



23 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluator

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As a value-added exhibitor service, NATDA 2024 provided new and partner exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, I 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 NATDA 2024. *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



Proven Industries

The fastest way to get a small booth noticed is to light it up, combine it with great flooring and a well-placed demo and you have the combination for getting your fair share of attention.

Creative Attention-Grabbing Techniques



Americana Tire & Wheel

Effective lighting draws attention. Americana integrated lighting into a colorful exhibit backdrop. For added draw, they placed a cut-out of a golfer holding a large snake. Finally, utilizing bright red flooring helped draw attention and tie it all together.

Creative Attention-Grabbing Techniques



Super Duty Fans

The human eye intuitively notices motion. Add a cool breeze with it and project your logo onto the floor in front of your booth, you're sure to get your fair share of looks.

Creative Attention-Grabbing Techniques



RawMaxx

Want to make sure everyone sees your exhibit? You can't do much better than rigging a large LED top sign and backing it up with a large LED video wall. I'll bet nobody passed the booth without looking at it.

Creative Attention-Grabbing Techniques



Timpette

With many trailers in the exhibit hall, sometimes it can be challenging to make sure people look at yours. This savvy exhibitor was up to the challenge by placing beautiful classic vehicles on their trailers which helped to make sure they not only got traffic, but also had people taking selfies with the vehicles.



Creative Attention-Grabbing Techniques



Southland Trailer Corp.

Sometimes making sure you get your fair share of eyeballs is as simple as adding something a little fun and festive to your booth. The colorful balloon entryway along with balloon towers near product displays was unique, eye-catching and stood out from 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



Brandt

A great booth quickly and visually tells a story. Brandt put on a clinic of communicating their story from the top down. The top sign effectively used both the inside and the outside to quickly answer the who we are question. The four banners strategically hung around the booth, delivered key value messages to help trailer dealers quickly understand the brand promise. The trailers were very well displayed and included outstanding signage defining what the product was, the three big messages they wanted you to know, and a QR code to access additional information. Bravo!



Effective Visual Communications



TRANSAX

Wow, this outstanding booth could be featured in multiple categories. I wanted to stress here how effective they were at quickly answering that who we are -- what we do -- and why you should care questions. The large LED wall was very well-designed and delivered a complete story in a few words. This is a clinic on concise but informative exhibit communications.

Effective Visual Communications



clicklease

Flat panels are a often utilized, but rarely effectively utilized communication tool. Clicklease showed the way by using their perfectly placed flat panel to visually ask questions to call out their target audience.

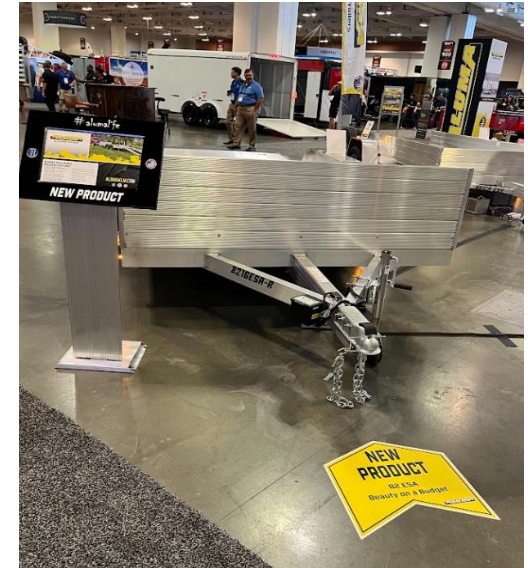
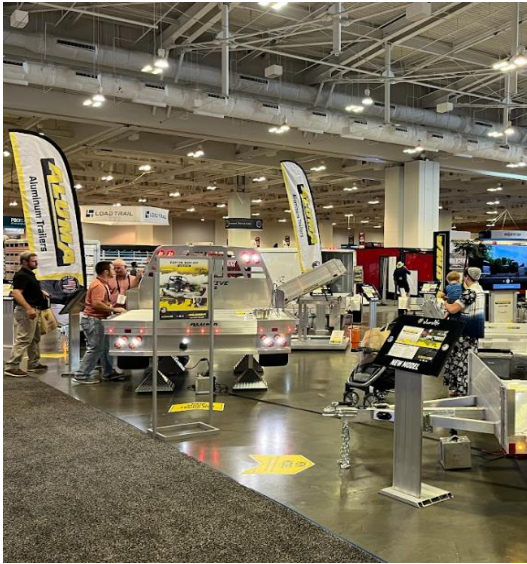
Effective Visual Communications



Polar King Mobile

If you're going to spend money to rig a top tier sign, you might as well make it deliver maximum value. Polar King knocked it out of the park by using the outside and the inside of their sign to quickly communicate who they are, what they do, and deliver key product messaging.

Effective Visual Communications



Aluma Trailers

One of the top reasons people visit the exhibit hall is to see what and who is NEW. Aluma Trailers smartly took advantage of this insight by placing their trailers angled toward the aisle with bright, yellow and black floor decals promoting the new products. They also had informative product detail signage once again communicating that it was new. Very well done!

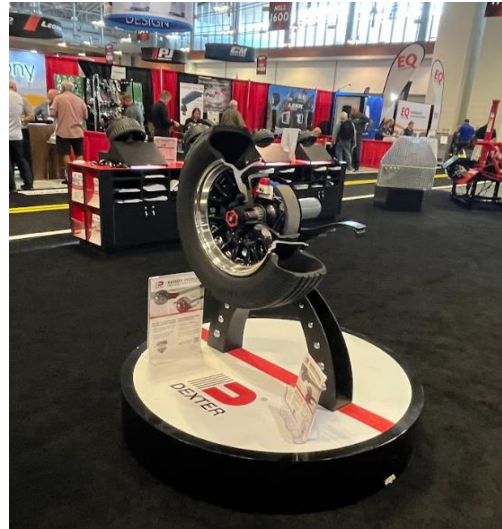




Engaging & Informative Presentations / Demonstrations

- 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



DEXTER

Another outstanding booth that could be featured in multiple categories. I want to emphasize how thoughtful and effective their product demo displays and vignettes were. The company logo pointed your eyes right toward the key value proposition. Each station had an abundant amount of well-staged product displays. Informative product information was delivered through both static signage and AV. All of the product displays were angled toward the aisle, encouraging visitors to stop and engage. Well done, DEXTER!



Engaging & Informative Presentations / Demonstrations

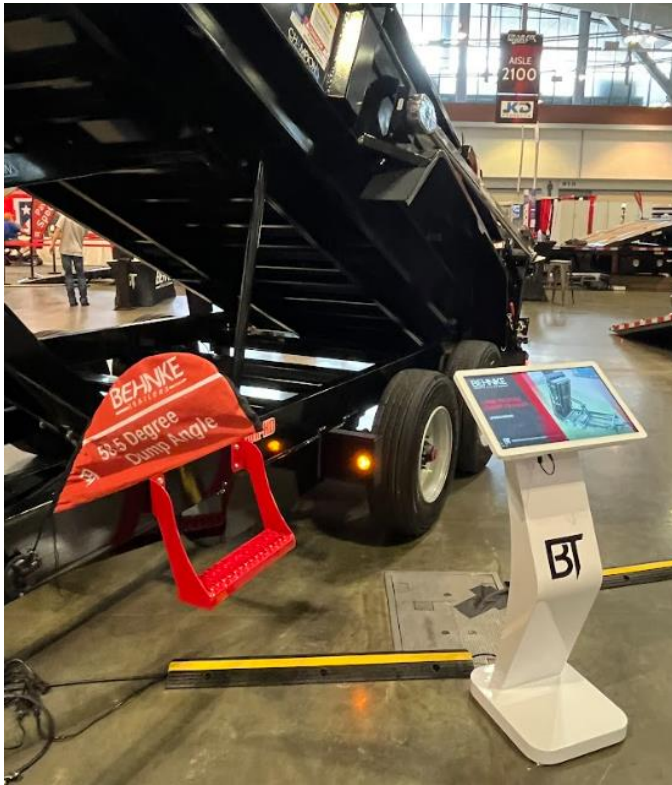


TASKMASTER

Product staging and visually communicating applications, features and benefits make all the difference when displaying products. TASKMASTER's product display vignettes were world class. And perfectly placed on the perimeter in an angled fashion to encourage visitors to stop and learn more about their wheels and tires.



Engaging & Informative Presentations / Demonstrations



Behnke Trailers

While many companies physically displayed trailers in the booth, very few took it to the next level by using both fabric flags to deliver key messaging and interactive kiosks to take a deeper dive to learn more about the trailers. Congratulations on very thoughtful and informative product displays.



Engaging & Informative Presentations / Demonstrations



BigTex Trailers

Here's another outstanding example of how to raise the bar on product displays and demonstrations. BigTex placed large LED video walls near product displays that had video, quick read feature & benefit copy, and a large QR code to access additional information. Way to raise the bar, Big Tex Trailers!

Engaging & Informative Presentations / Demonstrations

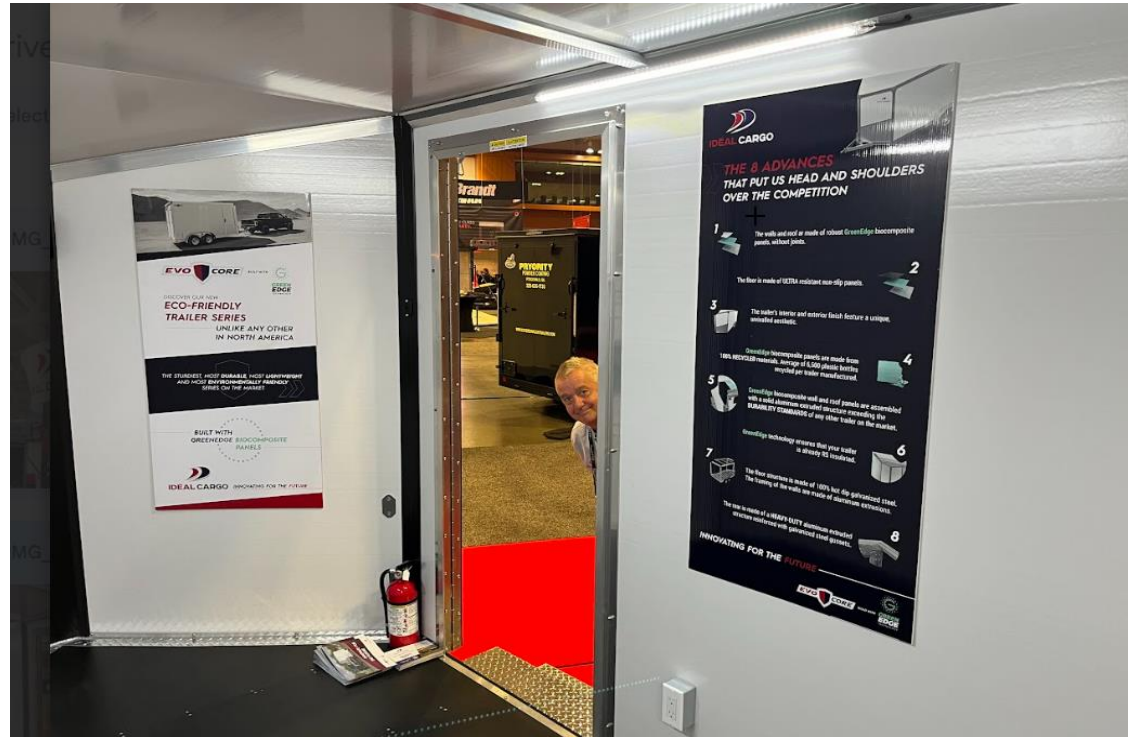


SHOCKER HITCH

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



IDEAL CARGO

One of the most important messages a product presentation must address is the unique selling proposition. IDEAL CARGO knocked it out of the park with their well-designed, informative signs that quickly and visually let trailer dealers know what makes their trailers better than the competition.





Effective Staffing Practices

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

Effective Staffing Practices



LEASE

Now here's a creative spin on effective staffing, not only did the booth staff wear attractive cowboy shirts and hats, but they took it to the next level by bringing some fun into the booth and riding stick ponies as a way to draw attention.



Effective Staffing Practices



Horizon Trailers

Here's another outstanding example of how to leverage staff apparel to not only draw attention, but also deliver your company's brand promise. The attention to detail goes all the way down to the embroidered logo on the sleeves of the shirts. Nicely done.



Effective Staffing Practices



Whole Hog

Here's another creative spin on staff apparel. If you're going to have some form of a contest or giveaway, why not promote it on the backs of your staff. Not only does it draw attention in the booth, but they become a walking billboard as they move around the venue.





In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Standard Paints, Inc.

Here's a small booth packing a big punch. The colorful exhibit backdrop with a crystal clear value proposition and quick read benefit messaging caught your attention. The well-placed video delivered additional product educational information. A demo on the edge of the booth provided an interactive experience that proved the quality of their product. A perfectly selected giveaway in terms of color samples brought together a very well executed small booth.



In-Line Success: Small Booths that Rock!



Trailergard

Here's another well designed small booth. The yellow and black color scheme is attention grabbing. It's quickly evident who the company is and what they do. Well-placed images add attention grabbing power to the booth. This is an incredible location having a three sided in-line booth. And they did a great job of keeping the space open and easy to enter. When you add the custom flooring, all these elements worked together for an outstanding small booth.

In-Line Success: Small Booths that Rock!



Vision LED

Here's another outstanding booth that proves that small does not have to be second rate. The high-quality well-designed exhibit backdrop drew attention. It was quickly evident who they are and what they do. Lighting solutions were well staged and displayed. The space was open and easy to enter. All elements that combine for a very effective small booth.



**Thank You for Exhibiting at
NATDA 2024!**

***Mark your calendar now for the upcoming NATDA 2025
August 26-28, 2025, 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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