25 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluator

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As a value-added exhibitor service, NATDA provided new exhibiting companies and those who participated in the pre-show webinar with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, I 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 or best. They only represent a sampling of many effective exhibiting practices observed. *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

Diamond C Trailers

Diamond C Trailers was sure to draw eyes by placing a military jeep and small trailer on a flat bed and wrapping all of the equipment in military camo style graphics. This supported their exhibit theme of “Honor the Work, Honor the Service”.

Creative Attention-Grabbing Techniques

Lamar Trailers

Colorful balloons and large marquee style lighting combined to draw attention and make sure that everyone knew what their unique seliing proposition was. Taking it one step further, they also placed it in large graphics on a trailer, angled toward the aisle. Hard not to notice!!!

Creative Attention-Grabbing Techniques

Novawinch USA

Bold colors are an attention grabbing lever all exhibitors can pull. When you combine it with backlighting and a large image featuring your product, you are sure to get your fair share of looks.

Creative Attention-Grabbing Techniques

Synchrony

The fastest way to get a small booth noticed is to light it up. This small booth did an outstanding job of using halo lighting around their logo, combined with downlighting and an elegant hard wall exhibit backdrop to make sure they got their fair share of attention.

Creative Attention-Grabbing Techniques

Canadian Trailer Company

Creating curiosity to enter and learn about your offerings is the goal of every exhibitor. Canadian Trailer Company combined bright strong exterior lighting and intriguing blue interior lighting to draw attention and encourage dealers to enter to learn more.

Creative Attention-Grabbing Techniques

Blue Ridge Manufacturing, LLC

People notice things and shapes that are unusual. Seeing a truck bed on top of a trailer in a strangely angled position was a sure fire way to draw attention.

Creative Attention-Grabbing Techniques

Deemaxx Components, Inc.

Here’s another great example of using various lighting accents and bold colors to make a small booth stand out in the crowd.

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

Trailer Ops

This is an excelent example of answering the all important who we are, what we do, and why you should care messaging in a quick-read and visually attractive style.

Effective Visual Communications

ATW

NEW is a magnet! It's one of the top reasons attendees visit the exhibt hall. In this large co-branded booth, both business units smartly placed large "new" signs on their trailers. And they colored them in their brand colors to create distinction.

Effective Visual Communications

Buyers Products Company

A super smart, but often overlooked communication strategy is to use the inside of the top sign. This savvy exhibitor combined great visuals along with the message of “Made in the USA” to add more communciation power to their top sign.

Effective Visual Communications

Hillcrest Trailers

Here's another excellent example of building a visual messaging startegy around a core idea of OUTLAST. The large center tower had thoughtful, quick-read messaging defining how the company, their relationships, and their products are desinged to outlast the competition.

Effective Visual Communications

Dealer Spike

One of the most powerful messages an exhibit should communicate is the Value Proposition. Dealer Spike did a great job of placing quick-read value propositions at mulitple viewing tiers around the booth.

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

RGI Spray Booths

Attendees really appreciate presentations that show products in real life settings. RGI Spray Booths delivered by bringing a large walk in spray booth as their exhibit property. The well lit open booth encouraged dealers to walk in and learn more about spraying.

Engaging & Informative Presentations / Demonstrations

BESCUTTER

Live demos are a very effective presentation strategy. When you add intrigue by placing the live demo with a person cutting inside a glowing green container, it takes it to a whole other level of intrigue.

Engaging & Informative Presentations / Demonstrations

TowTether

Wow! Now this is taking a live demo to a completely different level. This savvy small exhibit recreated a scale model of a truck tailgate with an embeded video that used cartoon like animation and instructional video to tell the product story.

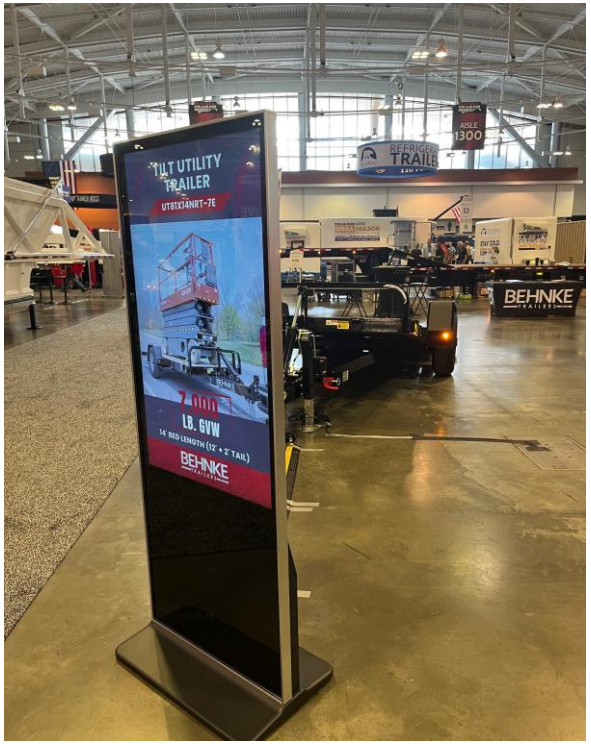
Wait… it gets even better. Right below the video screen was an actual product demo that let visitors experince how fast and easy to the device is to use. Amazing!!!

Engaging & Informative Presentations / Demonstrations

Austin Hardware and Supply, Inc. (MO)

Austin Hardware and Supply did an outstanding job with their SAFE ASSIST live demo. They placed it on the edge of the booth and had quick-read signage both promoting the demo and delivering key benefits which encouraged visitors to lift the gate thereby proving their claim. Amplifying the reach of the in-booth demo, they also placed their product in another booth with well-designed signage to draw attention. A great 1-2 punch!

Engaging & Informative Presentations / Demonstrations



Behnke Trailers

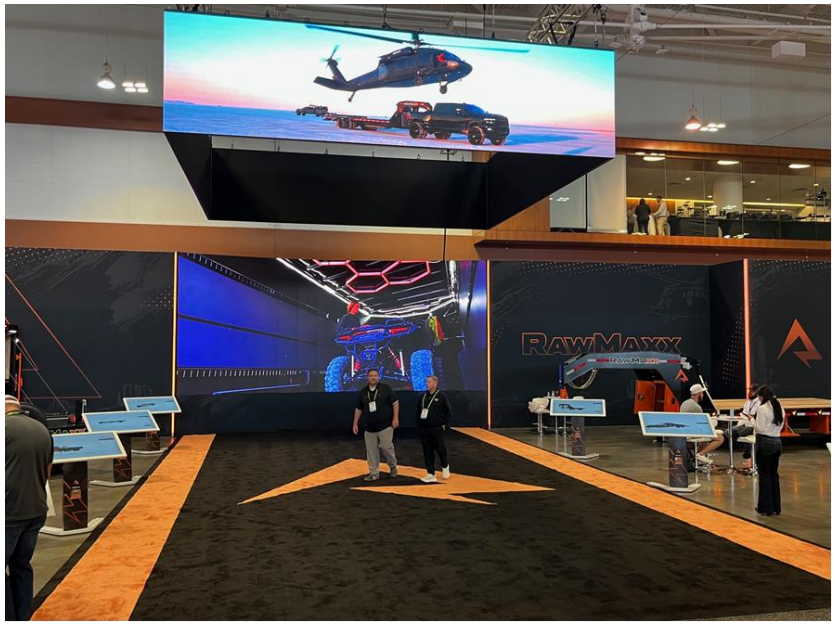
Some companies just place their trailers in the booth and rely on booth staff to tell the product story. Behnke added digital amplification by providing large video touch screen displays. This allowed visitors to learn more about the products displayed in an interactive, self-paced manner.

Engaging & Informative Presentations / Demonstrations

Boss Trailers

Here's another great example of how to raise the bar on product displays. Boss Trailers placed large, colorful product detailer signs near their displays which quickly and visually presented the top four things they want dealers to know.

Engaging & Informative Presentations / Demonstrations



RawMaxx

This outstanding booth could be featured in multiple categories. But what I wanted to focus on here was the elegant product staging, calling out their new products with well-placed signage, and informative product detail information that was highly visible at every product display.

Engaging & Informative Presentations / Demonstrations

ATW

Another great example of presenting a consistent visitor engagement strategy and co-branding two companies at the same time. These interactive trivia challenges gave dealers the chance to assess their trailer knowledge in a fast, fun and novel way The leaderboard let them see how they scored and there was plenty of swag and a reward for being on the top of the leaderboard.

Engaging & Informative Presentations / Demonstrations

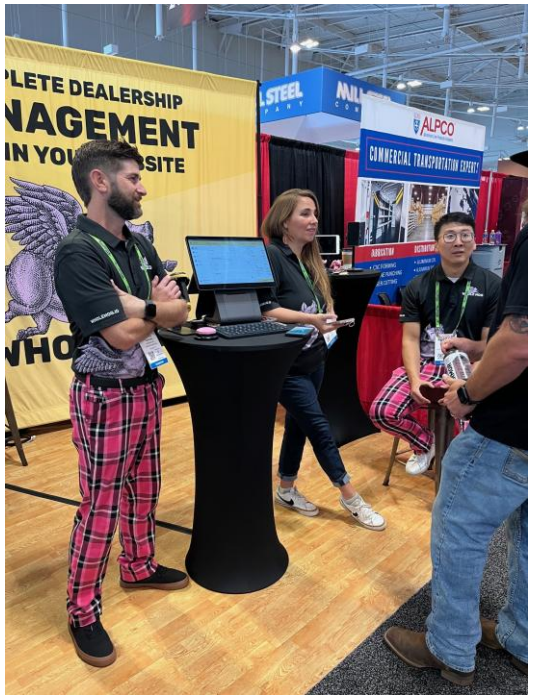
Novawinch USA

Product display and staging are important to the success of a demo. Novawinch USA did a great job of designing an attractive display that answered the what is it? and why should I care messages, while giving visitors the chance to handle the product.

Effective Staffing Practices

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

Effective Staffing Practices



WHOLE HOG

Staff apparel can be a very effective way to grab attention and carry your idenity around the venue. When you make the apparel dramtic and include a call to action on the back, you have a winning 1-2 punch.

In-Line Success:
Small Booths that Rock!

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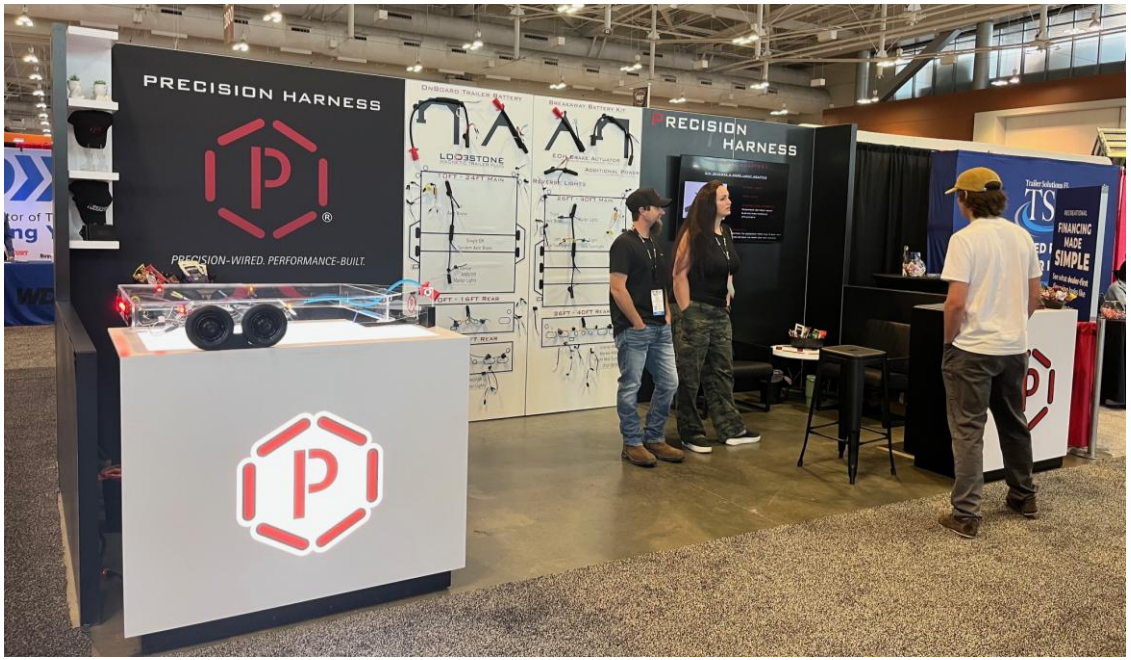

Precision Harness, LLC

Precision Harness executed an outstanding small booth. The hero element was the scale model of the harness on a plexiglass trailer that was staged on an elegant backlit and up lit display to draw attention. Their graphics quickly delivered their value proposition. And the center wall display showed different configurations. The video panel added additional learning opportunities. Staff wore branded apparel and hats and were very enthusiastic and proactive.

In-Line Success: Small Booths that Rock!

WHOLE HOG

Here's another small booth firing on all cylinders. The bright yellow backdrop with flying pigs was unique and drew eyes to the booth. Their value proposition was well placed at multiple points throughout the booth. The staff wore uniquely colored pants and branded shirts that not only identified them as booth staffers but carried their brand around the show with a call action tag to get some free bacon. Demo stations were well placed for attendees to quickly learn about their solutions and the staff exuded excitement about helping trailer dealers.

In-Line Success: Small Booths that Rock!

Dunarri

Here's an outstanding booth that proves that small does not have to be second rate. The well-designed backdrop drew attention and quickly answered the what and why questions. The product was well staged and easily accessible on the aisle. The staff was proactive and wore branded apparel. All elements combined for an effective small booth.

NATDA TRAILER SHOW

Thank You for Exhibiting with NATDA!

Mark your calendar now for the NATDA Trailer Show
August 31- September 2, 2027 in Nashville, TN

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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