

THE COOPERATOR EXPO NEW YORK

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

As a value-added exhibitor service, The Cooperator Expo provided randomly selected exhibiting companies with a complimentary E3 Exhibiting Effectiveness Evaluation. To add value and support the reports provided, the E3 team spent time looking for booths that displayed imaginative, creative, effective and/or unusual ideas. We hope these examples provide ideas you can use to make your exhibit even better.

Note: The ideas presented are in no particular order and are not ranked good, better, best. These only represent a sampling of the many effective exhibiting practices observed at the Cooperator Expo. Enjoy!



1. Risk Reduction Services: It's a challenge to appeal to the co-op audience especially when you are selling services such as insurance. This approach made it look easy with an eerie, creative theme focusing on a sample insurance certificate, a mask straight out of "Friday the 13th" and a couple of questions to compel attendees to learn more.



2. Genetec: Dynamic example of a high-quality product demo station. This one displayed a working version of the products along with a monitor displaying the inner workings of the system. The display generated curiosity, attracted an audience and encouraged attendees to experience the product firsthand.



3. QLC Quad Logic: Once an attendee notices your exhibit, their frequently-asked question is "What do you do?" QLC answered this and more by dividing the display into three straightforward categories. Each was supported by pictures and captions to visually address this FAQ to get the conversation rolling.



4. Electrichef: Most attendees won't read a lot of text. But a brief tagline such as: "The electric grill for any patio. Even if it's 20 floors up" captures attention and says it all in 12 words. Supported by an eye-catching and relevant image of the NYC skyline it encouraged attendees to stop and learn more.

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5. Tecogen: This impressive exhibit was located in front of one of the halls. Tecogen took ownership of the area to make a statement about its sensible green solutions. The modular exhibit included bold statement graphics with a smart combination of 3 additional images each with bullet-points reinforcing the product/ services. The exhibit integrated a monitor with a headset to convey more detailed information along with two areas to sit. The brand consistently was applied to all levels of the exhibit including the backs of the chairs.



6. ISSM: Want to make sure people know exactly what you do? Present your products/services so there is no doubt about what your company sells. ISSM was successful at demonstrating its security systems by placing a security car along with a security officer patrolling the booth. This encouraged discussion about the offering and guaranteed attendees could tell what ISSM sells.



7. Junkluggers: Another WOW exhibit. The well-lit booth used a consistent, attention-getting green color scheme to attract your eye. The color was applied throughout all the elements from the carpet and display to the tablecloth and staff attire. The company was also highly effective at communicating the logo throughout the exhibit for additional brand reinforcement.



8/9. Century: Century used the tagline of "Defining the New Era of Property Management" to differentiate the company from the multiple property management exhibitors. The tagline acknowledged that times have changed and management needs to change with it. To support the theme, Century used dimensional graphics, a contemporary, unique property and savvy use of flat panels. These displayed facts reinforcing why Century was different than competitive offerings.

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10. Pearlgreen Corporation: Pearlgreen is a distributor of construction, building and maintenance supplies. This was communicated through a tagline at the top of the back wall. This was supported by a trapezoidal-shaped grid in the center, which contained 16 of the product images along with additional message reinforcement. The exhibit design was thoughtful, well-lit and colorful. It attracted attention and effectively communicated company capabilities.



11. ARC: A powerful seamless image that conveys what you sell is effective at attracting target prospects. Selecting a color palette like ARC and applying this consistently along with your company name to reception counters, tablecloths and runners is another strategy that reinforces your company name and message.



12. Bellet Construction: The paint can with the “got leaks” tagline & faucet with running water that appeared to come out of nowhere, not only attracted attention, it reinforced the company’s ability to find and seal leaks. The bullet-point list of problems on the display clearly communicated the company’s benefit to the target audience.



13. Building Security Systems: Small exhibits like larger booths rely on lighting to provide depth and drama. Lighting is often the difference in creating a favorable and attractive selling environment that attracts attention and an audience. BSS combined dramatic lighting effects, compelling graphics and simple yet powerful imagery to communicate its product offering. This encouraged more attendees to stop at the booth.

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14. Travelers: It's smart retailing to use props specifically associated with your company, i.e., the Travelers umbrella. In this case, the miniature umbrella was a device to attract attention and reward attendees for speaking to a Travelers representative.



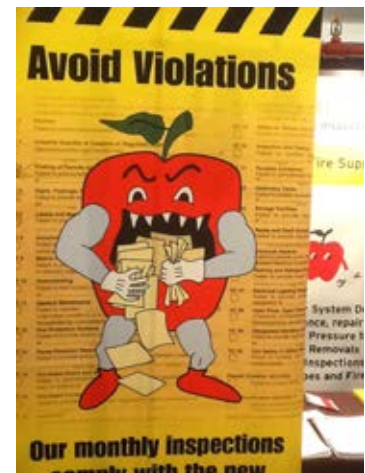
15. Ashokan: Clean billboard style graphics used two strategically placed highlighted text bubbles to identify problems. The solutions were supported by an image of a woman in a quandary and the exhibit demonstrated how a customer might respond to such problems.



16. M. Miller & Son: A picture is worth a thousand words. This exhibit used only four words. Supported by powerful and appropriate graphics, each image communicated the value of its services to the target audience.



17. PayLease: Got a demo and want attendees to join in? Make it easy for them to participate with displays that integrate the activity and signage with a call to action describing the process and what they will learn as a result. PayLease made it easy to participate with its specially-designed information stations.



18. Big Apple Fire Sprinkler Company: Knowing a customer's challenges and integrating them into graphics is a potent way to appeal to the audience. Big Apple applied the recognizable warning colors of red, yellow and black and underscored this with a solution-oriented tagline. The integration of the inspection violation checklist image along with the copy was enough to stop prospects in the aisles. Well Done!