



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

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As a value-added exhibitor service, SHRM19 provided new exhibiting companies with the TSE Gold 100 award winning E³ Exhibiting Effectiveness Evaluation.

While conducting 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 presented in no particular order and are not ranked good, better, best. They only represent a sampling of effective exhibiting practices observed at SHRM19.

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



Workhuman - #1114

Workhuman created a memorable attendee experience that was an attention grabber. Humor, interactive A/V, thoughtful branding and blank spaces provided many opportunities for attendees to immerse themselves and emotionally interact with the playful messaging at multiple viewing angles.

Creative Attention-Grabbing Techniques



Ultimate Software - #1734

This large island booth was an attention grabber! The company and its message were clearly communicated at all levels, had plenty of places for meetings, and used multiple ways to get visitors to engage. Plus it was visually stunning and the touch of nature/green stood out in the hall.

Creative Attention-Grabbing Techniques



BenefitFocus - #707

A white backdrop and flooring was just right for this exhibit. As the structure and furnishings blend into the background, visitors can focus attention, allowing the well-placed interactive A/V messages to shine.



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



America's Charities®

Answer **One Question** for a Chance to **Win \$250** for Your Favorite Charity!

What percent of employees expect companies to provide charitable giving opportunities at work?

Visit www.surveymonkey.com/r/hr-quiz2 or scan:

The complex block contains the America's Charities logo at the top, followed by promotional text about a survey. Below the text is a QR code for scanning.

America's Charities - #3423

Tapping into the “greater good” is the attention grabbing message America's Charities exhibit conveyed. Their infographic style messages and QR code with “call-to-action” were engaging and offered a reward. They know the practice of charity is powerful -- it touches all people.

Effective Visual Communications



TIMECO - #639

A clear well placed value proposition helped attendees quickly determine what the company does. Prominent placement of corporate colors and company logo increases brand recognition.



TicketsatWork - #1504

Well-placed messages and A/V speak quickly and effectively to attendees. The bold copy draws attention, stating who they are, what they do, and inviting attendees to learn more.

Effective Visual Communications



Shyft Moving - #2661

This 10x10 inline booth had it all. Appealing well-lit properties, interesting A/V and branding at all levels. Even the colors stand out in a sea of other inline booths.



Agile Work Evolutions - #2564

Agile's banner stand messages come through loud and clear. Stop doing business the same old way. Their "In-Your-Face" approach using a "graffiti" style definitely grabs attention.

Effective Visual Communications



Message of Hope Foundation - #514

Using the theme “HAPPY Hope FACTORY”, the Message of Hope Foundation reveals how thoughtful brand integration identifies who they are and what they do throughout the exhibit space and from many viewing angles around the perimeter.



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



InBody - #1312

In-booth demonstrations help exhibitors present the unique features and benefits of their products. Thoughtful integration of demonstration areas within the exhibit offer ease of navigation to these interactive experiences, as well as other areas of interest.

Engaging & Informative Presentations / Demonstrations



Commute with Enterprise - #3227

Enterprise invited visitors to come in, relax, recharge and reimagine the commute to work each day, which offered the perfect opportunity to take advantage of the fatigue most attendees feel at a trade show, turning that negative feeling into positive perceptions about their company.

Engaging & Informative Presentations / Demonstrations



Equifax - #932

Want to spin the wheel and win prizes? Many did! Games offer a fun activity, drawing attendees to the exhibit. Then, Equifax's well-prepared staff stepped up to make their interaction both educational and enjoyable.



Brainier - #1356

In-booth promotion and hands-on activities draw attendees seeking new and engaging exhibits. For Brainier, prominent placement of their creative theme also communicates their messages quickly and effectively.

Engaging & Informative Presentations / Demonstrations



HIREtech - #614

Easy-to-access seating provides comfort for attendees during presentations. Successful pre-show planning allowed space for seating, structures, and ease of navigational flow.



Lavazza - #2956

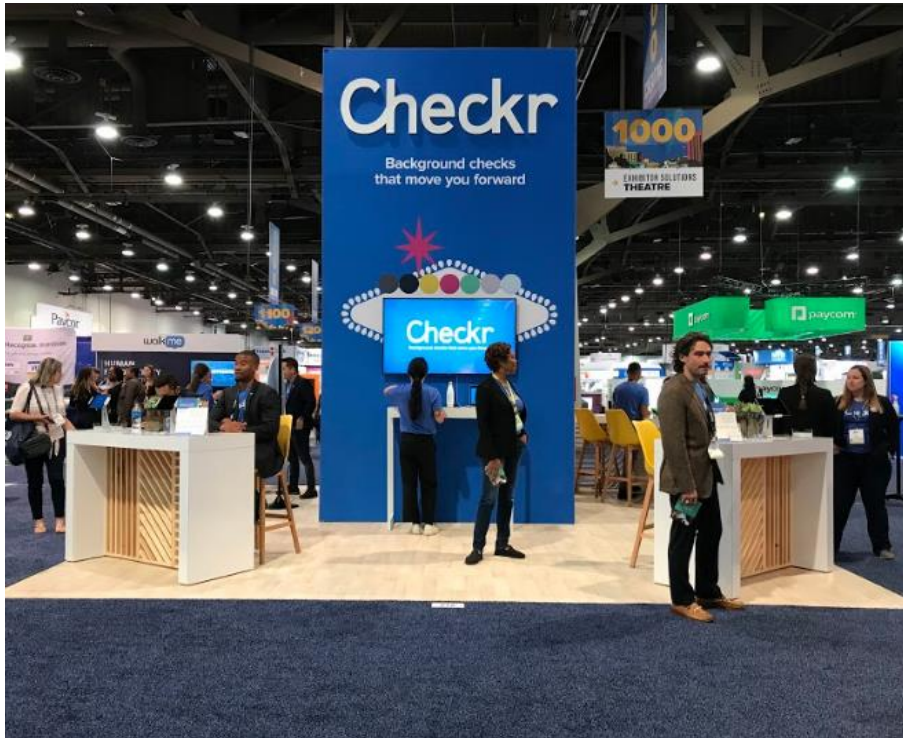
Lavazza offered several stations for attendees to try the different beverage machines they offer. Being able to enjoy the actual beverages made it all the sweeter.



Effective Staffing Practices

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

Effective Staffing Practices



Checkr - #916

Staff placed on the corners, and near featured areas of activity, exemplify how effective placement of staff around this island exhibit delivers a more engaging experience for attendees. Branding on staff apparel provides unification and clear identification.

Effective Staffing Practices



Employment Background Investigations, Inc. - #2626

Baseball jerseys for the entire staff with different shout outs on the back. Everyone's message is unique, so what attendee could resist hanging around until they had seen each and every fun message.



Before & After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made



3D Group - #931

3D Group was a new exhibitor to SHRM19, with some brand new technology to share. By simply adding a sign that states “NEW,” they increased their visibility, and quickly communicated their product’s key message. One small change in messaging can make a big difference in results.



Inline Success: Small Booths that Rock!

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Daxtra Technologies - #422

A bright spot on the floor, DaXtra Technologies captured attention using bright colors, lighting, and flooring to define their space. Staff-led demonstrations created a unique interactive experience. For attendees, the staff did much more than tell them about their product, they showed them!

Inline Success: Small Booths that Rock!



The Center for Leadership Studies - #1936

Thoughtfulness can go a long way in telling a good story. The white motif and attractive visuals clearly outlined what the company does along with features and benefits.



Culturegrade Inc. - #3457

Lights and warm colors evoke an energy that draws you into the booth. Clear and concise messaging with an engaging A/V presentation keep you there. Outstanding job!



*Your E3 evaluators (L-R):
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Thank You for Exhibiting at SHRM19!

***Mark your calendar now for SHRM20,
June 28 - July 1, 2020, in San Diego, CA***

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



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