

# THE COOPERATOR EXPO SOUTH FLORIDA

## Standout Exhibits Selected from the E3 Exhibiting Effectiveness Evaluation Team

As a value-added exhibitor service, South Florida Cooperator's Condo HOA, Co-op & Apt 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 in this report are in no particular order and are not ranked good, better, best. These only represent a sampling of effective exhibiting practices at South Florida condo associations that at a glance stood out among the many exceptional exhibitors at the show. Enjoy!*



**1. C1 Bank:** Used a repeat pattern of the company logo as the display in the background. The capabilities were communicated through a presentation on a large screen monitor. The brand was also reinforced through the staff shirts. The primary attraction were the four Miami Heat cheerleaders who were hired to take pictures with attendees. This attracted a significant number of attendees to the booth.



**2. Florida Power & Light (FPL):** This exhibit is an example of smart design. Bright, uniform color and lighting effectively attracted attention and created visual interest throughout. Carpet and information stations defined the space. The brand and value proposition was communicated effectively through graphics. Additional brand reinforcement was seen through staff apparel and giveaways. Strategically placed literature racks demonstrated the company's attention to detail.

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**3. Lake & Wetland Management:** Bold imagery and large copy quickly communicated the message and educated attendees. Before and after examples highlighting product installation were effective in visually demonstrating product use and its unique features.



**4. Service America:** The open exhibit included a strategically-placed working demonstration to communicate interactively with target attendees. The display included a powerful tagline that reinforced what they do and what they can do for the audience.



**5. WinDoor Incorporated:** A fitting example of one company's attention to detail and intention to inform. Products were displayed to educate the audience. Clean, billboard-style graphics and imagery were effective in communicating corporate message. The branding was also reinforced in the staff attire. Literature was accessible and the staff was proactive with attendees.



**6. MyBuilding:** Display included consistent brand reinforcement in the display and table runner. The tagline explained what the company did and how they could help the audience. A monitor on the table was used to demonstrate the product. It was effective at encouraging interaction with target attendees.



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**7. The Paving Lady:** Company logo was prominently displayed throughout the booth. The description on the display along with the bullet points made it easy for the audience to understand what the company offers. The monitor reinforced these resources through examples of the company's capabilities.



**8. Danto Builders:** Exhibit included an intriguing and eye-catching scaffold with a cutout of a builder holding another Danto sign. The banner in the background included a list of solutions and a tagline that established the company's relationship to the audience. The animation of the crescent moon on the table was cryptic but still eye catching.



**9. Concierge Plus:** Company was very effective at messaging in the booth and communicating how they could help the audience. The monitor was used to demonstrate how the service worked. The memorable and creative giveaway was a bell that attendees could use to ring for service, an appropriate reminder of the company's capabilities.



**10. Leisure Creations:** Included an alluring arrangement of the company's outdoor furniture arranged in a semi-circle around a swimming pool. This was supported by sample chairs for attendees to try out. In fact, prospects had no problem using these to rest their feet during show hours.



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**11. Aaxon:** Great job using large imagery, a crystal clear value proposition and having the physical product in the booth to grab attention and tell the company story.



**12. Pipelining Technologies Inc.:** The dynamic display posed a clear bold question in the headline immediately attracting attention and challenging attendees to think about the concept of trenchless pipe repair. The two mirror image "C" shapes formed a picture of a pipe. This was integrated into a custom rug with the logo and tagline for additional message reinforcement.



**13. Painting Concepts Inc.:** Effective use of scale and color. Large copy, bright colors, and bold graphics defined the exhibit space while it attracted attention. Perfectly-placed giveaways in corporate colors reinforced the company's branding and added to the bold, visual experience.



**14. All American Fire Inspections, Inc.:** Effective integration of theme throughout the exhibit. Products on display combined with full-size cutout of a fireman were visually stimulating, attracted attention and encouraged interaction. Bold graphic on pull-up banner communicated the brand.