



Standout Exhibit Ideas

Selected by the E3 Exhibiting Effectiveness Evaluation Team

By Katharine Chestnut, Jefferson Davis and Laura Whitt

As a new exhibitor service, The 2018 National Restaurant Association Show introduced a Best of Show contest.

While conducting the judging, we also 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 presented in no particular order and are not ranked good, better, best. They only represent a sampling of effective exhibiting practices observed at The National Restaurant Association Show 2018.

NATIONAL
RESTAURANT
ASSOCIATION
SHOW 2018

THE INTERNATIONAL
FOODSERVICE MARKETPLACE
MAY 19-22
McCormick Place, Chicago, IL

• RESTAURANT.ORG/SHOW •



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

Rizepoint

Visitors were visually arrested by the pops of orange throughout the exhibit AND with the staffer apparel. This an excellent example of how a brand can be supported through color.



Chobani

The unique exhibit property created a whimsical & healthy environment that supported the brand story -- which is all about wellness and non-GMO food products.



Creative Attention Grabbing Techniques

Source Contract

By displaying the product in a unique way, Source Furniture was able to distinguish themselves from the clutter of the show floor.



Calcana

Calcana sells patio heaters. Can you think of how to better grab attention than having simulated fire pots on top of your exhibit?



Creative Attention Grabbing Techniques

Taylor Company

Taylor Company understands that “New” is a big draw. They did an outstanding job of featuring their new solutions on the corners of their exhibit, using well lit and consistent graphic treatments.



Creative Attention Grabbing Techniques

WizKid Products

In a big show it can be hard for a small booth to stand out. A little bit of creativity and humor is an excellent combination to get your fair share of attention. WizKid Products forced everybody to look at their booth with this unique display.



Creative Attention Grabbing Techniques

Forza Forni

Forza Forni really showed us how to stage products in a dramatic way that grabs the attention of visitors. Bellissimo!!



Front of the House

Here's an excellent example of displaying your products in an elegant manner and using quick-read graphics to inform visitors about your products value proposition.



Creative Attention Grabbing Techniques

Fintech

Backlit banner stands drew immediate attention to their value proposition. A superb example of how to break thru the visual clutter and be seen.



Thailand

The clever use of inflatable familiar cultural icons helped the Thailand exhibit show off several of the product lines being promoted inside the exhibit space.



Creative Attention Grabbing Techniques

HLC Dinerware Inc.

With a simple product line (plates), HLC used an innovative twist to draw attention, and make their exhibit bloom.



Tuxton China

Integrating their color scheme and name thru the exhibit, Tuxton China drew immediate attention while making a “hi-value” statement with their black/white semi-formal motif. Very classy!!



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

White Russet Potatoes (Simplot)

A simple value statement about what their product can deliver to the restaurant operator is the key to this exhibit's success. This is a powerful example of messaging focused on what the product does, rather than what the product is.



Effective Visual Communications

Sling

Clear and concise visuals on a well lit color-coordinated exhibit made Sling stand out from its neighboring exhibits. An excellent example of complete brand integration. Very powerful.



Effective Visual Communications

Smuckers

Smuckers did a great job of tailoring their product stations with perfectly placed signage to communicate their value proposition. They also smartly sampled their new products on the perimeter of the booth.



Effective Visual Communications

Alfa

Infographics with strong visual clarity can communicate key facts quickly. Alfa's exhibit is clear and directly to the point. Very effective.



Chef Uniforms

To grab & hold attention it's important to articulate your value proposition in a concise manner. Chef Uniforms did a great job with their exhibit backwall and product displays.



Effective Visual Communications

Tork

The human eye is naturally attracted to lighting. Combining lighting with crystal clear and relevant messaging is a powerful strategy to grab attention.



Melitta

Here's a creative spin on delivering messaging by using familiar cartoons and customizing the captions to tell your story.



Effective Visual Communications

Iceetro

One of the main reasons attendees hit the exhibit floor is to see what's new. Prominently featuring new products in your booth is a sure fire attention getter.



Bakery de France

Here's an excellent example of how to integrate your brand logo throughout at different viewing tiers in the exhibit.



Effective Visual Communications

Payless Shoe Source

It's important to quickly and visually communicate a value proposition in your graphics. Payless hit the mark with their "safeTstep" product messaging.



Browne Food Service

Buyers always want to know what makes your products different from your competition. This exhibitor did a great job by featuring their ACF certification in their graphics.



Effective Visual Communications

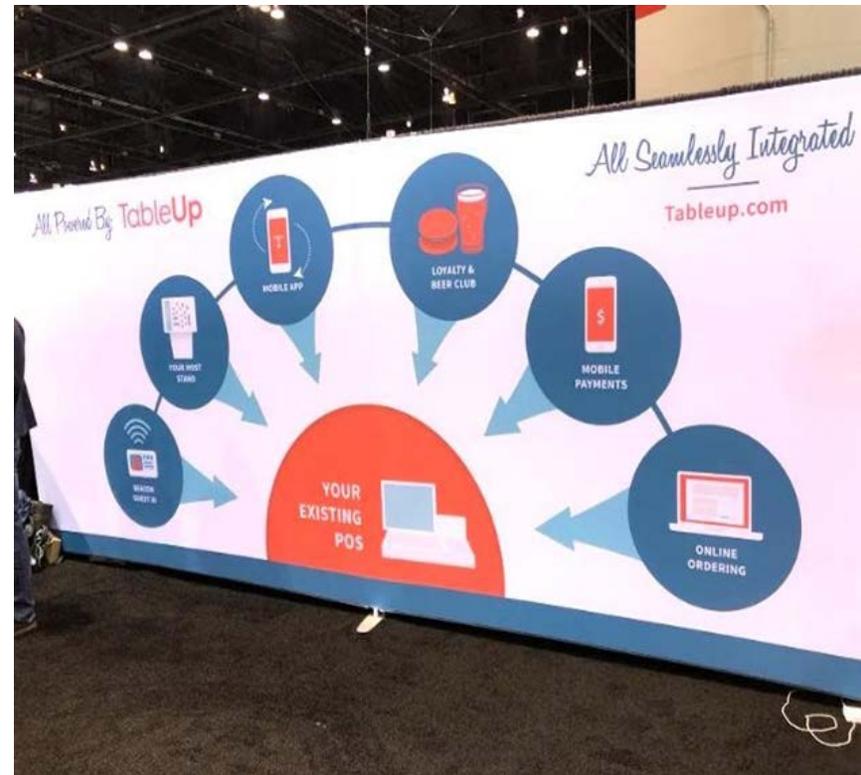
Cambro

New is a magnet. This exhibitor did a great job of drawing your attention to their new products with this well staged graphic and the red “new” starburst.



Table Up

Simple and clear graphics and icons combined with an uncomplicated benefit statement makes it easy to understand what Table Up offers.



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

3M

When using video, it's important to put it in context. Place a header sign with static messaging supporting the key points nearby -- in case it's not on the video when visitors pass.



Restaurant Technologies

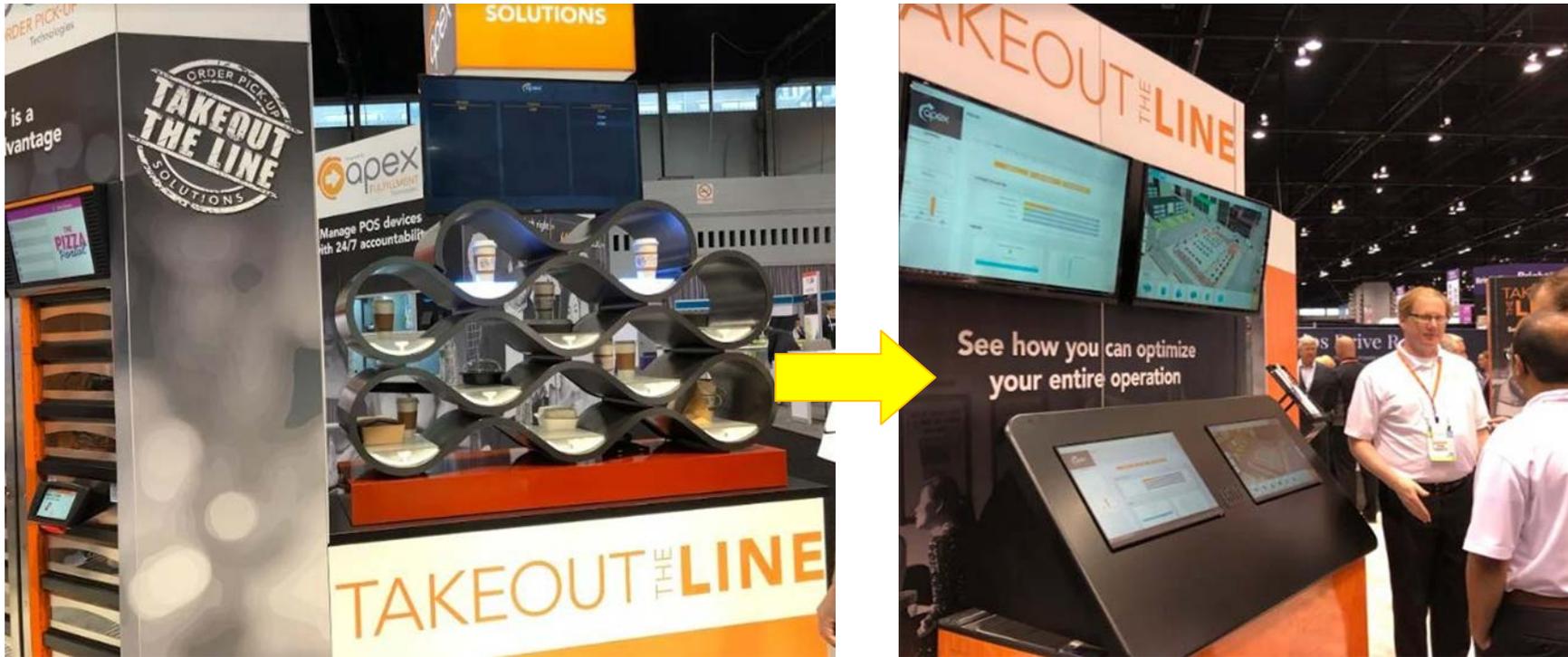
This exhibitor repeated each of the four main message points in segments of their well placed videos, reinforcing exactly how the company delivered on their promises.



Engaging & Informative Presentations/Demonstrations

Apex

Engaging and informative videos with multiple demos of each product line delivered features and benefits creatively and effectively. Several monitors were angled for easy viewing, and clearly labeled with signs informing each visitor what they would learn if they watched.



Engaging & Informative Presentations/Demonstrations

Server

The blue headers helped visitors identify each product station, which then served up hands-on demos of each product line. Very interactive.



Progressive Insurance

A food truck in an insurance booth? Startling twists can draw visitors in. A great example of how to add interest to your services.



Engaging & Informative Presentations/Demonstrations

Rubbermaid

The #1 way attendees want to engage with exhibits is interactive demos. Rubbermaid hit the bull's-eye not only with interactivity, but great visual messaging and storytelling.



Navien

If your product is difficult to demo live -- then focus on staging the product with quick-read feature/benefit messaging along with an interactive touchscreen. Dramatic & engaging.



Engaging & Informative Presentations/Demonstrations

Front Line International

An excellent example of a product presentation kiosk. It's crystal clear what it is. The messages they want you to remember are well-placed, & A/V tells the rest of the product story.



Tradecraft

Tradecraft provided multiple experiences, all creatively staged in great detail, with different levels of engagements to meet attendees where they were.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation

Big Green Egg

With clean entry into their booth, and a great display of accessible and well-staged products this exhibitor egged visitors in to see and touch their unique product line.



Lloyd Pans

When you are featuring multiple solutions in your booth it's important that visitors can quickly find what they're looking for. Lloyd Pans did a great job with four product headers placed around the exhibit.



Smart Exhibit Access & Attendee Navigation

Kronos

An attractive image with directions to the other side of the exhibit made finding the new offerings easy for visitors at the Kronos exhibit.

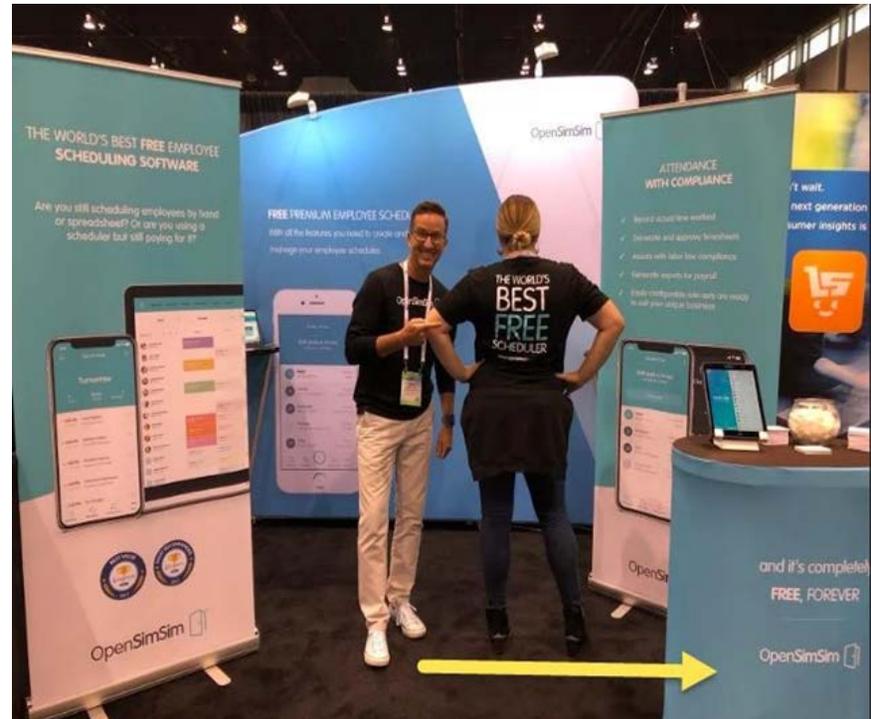
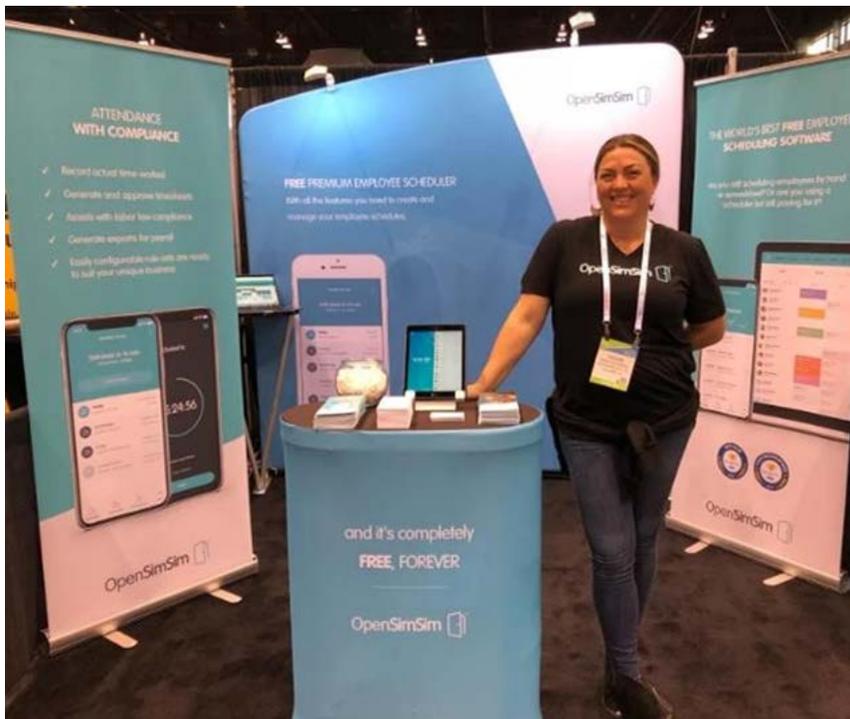


Before & After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made

Open SimSim

After finding their video presentation equipment damaged upon arrival, OpenSimSim made the best of the situation. Then, by simply moving their podium a few feet to the right, and switching the position of their banners -- it opened up their space, making their exhibit much more inviting to visitors. After this change, visitors could explore and investigate from inside the exhibit space instead of out in the aisle. A great adaptation by Open SimSim.



Effective Staffing Practices

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

Effective Staffing Practices

Dot-It

A great way to grab attention is to use unique apparel that stands out from the crowd. These pants are pretty standout.



Lavu

Lavu's staff was easily identified by attractive brand apparel while being highly engaging and professional.



Inline Success: Small Booths that Rock!

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Studio William Flatware

The simplicity and uniqueness of the product display and strong brand color made this exhibit visually attractive and intriguing for visitors to explore.



Inline Success: Small Booths that Rock!

Giunyo

Stunning presentation, elegant lighting, good informative displays with simple product info amid meticulous attention to detail.



Vieira's Bakery

Here's a really creative small booth. A unique backdrop and strong branding throughout the exhibit -- all the way down to the carpet color -- made sure they got their fair share of traffic



Inline Success: Small Booths that Rock!

World Centric

Here's an excellent small in-line booth with a high-quality exhibit build, crystal clear messaging, and elegant product staging.



Enlighten Café

Staging your product as it's used in the actual environment is powerful. This small exhibitor did a great job of using lighting and backdrops to set the mood and grab attention.



Inline Success: Small Booths that Rock!

Gelato Fiasco

This exhibit carried the theme from their home state of Maine and blazed their company brand into the minds of visitors. Very memorable.



EyeSucceed

Here's an excellent small booth that combines great backlit graphics, well-placed AV, and interactive demonstrations allowing visitors to engage with the product.



Thank you for Exhibiting at the National Restaurant Association Show 2018!



The E3 Team: Katharine Chestnut, Diamond CTSM; Lara Whitt, Exhibit Designer;
Jefferson Davis, Tradeshow Productivity Expert

Mark your calendar now for the 2019 Show

**May 18-21, 2019
Chicago, Illinois**

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

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