

AIA25

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

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As a value-added exhibitor service, AIA25 provided selected exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, the evaluators looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. AIA wants 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 observed at AIA25. *Enjoy!*



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

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Creative Attention-Grabbing Techniques

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

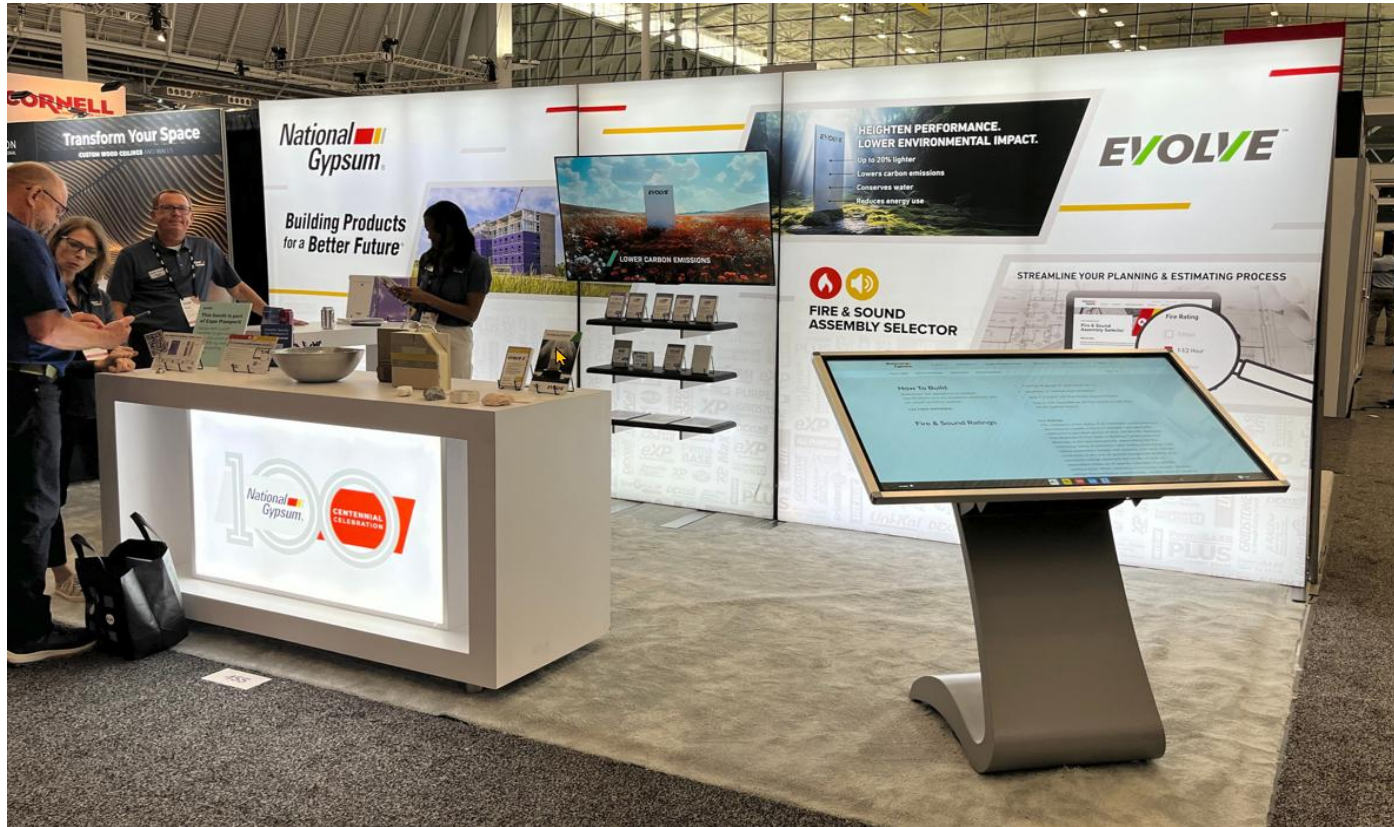
Creative Attention-Grabbing Techniques



Brava

Brava used an often-overlooked tactic—creative flooring—to turn their small space into a striking visual experience. The rich imagery and textured surfaces evoked the feel of an Italian palazzo, immediately drawing visitors in. It was an immersive, elegant touch that elevated the entire exhibit.

Creative Attention-Grabbing Techniques

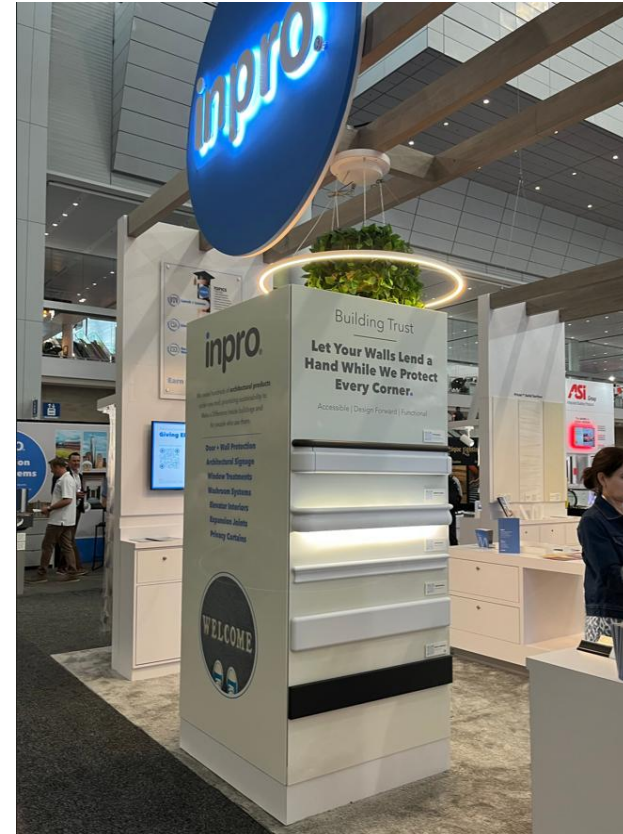


National Gypsum

It's true: people are drawn to light, and this booth used that to full advantage. Backlit exhibit, a brightly lit counter, and a well-placed interactive AV display combined to create strong visual attraction. The result was a small booth that couldn't be missed.

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Creative Attention-Grabbing Techniques

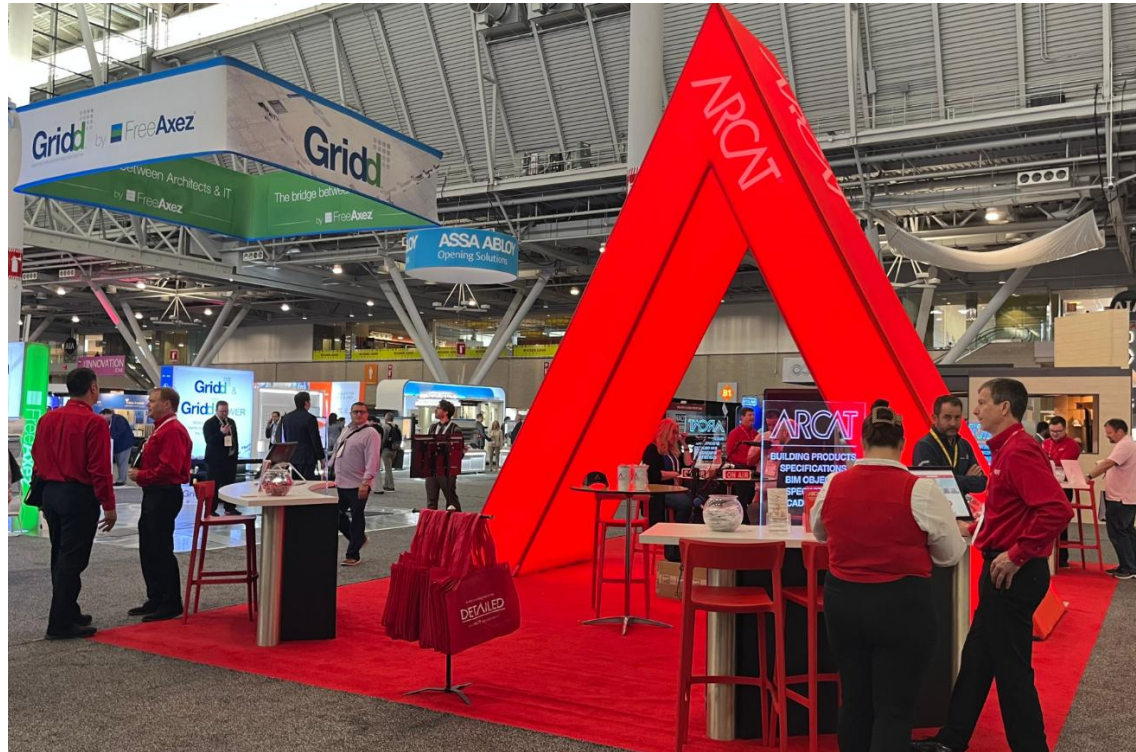


inpro

This outstanding exhibit deserves recognition across multiple categories. The strategic use of lighting effectively highlighted key areas, drawing the eye throughout the space. Add in strong visual messaging thoughtfully placed, and you have a well-executed, high-impact exhibit.

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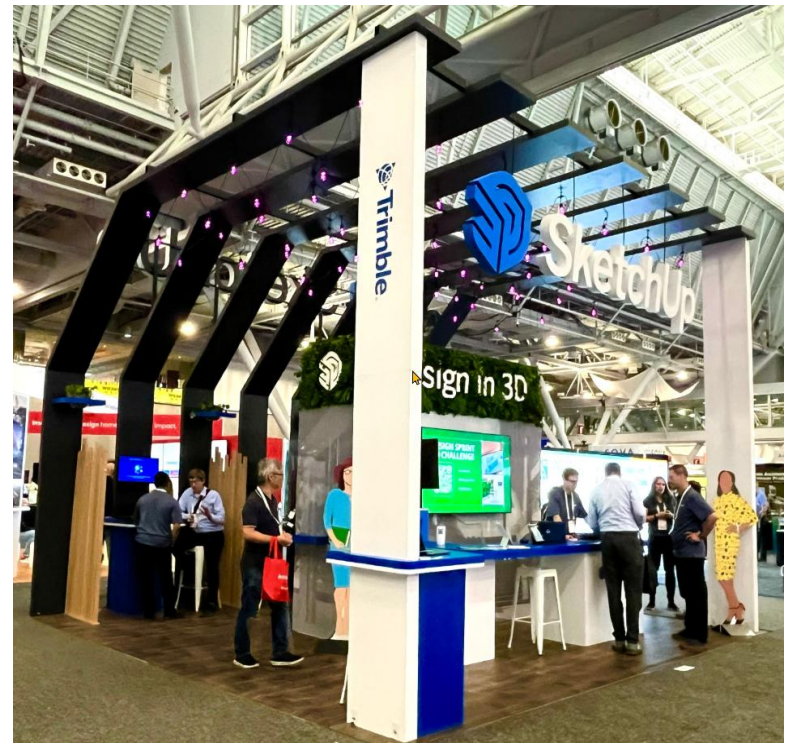
Creative Attention-Grabbing Techniques



ARCAT

ARCAT's exhibit stood out immediately—no map needed—thanks to bold branding that cleverly used scale and color to attract attention. Their logo became a sculptural element, blending design with function to guide visitors into the space. This creative structure transformed a static display into an attractive brand experience.

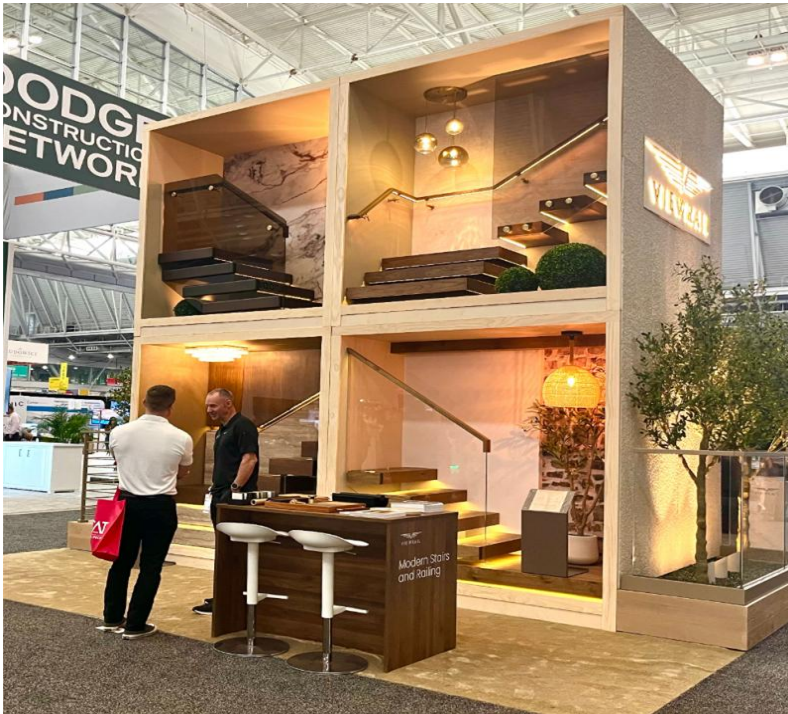
Creative Attention-Grabbing Techniques



Trimble

Trimble's exhibit stands out for its creative and unique exhibit property and lighting to draw focus to the featured product. Well-placed demonstration stations invite attendees to engage directly with the product, highlighting functionality and user-friendly design. The overall layout effectively balances aesthetic appeal with hands-on interaction.

Creative Attention-Grabbing Techniques



Viewrail

Viewrail's exhibit uses vertical structures to create a compelling visual display that draws attention upward and maximizes space. Each installation acts as a stand-alone vignette, showcasing the product's design, versatility, and functional appeal. The layout effectively turns the booth into a series of visually intriguing product displays.

Creative Attention-Grabbing Techniques



Qwel by Genesis Products

Qwel by Genesis Products features a distinctive exhibit design that clearly communicates its value proposition. Open spaces enhance both visibility and attendee flow, inviting exploration from multiple angles. Strong visual storytelling ties the elements together, leaving a cohesive and memorable impression.

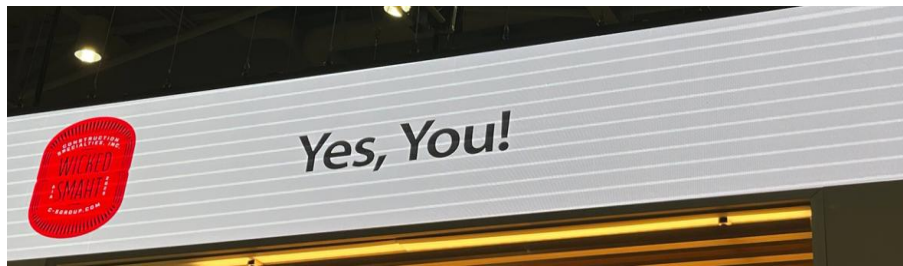
Creative Attention-Grabbing Techniques



Nordfab Ducting

One of the top questions on attendees' minds is, "What do you do?" This small booth answered that instantly and clearly through a smart, focused product display. It's a great example of how clarity drives attraction on the show floor.

Creative Attention-Grabbing Techniques



CSC

This outstanding exhibit could be listed in multiple categories, but one standout feature is its top-tier LED sign. By combining motion with quick-read copy, the sign effectively drew attention and invited attendees to learn more. It's a smart use of digital signage to drive traffic.

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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



Stoneyard

Stoneyard effectively applied insights from the pre-show webinar, using their flat panel display to spark interest and start conversations. The content was focused and engaging, drawing visitors into discussions about their stone veneer solutions. A smart and polished approach that demonstrated preparation and execution of effective visual communication.

Effective Visual Communications



AAP

One of the main reasons attendees visit the exhibit hall is to discover what's NEW. This exhibitor did a great job of spotlighting their new products, making them easy to find and hard to ignore. It's a simple, effective tactic that draws interest and sparks conversation.

Effective Visual Communications



HGC

By attending the pre-show webinar, HGC discovered that flat panels can do more than just display content—they can actively engage. Their panel posed short, targeted questions that sparked curiosity and drew attendees in. It was a smart, strategic use of technology to start meaningful conversations.

Effective Visual Communications



Construct Connect

An overhead hanging sign should do more than just display a name, and this one nailed it. By using both the inside and outside surfaces, they clearly communicated who they are and what they do. It's a smart, strategic approach that turned signage into storytelling.

Effective Visual Communications



Insulspan

This small booth delivered high-level messaging through a sharp blend of lighting, compelling imagery, and quick-read bullet points. In just seconds, visitors understood who they are, what they do, and why it matters. It's a masterclass in concise, visually-driven communication.

Effective Visual Communications



CSC

Today's architects care deeply about sustainability, and this exhibitor delivered that message with clarity and impact. Through quick, visual communication, they made their eco-conscious commitment instantly clear. It's a smart approach that resonates with today's design priorities.

Effective Visual Communications



ASSA ABLOY Opening Systems

ASSA ABLOY Opening Systems effectively highlights its new products with a well-positioned corner kiosk that boosts visibility and attendee access. Grouping the innovations together reinforces their relevance and encourages focused exploration. The strategic placement supports both traffic flow and product discovery.

Effective Visual Communications



Rhodetec GmbH

Rhodetec GmbH's exhibit directs attention through a focused new product showcase that anchors key areas of the space. Bold, high-contrast copy enhances visibility and reinforces messaging from a distance. The layout effectively guides visitors toward highlighted innovations.

Effective Visual Communications



FHC Frameless Hardware Company

FHC uses top-level signage to clearly answer the key attendee questions: Who they are, What they do, and Why it matters. The messaging is strategically placed on all sides, ensuring visibility from multiple directions across the show floor. This thoughtful approach enhances brand clarity and draws consistent traffic.

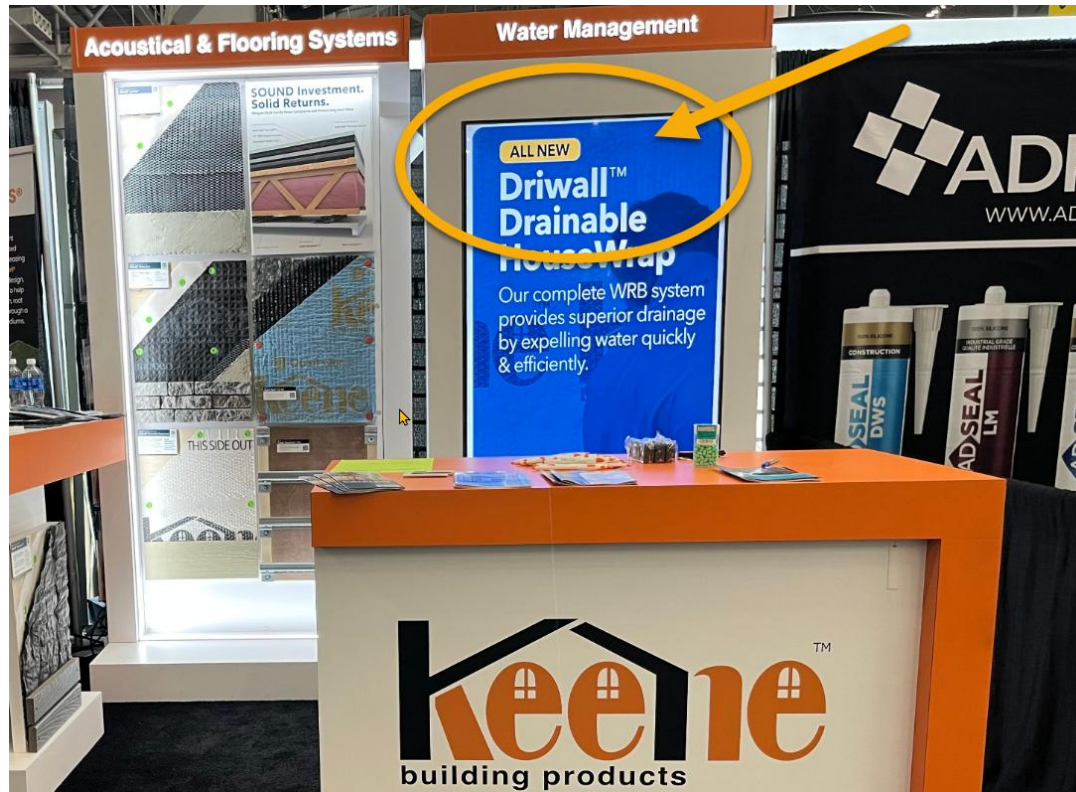
Effective Visual Communications



The National Ready Mixed Concrete Association

The National Ready Mixed Concrete Association's exhibit features well-placed messaging that communicates purpose with clarity. Brand elements are thoughtfully integrated throughout, reinforcing identity without overwhelming the space. An open layout encourages easy navigation and invites attendee engagement.

Effective Visual Communications



Keene Building Products

Keene Building Products makes the most of its small exhibit space by effectively highlighting new products—meeting attendees' top expectation for exhibit hall visits. The focused presentation draws interest and delivers clear value in a compact footprint. This streamlined approach ensures strong impact despite limited space.

Effective Visual Communications



Davies Office

Davies Office presents a crystal-clear and creatively executed exhibit that immediately communicates its core message. Informative demonstrations are enhanced by strong visual elements that reinforce key points. The result is an engaging and memorable attendee experience.

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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



Shluter Systems

Architects visit booths to see building products in context, and this savvy exhibitor delivered. Their product displays seamlessly integrated messaging, realistic physical recreations, and accessible information. It was a smart, purpose-driven design that met the needs of their target audience.

Engaging & Informative Presentations / Demonstrations



Westlake Roofing Products

An effective demonstration strategy is to prove your claim—and this roofing company nailed it. By visually showing the temperature differences between various roofing products, they turned data into a compelling visual experience. It was simple, memorable, and highly persuasive.

Engaging & Informative Presentations / Demonstrations

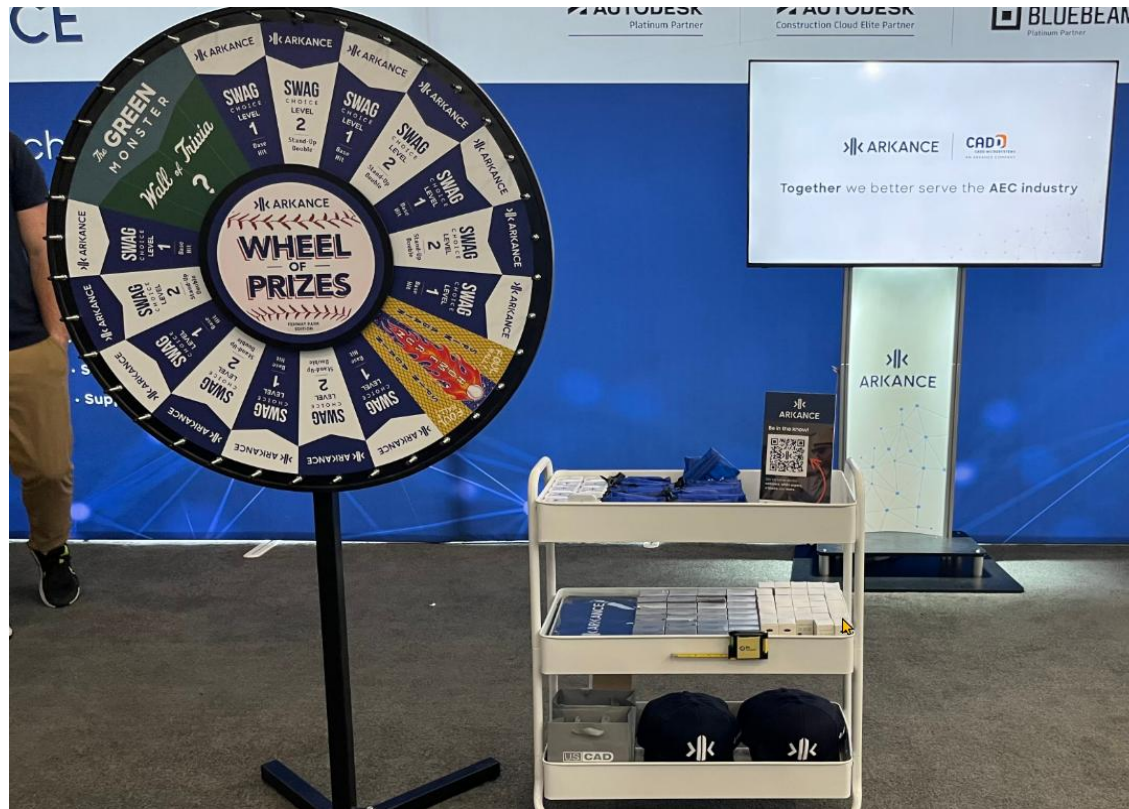


LiveRoof

Attendees want to see your product in action, and when the real thing is too large to bring, a well-designed scale model is the next best thing. This exhibitor brought a detailed, accessible model that made their solution come alive. A smart and effective way to bridge the gap between concept & reality.

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Engaging & Informative Presentations / Demonstrations



Arkance

Arkance uses gamification effectively to deliver its message in an engaging and memorable way. Interactive elements draw attendees in while subtly educating them on key offerings. This playful approach boosts both learning and booth traffic.

Engaging & Informative Presentations / Demonstrations



Bradley Corporation

Bradley Corporation uses a passport game to attract visitor attention and boost engagement with visitors. Offering multiple ways to play and win creates repeated learning opportunities and broadens appeal. This strategy balances fun with purposeful brand interaction.

Engaging & Informative Presentations / Demonstrations



Chaos

Chaos leverages an in-booth theater presentation to effectively attract and educate visitors. The setup combines technology and spatial design to create a focused, immersive learning environment. This approach enhances engagement while delivering clear, impactful messaging.

Engaging & Informative Presentations / Demonstrations



Georgia-Pacific Building Products

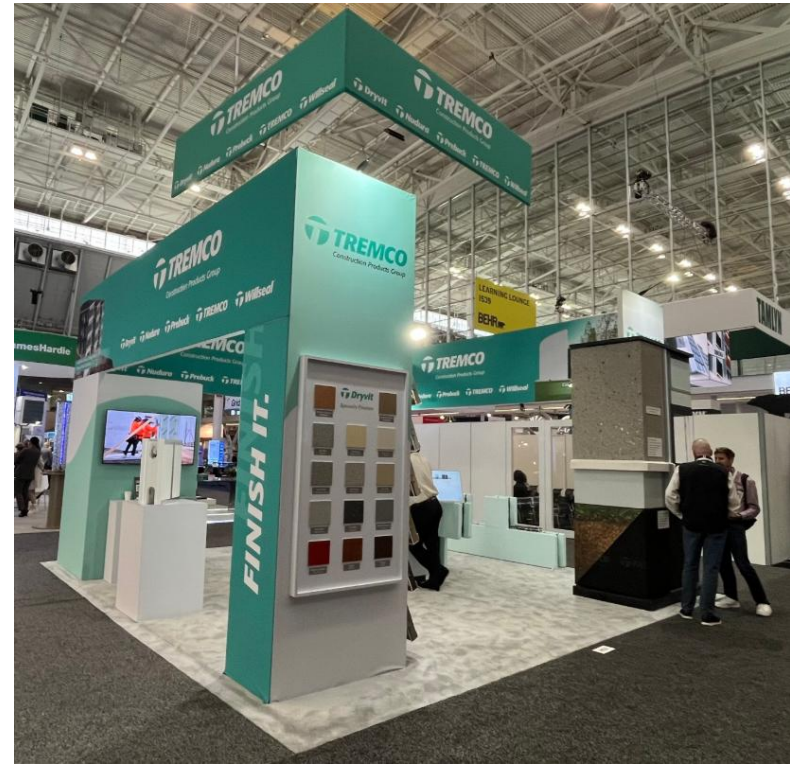
Georgia-Pacific Building Products excelled at labeling their interactive live-action demo stations, providing clear context for each experience. This thoughtful detail helps visitors quickly grasp the purpose and value of the demonstrations. The result is a relevant and engaging exhibit journey.

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Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Tremco Construction Products Group

Tremco delivers an engaging exhibit with smart, intuitive access that encourages exploration. Visual communications are strong, combining clear messaging, branding, and live product demos to tell a cohesive story. The layout supports a smooth visitor flow while maximizing brand impact.

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

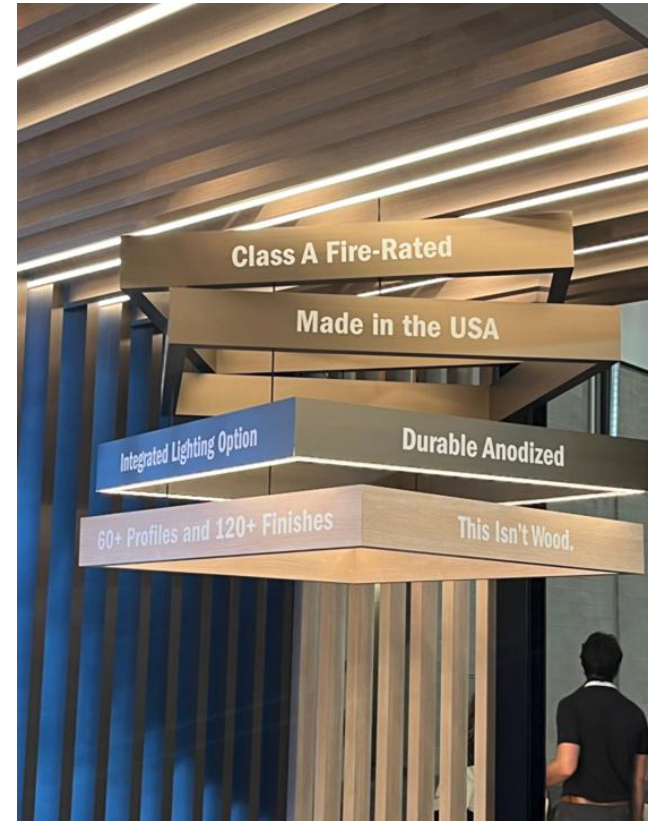
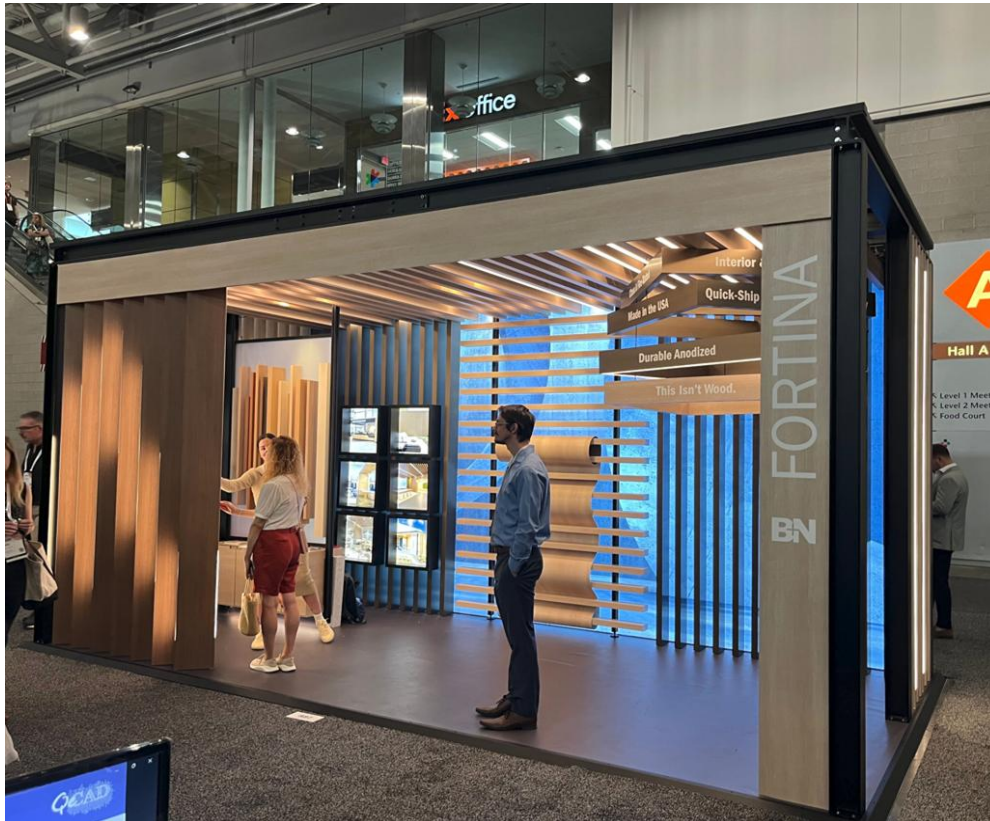
In-Line Success: Small Booths that Rock!



EZO Bord/Quiet Earth

This display proves that small exhibits can make a big impact. Their creative, visually striking booth stood out with unique product properties and elegant staging that clearly communicated their solutions. Clever use of branded flooring tied the whole space together—an outstanding example of how to do small right.

In-Line Success: Small Booths that Rock!



Fortina

This small booth was on fire, turning heads with a unique, eye-catching exhibit property and striking lighting. Elegant product staging created intrigue, encouraging closer inspection. Their core messaging came through clearly, delivered with creative flair and strong visual impact.

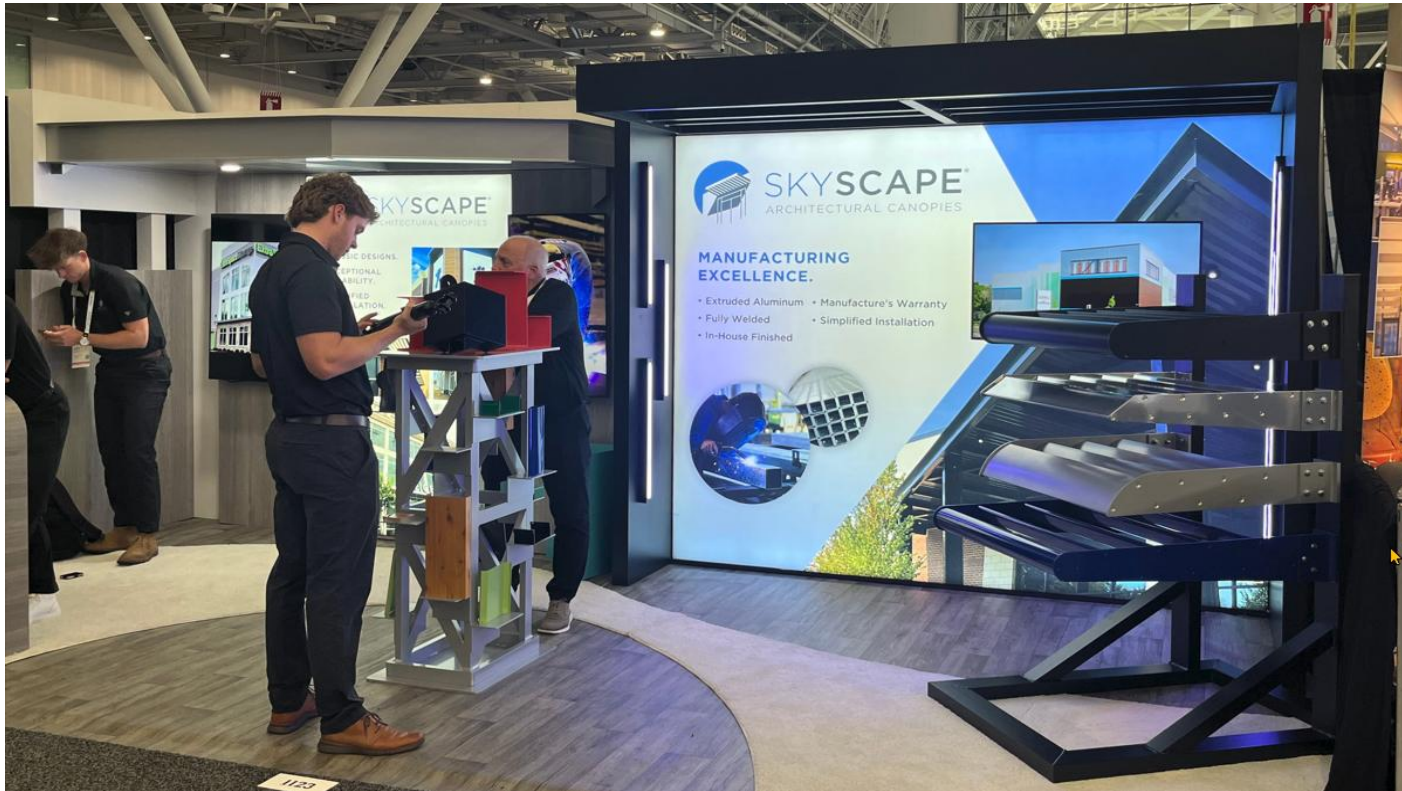
In-Line Success: Small Booths that Rock!



Elevate Lux

This small exhibit packed a big punch with a well-designed illuminated backdrop that instantly told visitors who they are and what they do. Elegantly staged product demos brought their lighting solutions to life. It was a smart use of space that combined clarity, function, and visual appeal.

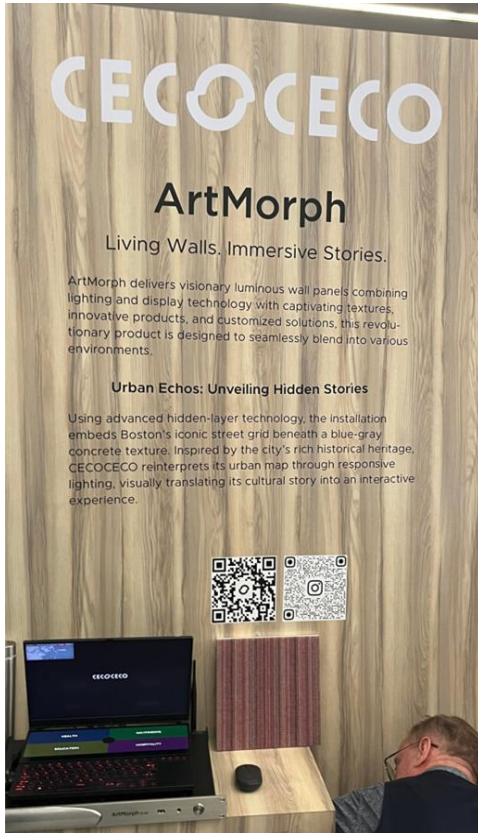
In-Line Success: Small Booths that Rock!



Skyscape

This is another standout small exhibit that uses a well-designed backlit backdrop to grab attention and clearly communicate who they are and what they do. Elegant product placement along the booth's perimeter made interaction easy and inviting. Together, these elements created a small booth that delivered big impact.

In-Line Success: Small Booths that Rock!



CECOCECO

Sometimes the product itself is enough to turn heads, but this booth went further. With sharp presentation, quick-read graphics, and a behind-the-scenes look at how the product works, they created a compelling visitor experience. It's a winning formula that made this booth truly stand out.

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**Thank You for Exhibiting at
AIA25!**

**Mark your calendar now for AIA26
June 10-13, 2026 at the San Diego Convention Center.
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