

THE COOPERATOR EXPO CHICAGOLAND

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

As a value-added exhibitor service, Yale Robbins, Inc., provided random exhibiting companies with a complimentary E3 Exhibiting Effectiveness Evaluation. To help all exhibitors achieve more value from their exhibit program, the E3 team looked for booths that displayed imaginative, creative, and effective exhibiting practices. Feel free to use the ideas presented as springboards for improving your exhibiting performance and results.

Note: The ideas in this report are in no particular order and are not ranked good, better, best. These only represent a sampling of effective exhibiting practices that at a glance stood out from among the crowd. Enjoy!



1. VanDerBosch Plumbing: Smart giveaway reinforced and communicated what the company does. The size made it visible around the floor and drew additional attendees to the booth.



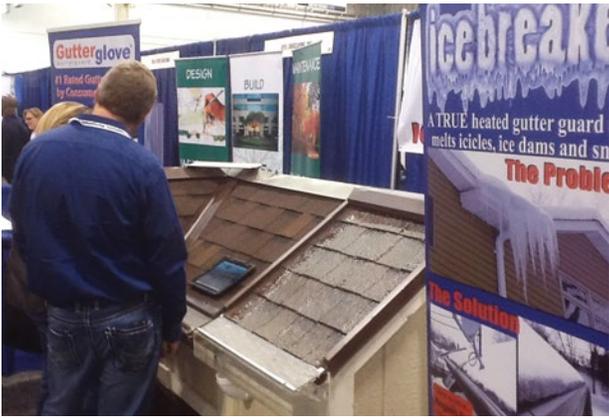
2. BuildingLink.com: Excellent billboard style graphics visually & quickly communicated the value proposition with quick read copy and appropriate imagery.



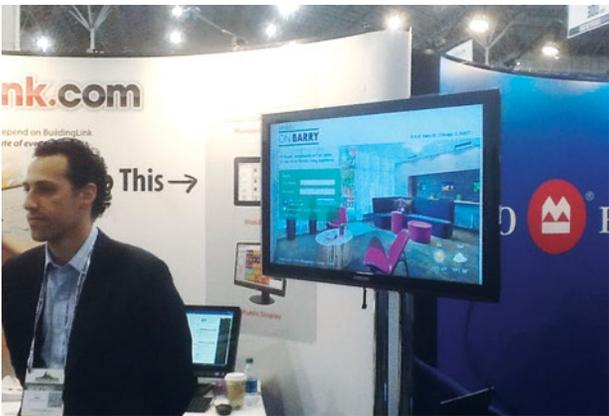
3. CertaPro Painters: Great job of integrating company brand colors throughout exhibit and visually communicating what makes the company different.



4. FRR: Live presenter was excellent at gathering crowds and effectively communicating the company's messaging through sleight-of-hand magic tricks.



5. Icebreaker: The number one way attendees want to engage with exhibits is through demonstrations. Icebreaker hit the bull's-eye with this extremely effective, product demonstration.



7. BuildingLink.com: Large, well placed flat panel visually showed their products in action and created interest in personalized demonstrations on the smaller computer screens below.



9. CertaPro Painters: While many companies gave away candy, CertaPro went the extra mile to be sure the visitor knew who gave them the candy.



6. Swan: Exhibit graphics said Swan=Durability. This interactive product demonstration proved the point beyond a shadow of a doubt.



8. Nonstop Locksmith: Smartly used a well-placed carpet to help define their space and reinforce their company branding and tagline.



10. Urban Out Sitters: Use of a relevant costumed character, with a very proactive staff wearing company branded apparel made this booth a "can't miss."

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11. Hruska Insurance: Unusual is an effective marketing interruption strategy. This statuesque character effectively grabbed attention and delivered a golden egg with a compelling message inside.



13. NuWool: Proving your claim is an effective product demonstration strategy. This vignette proved how their product reduces internal wall temperature.



15. Tressler LLP: Clean, well designed and well placed graphics invited you to quickly learn about what makes this law firm different than the competition.



12. Escaping Condo Jail: The jail theme was effectively integrated throughout the entire exhibit from the staff apparel to the barbed wire fences along the back of the exhibit.



14. CondoCPA: Stunning 3-D graphics demanded attention and effectively branded this CPA firm while quickly communicating their core competencies.



16. Landscape Concepts Management: Used a well-placed flat panel to show colorful images of their landscape projects.

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17. NordicPlow: A product vignette replicating a snowplow, with an educational video placed above it and staff pushing the product did an outstanding job of attracting attention.



19. Nonstop Locksmith: Expanding from a single to a double booth, and moving from a banner hanging on pipe and drape, two well-designed exhibits helped communicate their “Single Source” message and identify the two core product areas of their business.



21. DRF: Perfectly-placed well-lit colorful visual icons helped quickly and visually to communicate the breadth of their services.



18. Baseboarders: Another excellent example of billboard style graphics that callout the problem, visually communicate before and after, and quickly deliver the value proposition.



20. Harris Claims Services: A picture is worth 1,000 words. This large singular image was an attention grabber. Combined with the large bold headline, attendees were quickly able to understand what this company does.



22. TriView: Another example of using flooring to define the space and create a more comfortable visitor experience.

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