

AGU23

21 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluator

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As a value-added exhibitor service, AGU 2023 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 observed at AGU 2023. *Enjoy!*



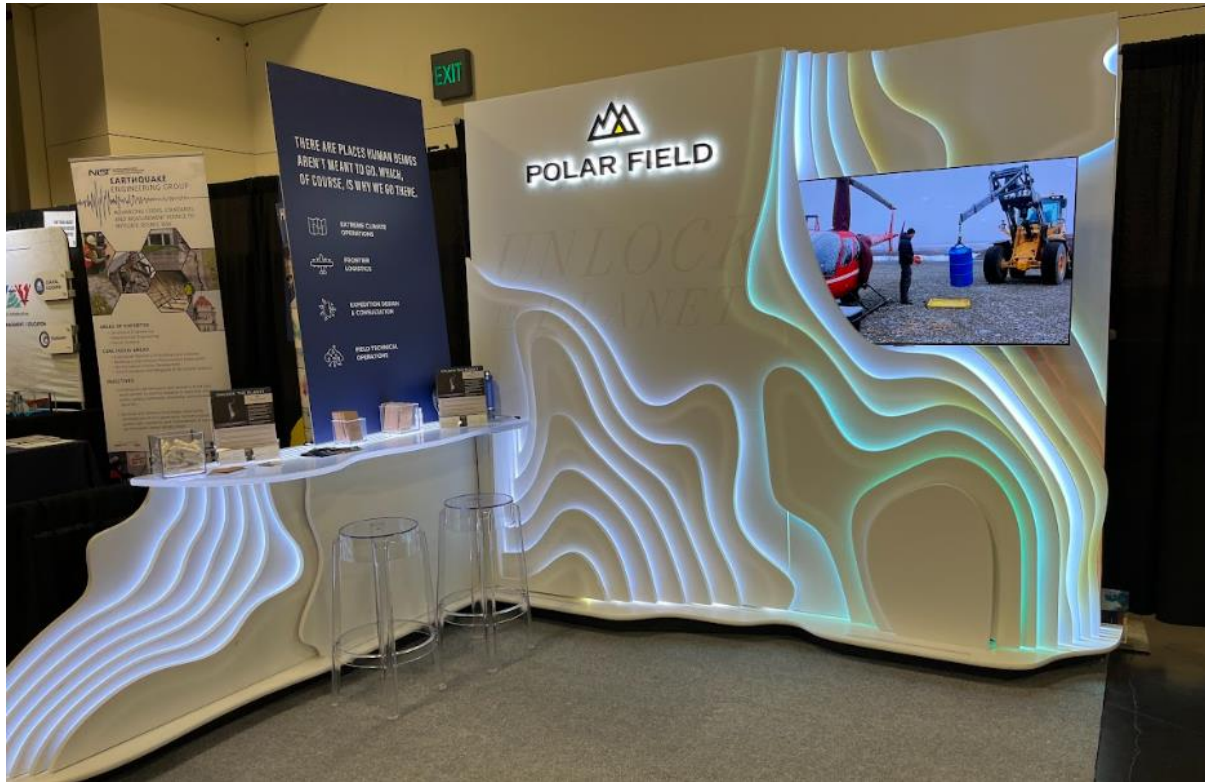
Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience

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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



Polar Field

Who says small has to be second rate? Here is an incredible example of creatively using lighting and a layered exhibit backdrop to make sure that everybody passing notices your company.

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Creative Attention-Grabbing Techniques



Space Science Institute

The fastest way to get a small booth noticed is to light it up. This exhibit delivers an impactful visual punch with their great backlit graphics and super cool table wraps, carrying the space theme all the way through the booth.

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Creative Attention-Grabbing Techniques

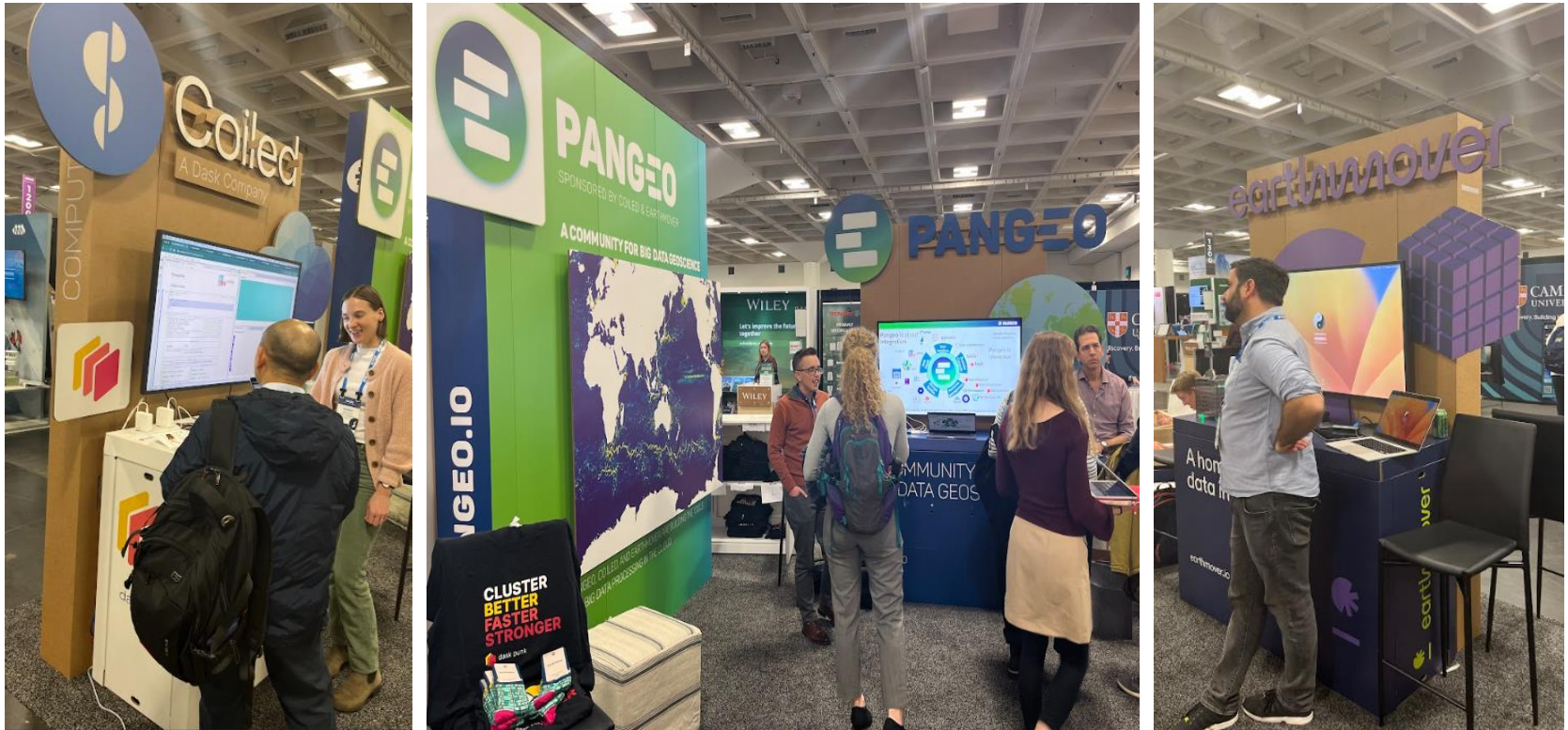


NASA

Attendee engagement is the name of the game. What geologist would turn down the opportunity to have their photo taken inside this super cool 3-dimensional setting in the NASA booth?

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Creative Attention-Grabbing Techniques

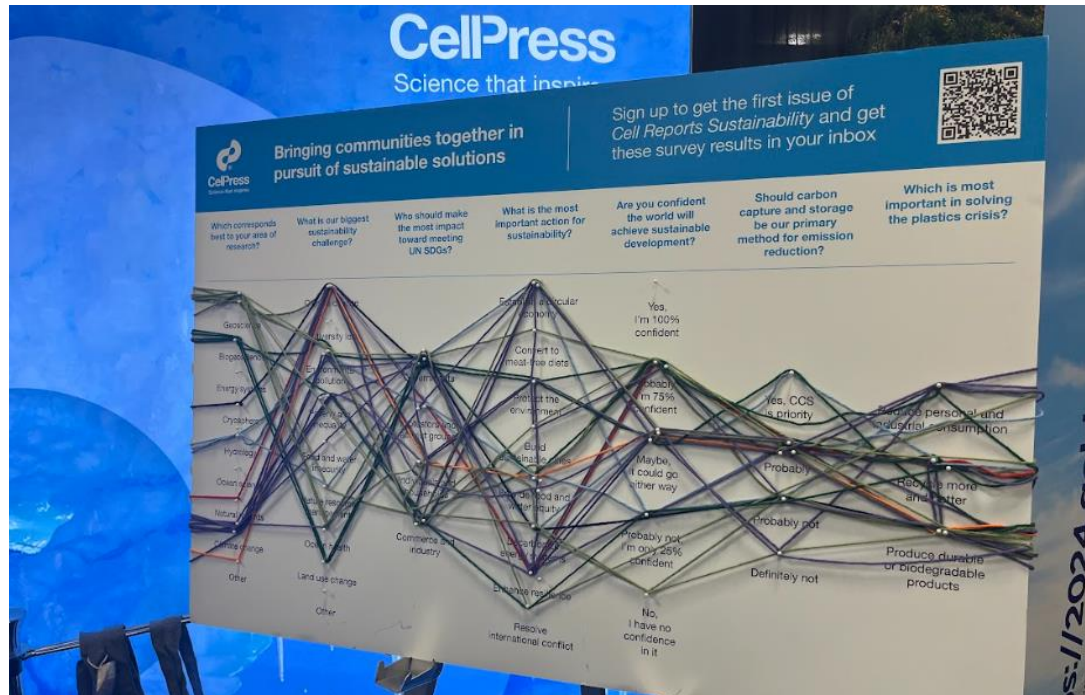


Coiled

Earth scientists do everything they can to save the Earth. Reflecting your commitment to sustainability is a smart exhibit design strategy. Coiled put this on full display with these creative cardboard exhibit kiosks.

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Creative Attention-Grabbing Techniques



CellPress

Encouraging earth scientists to share their goals and concerns is a super cool way to create high engagement. Cell Press took a very unique approach by having visitors use colored yarn to answer a series of questions about sustainable solutions. Not only was this attention grabbing and engaging, but it also allowed them to collect inexpensive, but good market research.

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Creative Attention-Grabbing Techniques



NGA

Here's a super cool example of how to use a prop to support your core message. NGA asked, "If your career is the world, where will you go?" with this great graphic panel on all four corners of the booth. To tie it all together they prominently displayed a tree of NGA world balloons.

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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



GRSS

Two key questions in attendees minds as they glance at a booth are 1. what do you do 2, why should I care. GRSS did an outstanding job of answering those questions with well-placed graphics that quickly told attendees why to join and what the benefits of joining are.

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Effective Visual Communications



Xylem

When you want the industry to know that your product is “Number One,” can you think of a better way to do it than to have a large number one hand placed right near the product. Simple, attention grabbing and effective.

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Effective Visual Communications



METER

If you're going to invest the money to hang a top-tier sign, it should do more than just display your company name. It should also say what you do. METER did an outstanding job with their top sign.

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Effective Visual Communications



Hobo Data Loggers

One of the primary reasons people visit exhibit halls is to see what's NEW. Hobo Data Loggers did a great job of staging and featuring their new product with informative signage to help attendees quickly learn about their field monitoring solution.

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Effective Visual Communications



Planet

The brain has a hard time resisting a question, especially when that question is relevant to what you do. Planet used a very unique messaging approach by having one word missing, forcing people to think and decide what the missing word was. Excellent!

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Effective Visual Communications



Campbell Scientific

A simple yet highly effective communication strategy to extend your messaging beyond the inside of your booth is to use the backside. Campbell smartly duplicated their interior booth graphics on the exterior surface, perfectly facing the main aisle.

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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



Decent Lab

The number one way attendees want to interact with an exhibit is through a product demonstration. Decent Lab did an excellent job of staging their products for easy access. Demos we supported with informative exhibit graphics, and an educational video. Well done!

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Engaging & Informative Presentations / Demonstrations



Koken Ltd.

Attendees want to see how your solution works in the real world. Koken did an outstanding job of displaying their air quality environment device, engaging visitors to show how many particles they were releasing into to the air demo.

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Engaging & Informative Presentations / Demonstrations



NASA

NASA knows that earth scientists come to AGU to learn. To meet attendees needs, NASA had this perfectly executed theater presentation right on the edge of their booth that drew large crowds. They also did a great job of promoting it with the LED signs on the edge of the booth.

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Engaging & Informative Presentations / Demonstrations



Meter

When displaying products at a booth, it's important to have visual support of the key messages that you want visitors to know. Meter did an outstanding job with their product kiosks with great lighting, and quick-read copy that Visually deliver their key product messages.

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Engaging & Informative Presentations / Demonstrations



LI-COR

Here's another excellent example of creating a product kiosk that not only draws attention, but quickly and visually delivers the application and key features and benefits. All of the important information visitor would need to learn about the product is quickly and effectively conveyed.

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Engaging & Informative Presentations / Demonstrations



Lowell Instruments LLC

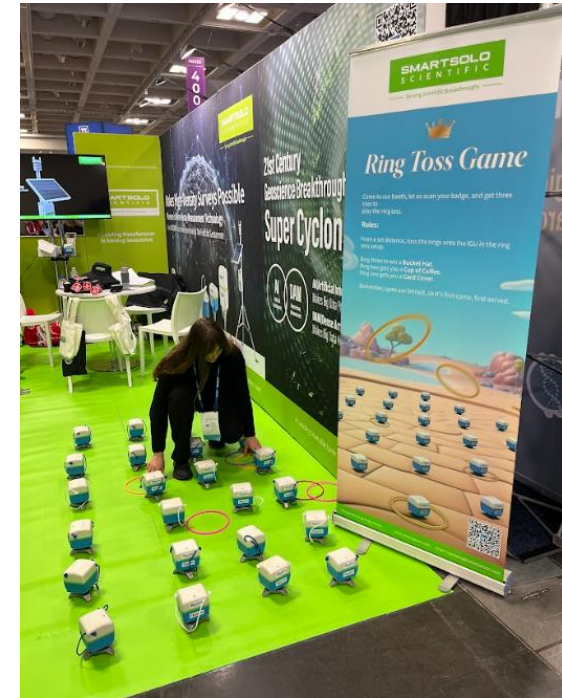
Earth scientists want to see how your product actually works. There's no better way to show them than to create a well-staged product demonstration and place it where it is hard to miss. Lowell showed us how to do this with clarity and flair.

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In-Line Success: Small Booths that Rock!

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Smart Solo Scientific

Here's a small booth firing on all cylinders. The striking green flooring caught your eyes and tied the entire exhibit together. Excellent and well-placed messaging quickly answered key attendee questions. The ring toss game was a cool and creative way to get visitors to engage. Finally, the booth staff wore branded apparel and were proactive in engaging visitors.

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In-Line Success: Small Booths that Rock!



US Naval Research Laboratory

Information at the US Naval Research Lab exhibit was easy to access, using a backlit attention grabbing backdrop, a well-laced value proposition, and an educational video. The interactive globe display on the edge of the booth was eye-catching and educational. An ample amount of cool and informative takeaway content was readily available.

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In-Line Success: Small Booths that Rock!



UNDO

Wow, here's another small booth that is doing an outstanding job of not only grabbing attention but quickly and visually presenting their solution of removing CO₂ from the atmosphere. Great imagery, crystal clear messaging, an educational video, and sample products made this small booth a must stop and learn how booth.

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**Thank You for Exhibiting at
AGU 2023!**

***Mark your calendar now for AGU 2024,
December 9 -13, 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!



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