

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

By: Jefferson Davis, Tradeshow Productivity Expert, Competitive Edge

As a value-added exhibitor service, THA provided random exhibiting companies with the award winning E3 Exhibiting Effectiveness Evaluation.

While conducting the 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 not presented in any particular order. They only represent a sampling of effective exhibiting practices observed at the THA 2018 Annual Conference and Expo.



Creative Attention-Grabbing Techniques



American Health Care

A small booth with big visual impact. American Health Care did a great job of breaking the mold of copy-heavy booths to grab attention with this colorful graphic.



Azalea Health

A sure-fire way to grab attention is to light up your booth. Azalea did a great job of combining strong back lighting with crystal clear, easy-to-read messaging.



Clearwater Compliance

Because CEOs recognize the value of THA Endorsed Partners, this exhibitor was very smart to communicate their endorsed partner position right in the center of their graphics.



BKD CPAs & Advisors

A powerful way to grab attention is to use unique imagery. BKD hit the mark with this large graphic along with a well-placed positioning statement.

Effective Visual Communications



McGough

McGough did a great job of showing their capabilities with graphics and real case examples tailored to the hospital marketplace.



CompleteRx

This booth is a clinic on how to design effective graphics that grab attention and answer all the primary questions in the mind of an attendee. What? Why? Who?



Hospital Receivables Service, Inc.

This exhibitor did a makeover on their booth based on last year's E3 report. They did a great job of demanding attention with a strong hook integrated into their graphics.



SunRx

Here's an excellent example of how to design a backdrop that effectively brands your company, while quickly & visually informing and educating visitors about your benefits and solutions.



Effective Visual Communications



TEAMHealth

An excellent example of visual communications in a small booth, combining lighting, imagery, and a crystal clear value proposition.



CareCulture Health Partners

An excellent example of strong visual communications using three well-designed and integrated pull-up banners.



CHG Healthcare

CHG did a great job of using large billboard style graphics that immediately communicated their value proposition.



DHG Healthcare

A powerful way to grab attention is to use unique imagery. DHG hit the mark with this large graphic along with a well-placed positioning statement.

Engaging & Informative Presentations / Demonstrations



Azalea Health

Azalea Health made smart use of their giveaway notebook by including detailed information about the solutions Azalea offers. What a great way to have attendees take your key messages home with them.



Smart Exhibit Access and Attendee Navigation



Alteon Health

A very well-designed corner booth and smart utilization of space created an open, easy-to-enter feel. Excellent branding at all levels and good graphics to help tell the company story.



Carstens

Carstens made excellent use of their corner exhibit space by re-creating the hospital experience. Excellent signage informed CEOs about the need for their products.



Jackson Physician Search

Jackson's fun hangout area re-created an outdoor patio feel. The relaxed play space was a welcome change of pace from the rest of the exhibit hall. Outstanding.

In-Line Success: Small Booths that Rock!



AMN Healthcare

AMN did a great job of creating a high-quality well-branded exhibit and really defined their space by using light gray carpeting.



CoNexus

One way to make a bigger impression is to have a little larger booth. CoNexus hit the bulls-eye with their 10' x 20' booth with great branding and open and easy-to-enter layout.

Thank you for Exhibiting at the THA Annual Conference.
Mark your calendar now for the 2019 THA Annual Conference & Expo.

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Be sure to bring your creativity and excellent execution so we can feature your exhibit in this report next year!

