

# AGU FALL MEETING

New Orleans, LA & Online Everywhere  
13-17 December 2021

## 14 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team

*By Jefferson Davis of Competitive Edge*

As a value-added exhibitor service, AGU provided 50 randomly selected exhibiting companies with the Tradeshow Executive Gold 100 award-winning E<sup>3</sup> Exhibiting Effectiveness Evaluation.

While conducting evaluations, I 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 AGU 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 AGU Fall Meeting 2021.

*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



### Rocket Lab

A powerful way to grab attendees attention is through the use of a high-quality exhibit build out. The Rocket Lab booth hit the bull's-eye with their high-quality hardwall exhibit backdrop using embedded logo lighting, AV, and carrying their branding all the way through to their flooring.

## Creative Attention-Grabbing Techniques



### Güralp

Striking graphics can be a powerful way to grab attention in the booth. The Güralp booth used high definition imagery with backlit photos that made their exhibit a can't miss!

## Creative Attention-Grabbing Techniques



### iXblue

Here's another great example of how a high-quality exhibit property can really make your exhibit stand out from the crowd. The bright white uniquely shaped property with sharp lines and strong lighting, combined with blue carpet made sure this exhibit drew a lot of attention.

## Creative Attention-Grabbing Techniques



### RBR

People tend to notice things that are familiar and unusual. Here's a great example of how a small exhibit are used a very unusual image to visually grab the attention of attendees.

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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



### Quantectum

Attendees want to quickly be able to discern what you do. Quantectum nailed it with their well-placed large headline stating their crystal clear value proposition!

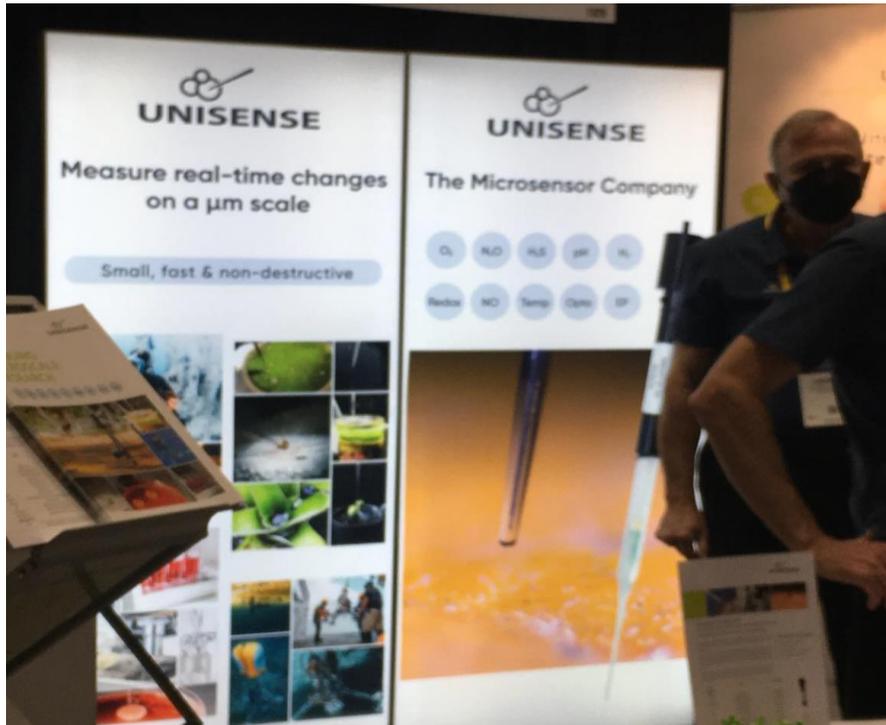
## Effective Visual Communications



### LI-COR

Top tier signage in a booth should answer two major questions... Who you are? and What you do? LI-COR did an outstanding job of using their center tower to answer both of these questions effectively, while also promoting multiple solutions to learn about in their booth.

## Effective Visual Communications



### Unisense

It's important that your exhibit graphics quickly answer the key questions in the mind of an attendee -- which are: (1) Who you are? (2) What you do? and (3) Why should I care? Unisense did an outstanding job answering the call with backlit graphics that quickly and effectively answered all three questions.

# Effective Visual Communications



## Silicon Audio

A small exhibit is often like a billboard on a freeway. It must grab attention and quickly answer the questions of who you are, what you do, and why somebody should care. Silicon Audio's clean and concise well-designed exhibit backdrop nailed it on all three points.

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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



### NHERI

AGU attendees are an audience that really appreciate demos showing products or solutions in action. NHERI did an outstanding job of creating two scale models of its flooding and seismic hazards research programs.

## Engaging & Informative Presentations / Demonstrations



### Planetary Data Systems

AGU attendees visit the exhibit hall to learn and gather information, and they like to have quick, fun and interactive ways to do so. PDS did an outstanding job with a “How well do you know the small bones of our solar system?” demonstration, which not only engaged, people but educated them at the same time.

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## **Before and After: Changes Exhibitors Made**

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### Onset/Hobo Data Loggers

Sometimes a small shift can make a big difference in the results your exhibit delivers. One of the biggest reasons attendees come to AGU is to see what's new. Prior to our evaluation, Onset's new product was buried in the back of the booth. Once they moved it to the front, it made quite a difference by letting the audience know they had something new to learn about.

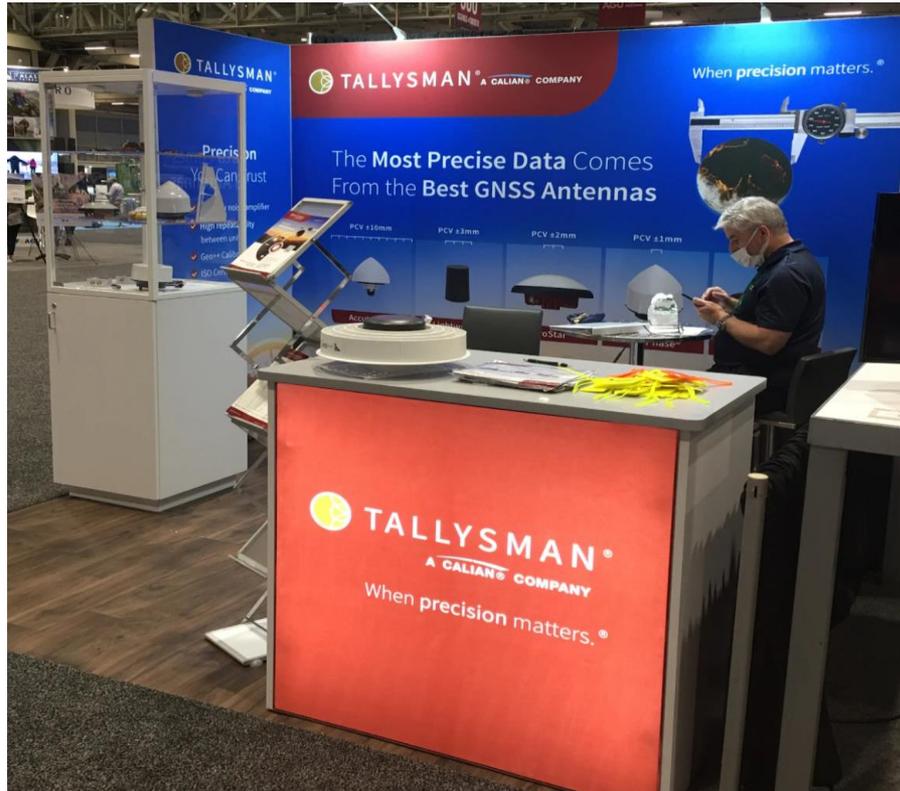
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## **In-Line Success: Small Booths that Rock!**

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



### Tallysman

This small booth sure packs a powerful punch in a little space. The combination of a colorful well-designed backdrop that quickly answered the who, what, and why questions, along with products on display in the booth and easy access to literature makes this a very effective small booth.

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



### Sercel

Here's another small booth that rocks. The elegantly designed hard back wall uses great lighting and A/V. The products are displayed on pedestals near the aisle, and the finishing touch of simulated wood flooring defined the space and gave this small exhibit a big exhibit feel.

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



### Onset/Hobo Data Loggers

A well-designed backdrop that quickly communicates key messages. Products were elegantly displayed and supported by signage delivering key messages. Physical props in the booth like motion and water also helped grab attention. And instead of a random giveaway, they smartly had a contest to win a free version of their product. This is a clinic on how to do a small booth!

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**Thank You for Exhibiting at AGU Fall Meeting 2021!**

**Mark your calendar now  
to join us December 12-16, 2022 in Chicago, IL.**

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



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