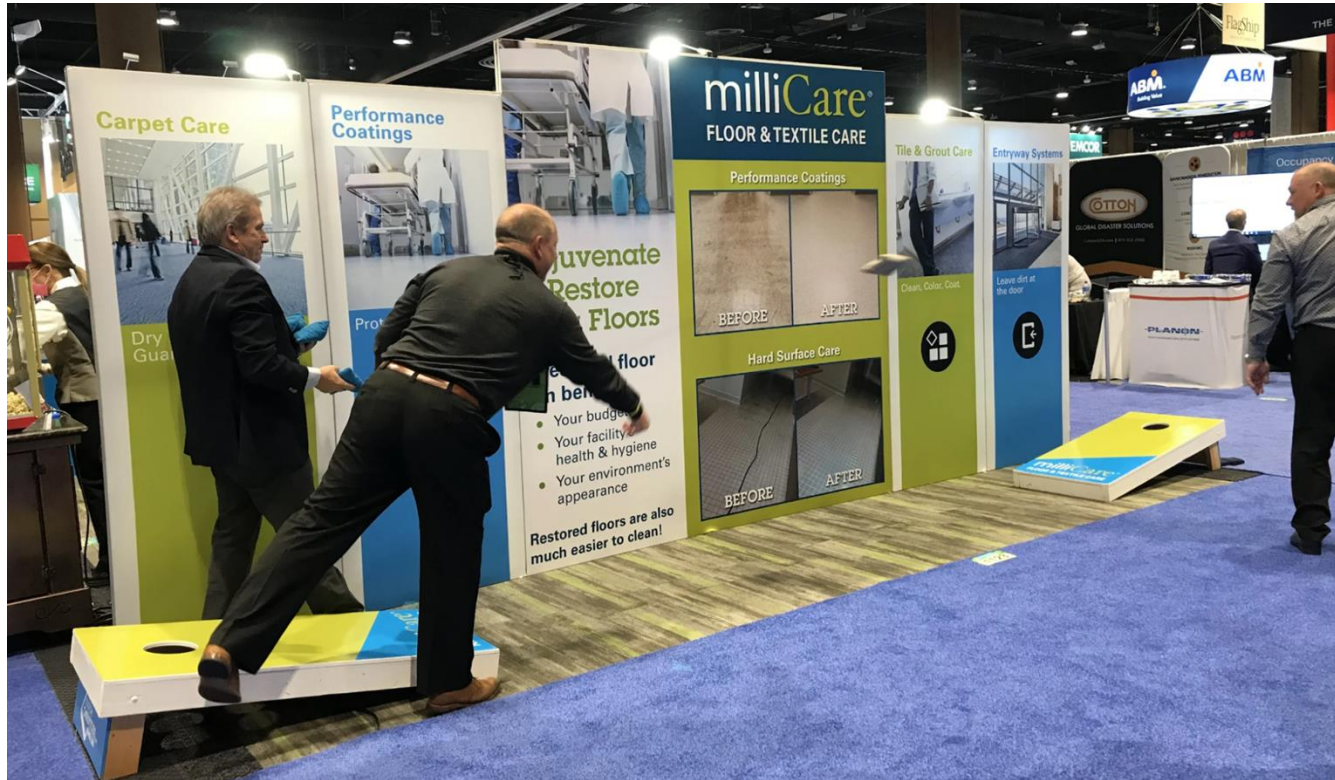


### Synexis

For Synexis, this fun twist on a simple game allows attendees to spin and learn - offering a unique method of presenting their messages in a small space. Placement on the perimeter draws interest from the aisles and provides easy access for both attendees and support staff.



## Engaging & Informative Presentations / Demonstrations

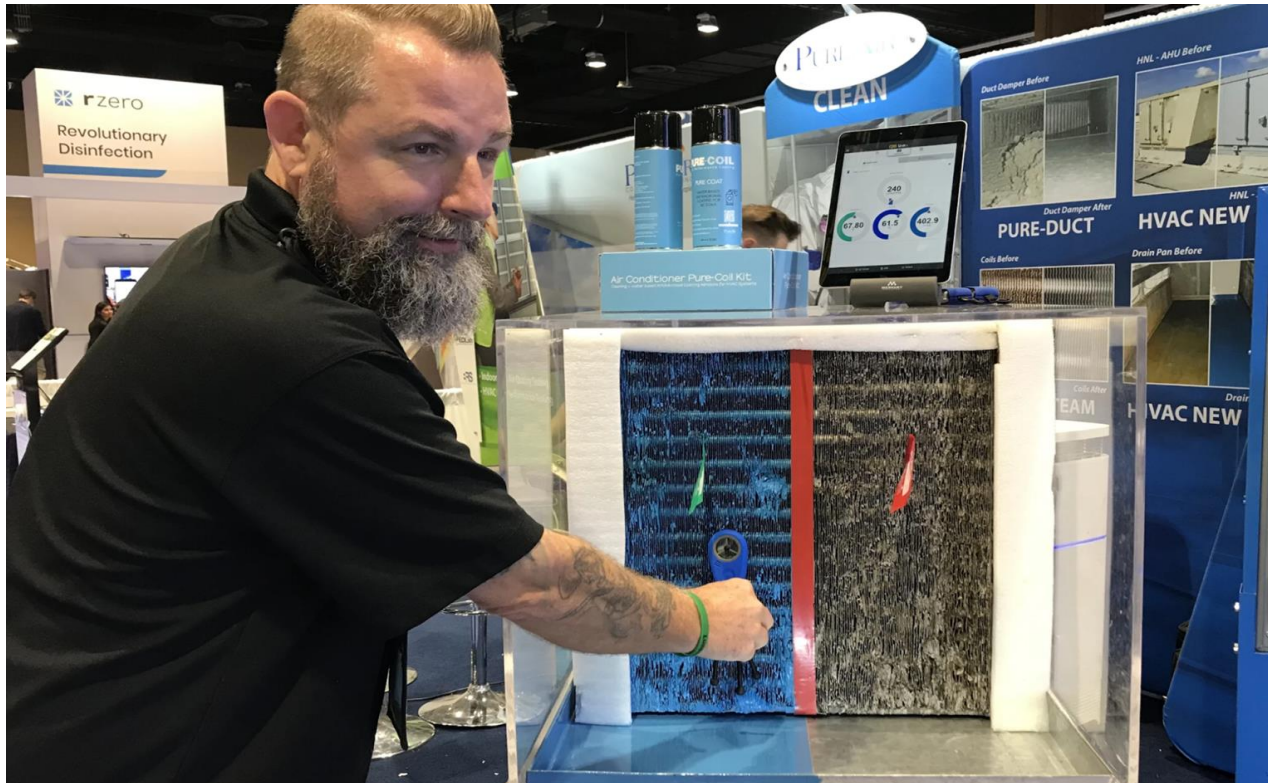


### MilliCare Floor & Textile Care

Want to play a game? This small, and usually unused space at the rear of the MilliCare exhibit is very engaging and thoughtfully designed. It provides room for attendees to play, while offering opportunities to deliver the company messaging on the back wall.



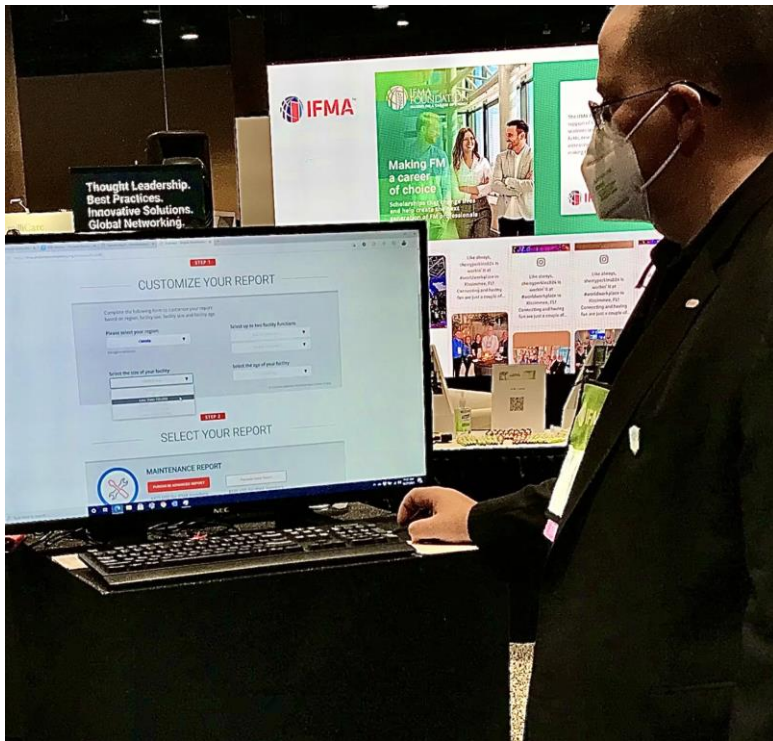
## Engaging & Informative Presentations / Demonstrations



### Pure Air

Though this demonstration is small, its ability to show attendees exactly how their product works is huge! Before and after examples demonstrates their product's unique performance features, while testing features brings the visible differences to life.

## Engaging & Informative Presentations / Demonstrations



### IFMA Central

IFMA Central's demo was very effective. A staff member, acting as a digital tour guide, was easy to approach, and with the demo placed on the perimeter, it was easy to use.



### Purell

Purell wanted visitors to understand what went on beneath the counter in their sanitizer pump solutions, so they used a transparent display to show the inner workings. Brilliantly done.



## Effective Staffing Practices

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



## Effective Staffing Practices



### Envoy

Envoy brought their headline to life. The engaged staff wore colorful shirts that changed each day, and not only showed how their products worked, but how fun it would be to work with them.

## Effective Staffing Practices



### LaserCycle

QR codes are typically located next to product or service presentations, offering a digital takeaway onsite. For LaserCycle, QR codes placed on their staff apparel added greater visibility, reinforcing their commitment to customer service.



## Effective Staffing Practices



### CORT & 4SITE

Newly merged companies CORT and 4SITE wanted to show attendees that both companies were now part of the same team, so they located their exhibits next to each other, then outfitted their teams in complementary apparel, right down to the shoes. CORT wore red, 4SITE wore lavender.





**IFMAWORLDWORKPLACE**

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

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



### Tork, an Essity Brand

Wow, this booth packed a big punch. Clean lines, strong lighting and crisp, clear signs with stats explaining exactly what benefits they deliver. All positioned perfectly at eye level.



### Verkada

Clean lines, clear visuals, and a well-planned 3d layout allowed Verkada to show large videos along with their messages without blocking either one. Well done.



# IFMA WORLDWORKPLACE

**Thank You for Exhibiting at IFMA 2021!**

***Mark your calendar now for the upcoming IFMA 2022  
September 28-30, 2022, Music City Center, Nashville, TN***

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



**Exhibiting Effectiveness Evaluation™**  
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