

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

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As a value-added exhibitor service, THA provided select exhibiting companies 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. I 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 the THA 2020 Annual Conference & Expo. Enjoy!



Creative Attention-Grabbing Techniques

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



Corporate Screening - #312

Here's an example of creatively using colored 3D panels to deliver key messages. Corporate Screening created a strong visual focal point to make their messaging stand out and be noticed.



Jackson Physician Search - #601

The architectural elements within this island exhibit are distinctive. For Jackson Physician Search, sweeping lines, distinctive flooring, and back-lit panels placed on multiple angles, enhance the visitor experience. Bold graphics and branding, prominently placed within and facing the perimeter, communicate quickly and effectively. Very unique and effective exhibit property!

Effective Visual Communications

- ▶ Crystal Clear Value Propositions & Messaging
- ▶ Answering Attendees' 3 Major Questions: What-Why-Who
- ▶ Effective Promotion of NEW Offerings
- ▶ Thoughtful Brand Integration



XENEX Disinfection Services - #1005

The use of well-placed color blocked messages and familiar imagery helped XENEX's exhibit stand out from the crowd. Messaging can be seen across the aisle and supported through interactive product demos. Great job of visual storytelling!



GelPro Medical - #100

By using attention grabbing yellow and black angled banners placed at eye level, GelPro Medical drew visual attention to their NEW products - which is a primary reason hospital executives visit the exhibit hall. Very effective communication strategy!



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



Access Physicians - #705

Can't get to a doctor in person? No problem. Access Physicians showcased their telemedicine solution with a live A/V demo, staffed by a remote, live physician. A great way to showcase their telemedicine solution.

Effective Staffing Practices

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



Children's Health - #500

Staff from Children's Health presented a unified appearance while wearing pins featuring their distinctive red balloon logo. As a result, the staff were easy to identify in the exhibit and this helped increase brand awareness. Small details can make a big difference. Excellent!



All of Us Research Program - #1003

Staff members with All of Us Research Program did an excellent job of observing the rules of booth etiquette. Standing ready to greet attendees, 2 staff members - with literature in hand and wearing branded apparel - presented a unified and welcoming image of their organization.



Before and After: Changes Exhibitors Made



BEFORE



AFTER

Comprehensive Pharmacy Services - #211

For Comprehensive Pharmacy Services, moving their table from the front of the exhibit to angling it so it faced the corner made this inline exhibit space more welcoming and increased their visibility by facing both sides of the aisles. Look how this small change offers a more welcoming experience for both staff and attendees.



BEFORE



AFTER

911Cellular - #322

By simply changing the orientation of their table to face the corner, 911Cellular staff gained broader visibility across the aisles. This small change resulted in greater access to attendees walking in multiple directions. Very effective.



In-Line Success: Small Booths that Rock!



Unidine - #105

Unidine's Farmer's Market is captivating! This theme carried throughout the exhibit with colorful photos, compelling messaging, recipe cards, and specialty crafted giveaways. This shows how a creative approach to exhibit messaging can result in a thoughtful design that demands attention.





Thank you for exhibiting at the THA 2020 Annual Conference & Expo!

*Mark your calendar now to exhibit at the upcoming
THA 2021 Annual Conference & Expo in Austin, TX
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Texas Hospital Association



Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience

