

A'23

AIA
Conference
on Architecture
2023

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

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As a value-added exhibitor service, A'23 provided selected exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. We want to congratulate the 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 many effective exhibiting practices we observed at A'23. *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



Owens Corning

When your product is completely invisible in the finished architecture, it can be a challenge to get yourself noticed. Owens Corning leveraged their “pinkness” and tie in with the Pink Panther to engage visitors in all sorts of interactive experiences. This was a “must see” exhibit at A’23.

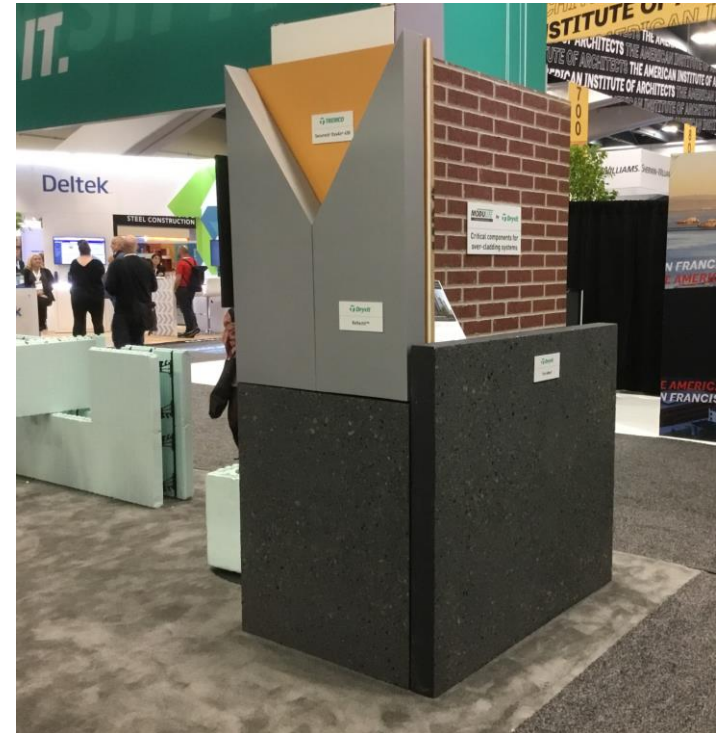
Creative Attention-Grabbing Techniques



Owens Corning

It's rare to feature a company twice in the same standout category, but Owens Corning earns a shout-out for their hanging QR code sign. When the QR code was scanned, an Augmented Reality opened up which allowed visitors to tour the exhibit and learn about the products in a unique way. Creative use of the QR code was seen throughout A'23 - more highlights follow.

Creative Attention-Grabbing Techniques



Tremco

Tremco leveraged the inside of its 4-sided hanging sign to deliver key messages. The descriptors supported Tremco values: Build It, Seal It, Finish it. Educational product displays included features and benefits, as well as samples to support the copy. Simple, easy to follow and nicely done.

Creative Attention-Grabbing Techniques



Sketch Up

This uniquely designed exhibit drew your eyes and emphasized the company name supported by the tagline of “Design in 3D”. This made it apparent what Sketch Up was promoting. The tagline was supported by the 3D and VR headsets many attendees and staffers were wearing around the booth, and at their demo stations. Attention grabbing for sure!

Creative Attention-Grabbing Techniques



Sika

The broad swaths of yellow from the upper hanging sign and the kiosk and towers on the ground, really stood out from surrounding booths and worked together to establish and strengthen the brand image and present Sika's striking gold color.

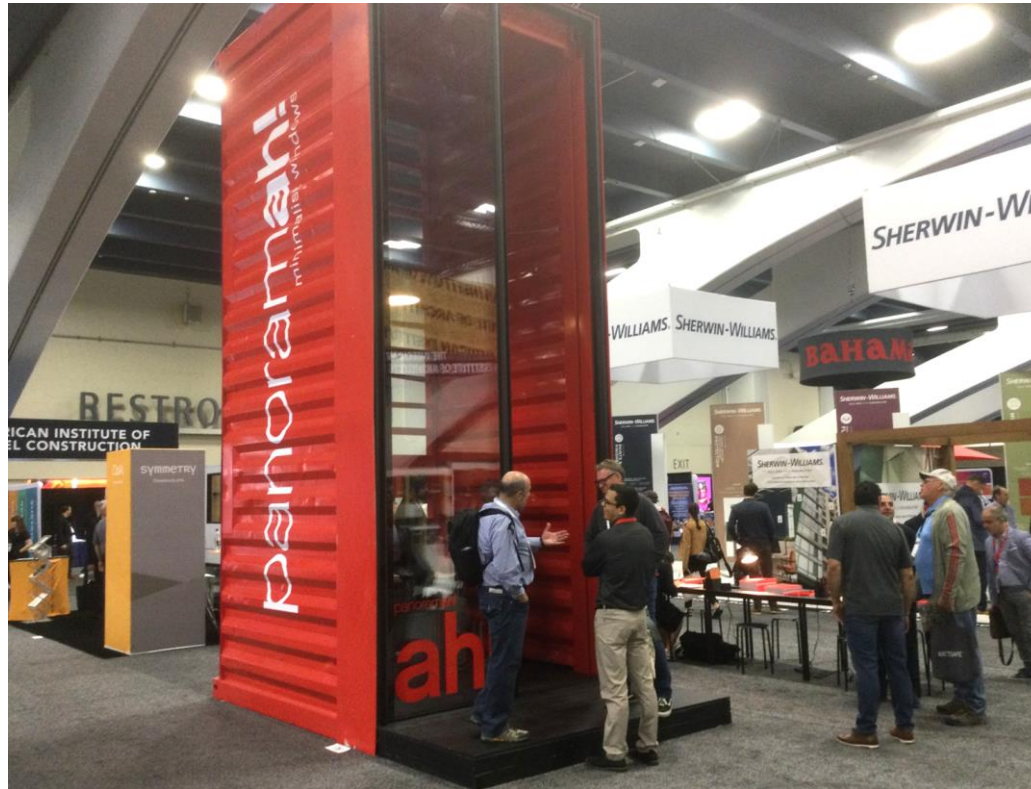
Creative Attention-Grabbing Techniques



NCARB

Of the best ways to insure your exhibit gets noticed -- large or small -- is to light it up. The back lit tower panels on the NCARB booth shone like a lighthouse beacon across the show floor, attracting attendees throughout the duration of the show.

Creative Attention-Grabbing Techniques



PanoramAH

Placing a familiar object (in this case a shipping container) in a unfamiliar position creates curiosity and attention. Then, if you paint it red and display your messaging inside -- you've got a sure fire visitor magnet.

Creative Attention-Grabbing Techniques



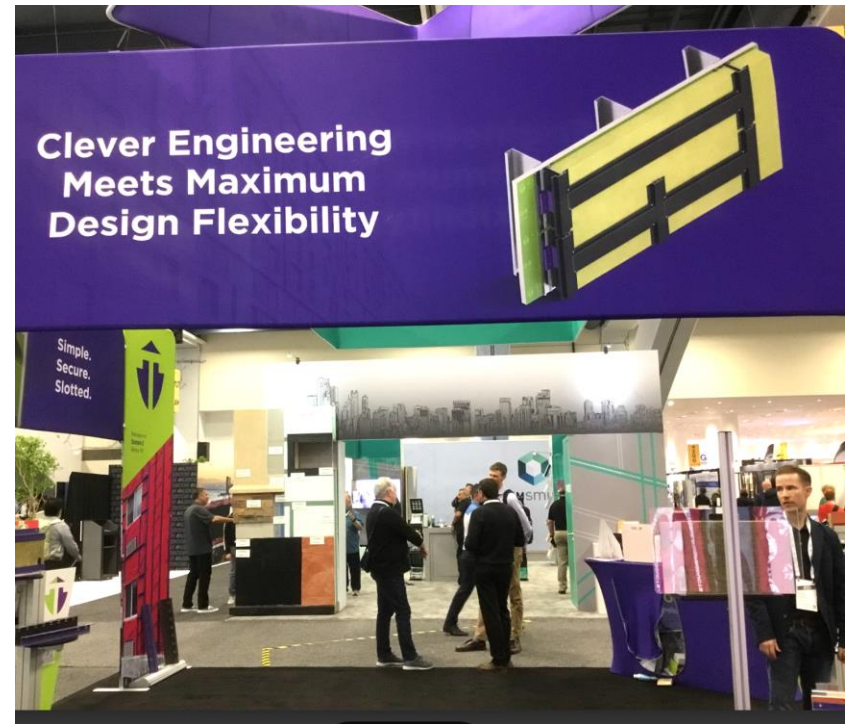
Vectorworks

A stunning black and white color scheme with lighting effectively highlighted the “V” for Vectorworks. It also showed how a 10x20 could be arranged to seat seven so visitors were comfortable watching a video presentation and could use other areas for discussions with staff.

Effective Visual Communications

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

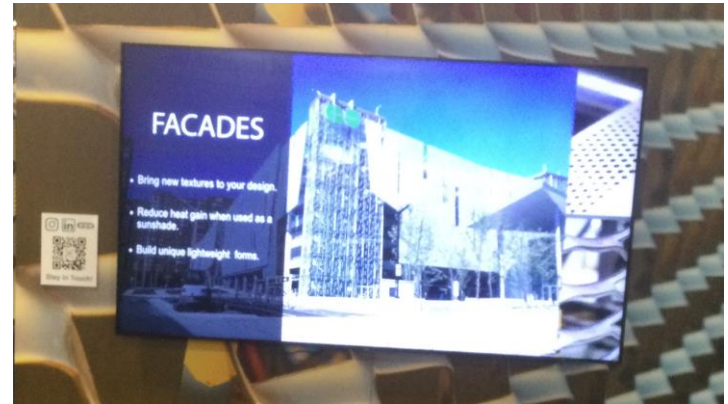
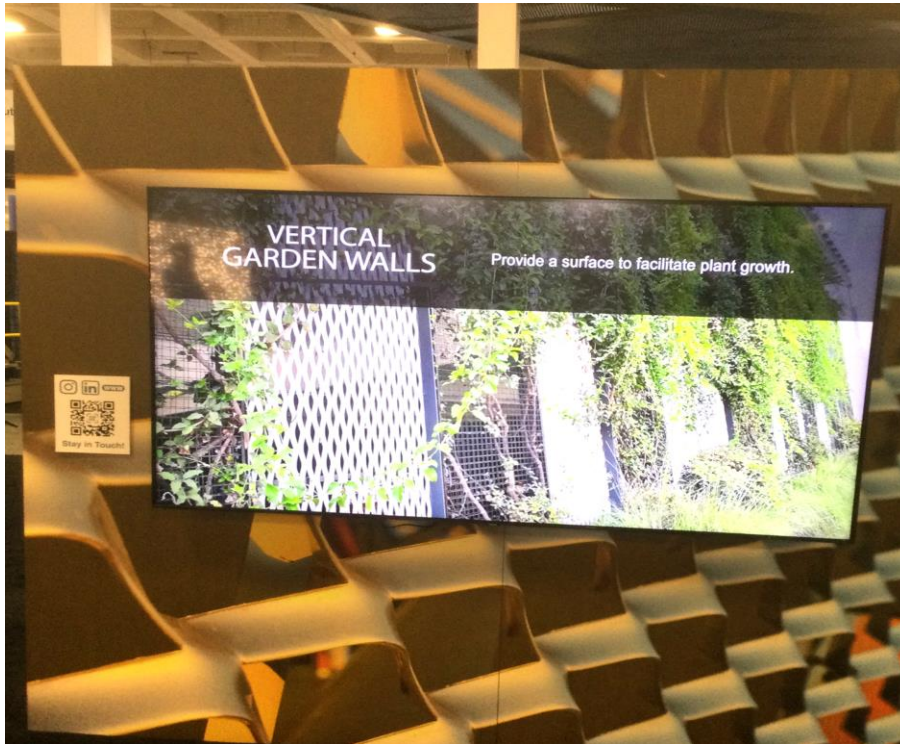
Effective Visual Communications



Cladiator

Cladiator's booth delivered simple messages inside. Where the company excelled was the headline copy. "Built to conquer new challenges...Clever engineering meets maximum design flexibility." This made it clear why it was important to learn more about what was inside to help attendees in their businesses.

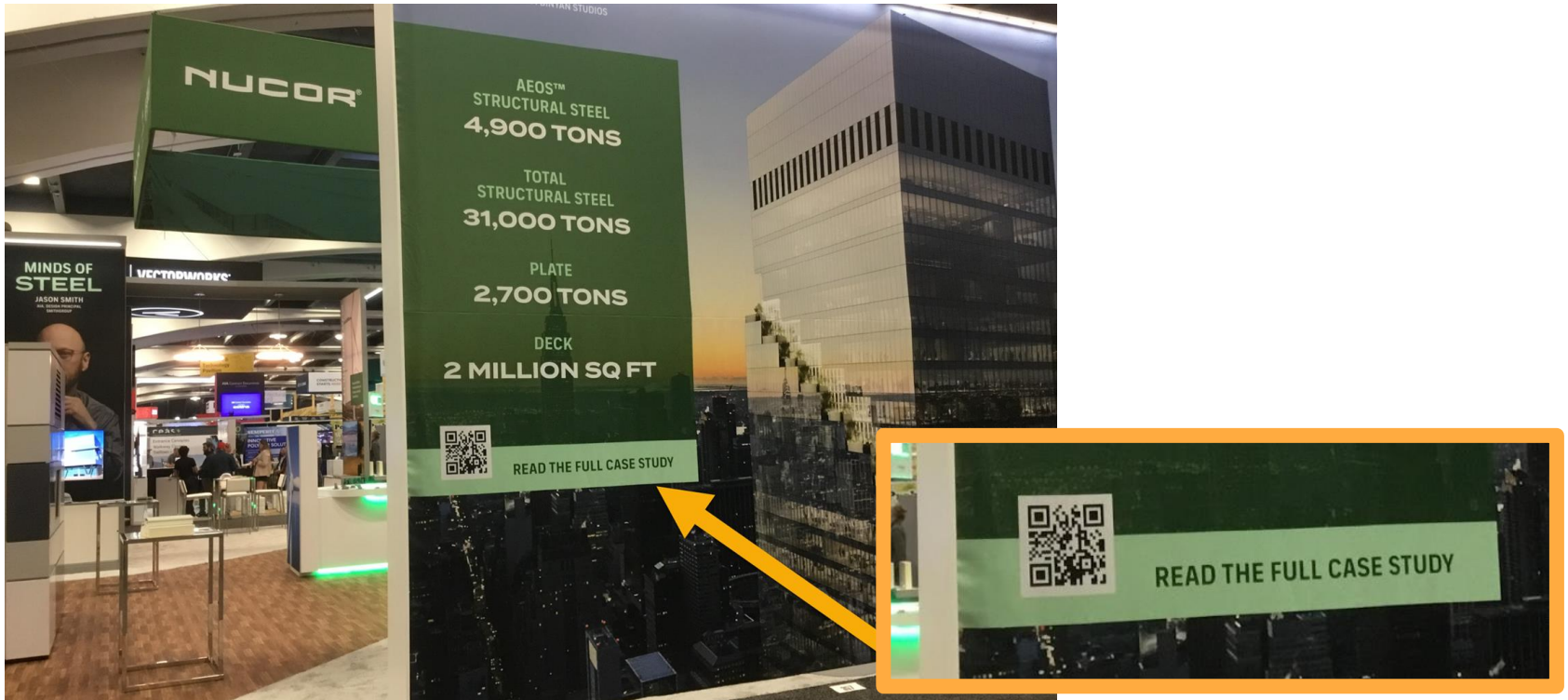
Effective Visual Communications



Amico

Video and slide presentations require some specific “Must Do’s” to be effective on the trade show floor. Amico’s large video monitor, at eye-level, provided titles and detailed captions to put each photo into context, and provide captivating details. Then they aligned a QR code next to the monitor to entice visitors to learn more. A very well-planned and executed display.

Effective Visual Communications



NuCor

NuCor was especially effective at displaying product factoids where it was easy to view each. The products were supported at the bottom left with another example of using a large QR code. They brilliantly told visitors what to expect if they scanned the code -- heightening the engagement.

Effective Visual Communications



Unanet

Unanet was effective at communicating the company brand and supporting it with consistent colors and a more detailed message at eye level. The strategy increased interest in products and services while it encouraged prospects to spend more time in the booth.

Effective Visual Communications



Sherwin Williams

Sherwin Williams was highly effective at presenting the company's full spectrum of possibilities with taglines such as "one partner every spec of the way." They then placed multiple QR code stickers over their main image to invite visitors to learn more about the specific application of each product. Another very creative way to use QR codes to educate Architects.

Effective Visual Communications



Floodproofing.com

A well-crafted and well-placed question/headline can accomplish two things for your exhibit. First, it grabs the attention of visitors - a relevant question is hard to ignore. Second, it allows visitors to self-qualify themselves, by filtering out all those who do not “Need Flood Protection.” Brilliant.

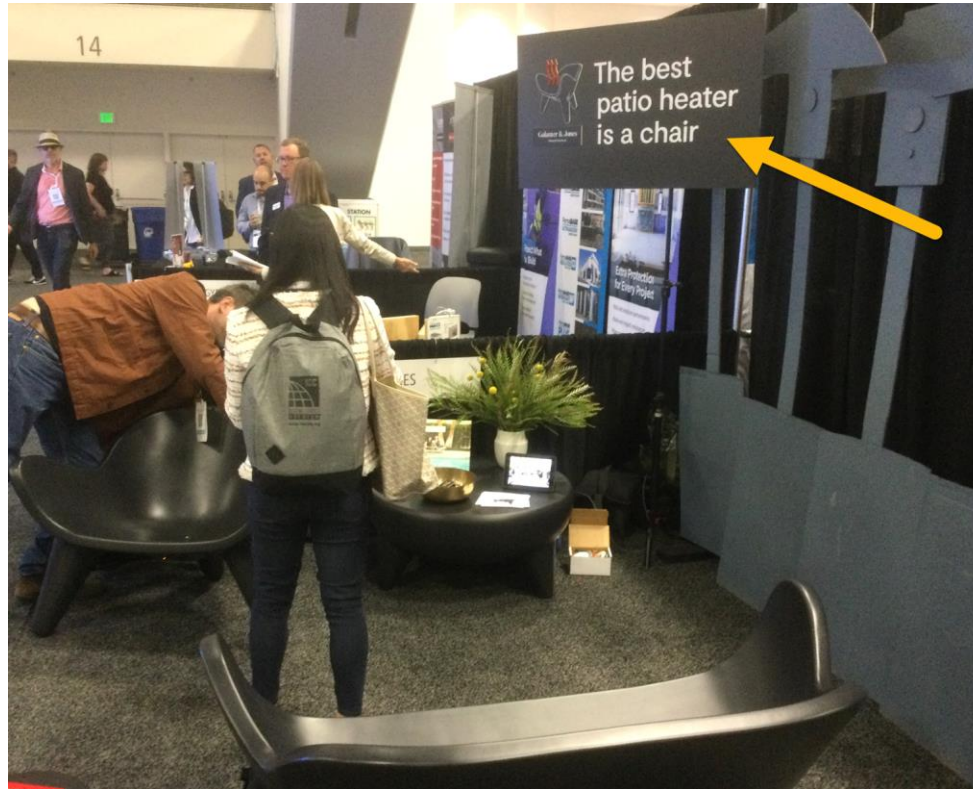
Effective Visual Communications



FHC

One of the top reasons why Conference attendees even set foot on the exhibit floor is --- to see What's NEW. FHC capitalized on this using multiple red signs to call attention to the new products. It's a proven strategy that is effective with both new prospects and familiar customers.

Effective Visual Communications



Galanter & Jones

Innovation is disruptive by nature. It changes the way we perceive objects. Here's an example of a small exhibitor who understands this principle, clearly and concisely telling us something new and completely unexpected -- and capturing our attention in the process.

Effective Visual Communications



BathTubs for Pets and Bicycles

This exhibit could fall into multiple categories. Great demo, open and easy access, and an iPad kiosk to help you get the “deeper dive” information. But the star of this exhibit is the back wall headline. There is absolutely no doubt about what this company does.

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



OPCMIA

The virtual reality experience at OPCMIA allowed visitors to experience what it was like to do a plastering job at a job site. The activity was well-staged and promoted with stanchion signs to invite visitors in to try their hand at a difficult task.

Engaging & Informative Presentations / Demonstrations



Tesla

Why would Tesla want to exhibit at a show for Architects? As it turns out, the shingles on their exhibit/shed double as solar panels, to charge up the vehicle. So, Tesla promotes the use of their vehicles through architectural elements, in turn making the architect's work more profitable. Showing how new markets can profit from your products and innovations are one thing trade shows can do very well -- for savvy marketers.

Engaging & Informative Presentations / Demonstrations



Figueras

The staging of objects inside an exhibit goes a long way toward enhancing and cementing their value in the eyes of visitors. Sometimes lighting, or a simple pedestal or change in flooring can make all the difference -- as it does here in the Figueras exhibit. Well done.

Engaging & Informative Presentations / Demonstrations



Owens Corning

Another shout-out to the people in pink. This time, we're highlighting their swag giveaway. Instead of offering a bowl of candy or a cheap pen, they guided you through building a gift bag for charity, all the while asking qualifying questions. The bags were donated at show's end to local charities.

Engaging & Informative Presentations / Demonstrations



Excel XL

Outstanding 10x10 corner booth used a backlit display to perfectly describe the value of the dryers as “touchless, cost-effective, sustainable”. This was supported by an array of working dryers in various finishes. The booth was an outstanding combination of eye-catching, educational and interactive experiences.

Engaging & Informative Presentations / Demonstrations



Georgia Pacific

Georgia Pacific was effective at capitalizing on a number of interactive demonstrations. These included one focusing on Fire Resistance that attracted a lot of attendees. In fact, the position of the Fire Resistance demo encouraged more attendees to visit other demos to learn more.

Effective Staffing Practices

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

Effective Staffing Practices



ZAP

An underutilized strategy to draw attention is staff apparel. This savvy exhibiting team perfectly integrated their company's messages and colors into their outfits to draw attention from visitors.

Smart Exhibit Access & Attendee Navigation

- Effective Crowd Management
- Effective and Efficient Wayfinding
- Creative Navigation Methods

Smart Exhibit Access & Attendee Navigation



Autodesk

The multiple demo stations in the Autodesk exhibit were perfectly placed and spaced well to allow for both movement and crowds, The signs above each station helped visitors quickly learn about the different solutions and benefits Autodesk products provide.

**In-Line Success:
Small Booths that Rock!**

In-Line Success: Small Booths that Rock!



Ambius

Usually, small exhibitors tend to fade into the background of “same old thing” when it comes to designing their exhibit. Ambius used a forest motif and bright green shirts to demand the attention of visitors, who saw this booth as a refreshing oasis, then stopped to learn more. Excellent work.

In-Line Success: Small Booths that Rock!



Habitat Horticulture

Here's another example of a small exhibit that bucks the trend of "pop-up" booths. The warm wood back wall and strong spot lighting bring these plants to life spectacularly. Well done.

In-Line Success: Small Booths that Rock!



Kemmlit

Does anybody have any doubt about what Kemmlit makes? The headline is brief, concise, readable, well-lit and highly visible -- even with people standing in front of it. This booth is a clinic on how to design a back wall graphic.

In-Line Success: Small Booths that Rock!



ImaginIT Clarity

There are a couple excellent things happening in this small exhibit. First, the headline is crystal clear about the benefit their company provides. Second, the monitor and accompanying demo are staged at the perfect height to accommodate a standing visitor. Not too short, not too tall.

In-Line Success: Small Booths that Rock!



Stuart Dean

Stuart Dean “rocked out” their corner booth with a compelling backdrop. The tagline was supported by two compelling inside, outside photos. The 8 ft table in front was covered in black, with red and white copy explaining who they were and what Stuart Dean could do for the audience. Small booth, well done.

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**Thank You for Exhibiting at
A'23!**

***Mark your calendar now for A'24,
June 5-8, 2024, in Washington DC***

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



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