

# AGU FALL MEETING

Chicago, IL & Online Everywhere  
12-16 December 2022

## 23 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluator

*By Jefferson Davis of Competitive Edge*

As a value-added exhibitor service, AGU 2022 provided new exhibiting companies, advertisers and sponsors with the TSE 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 all exhibitors featured and hope all exhibitors look to these ideas as examples of how to make your exhibit even more effective at AGU Meetings.

**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 2022.

*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



### EarthScope Consortium

Sometimes grabbing attention in the exhibit hall is as simple as doing something a little differently. EarthScope's unique and colorful balloon structures stood out from the crowd while also carrying the branding color scheme in an eye-catching manner.

## Creative Attention-Grabbing Techniques



### Handheld

When it comes to grabbing attention and quickly telling your product story, sometimes less is more. This small exhibitor did an outstanding job quickly and visually communicating the what, why and who messages with powerful backlit graphics that left no question as to what they did.

## Creative Attention-Grabbing Techniques



### Isotopx

One of the fastest ways to make sure that your booth gets seen is to light it up. Here is an excellent example of how to use a backlight exhibit property and a backlight counter to make sure this small exhibit got their fair share of looks.

## Creative Attention-Grabbing Techniques



### Nanometrics

To quickly let visitors know what you do, a picture is worth 1,000 words. Here's a great example of how this savvy exhibitor used a large backlit sign to show their products in use in the field. It was such a cool image that people were coming up to the booth and doing selfies with this picture. That's when you know you nailed it!

## Creative Attention-Grabbing Techniques



### Jewell Instruments

Color can be a powerful tool to make your exhibit stand out in the crowd. The small exhibitor used a green color palette with strong lighting to make people look, and they did.

## Creative Attention-Grabbing Techniques



### Space Dynamics

Here is another excellent example of how to use lighting to draw visitors' attention. When you combine backlighting with a relevant image and augment it with well-placed audio/visual panels, you have a surefire recipe for success.



## Creative Attention-Grabbing Techniques



### Johns Hopkins Applied Physics Laboratory

There's nothing like a scale model of a spacecraft to draw curious Earth and space scientists to your booth. The large QR code allowed visitors to quickly and easily learn more about the spacecraft. Taking it one step further, they had a virtual reality experience where you could take a close look at the actual take-off, and learn about the IMAP system. Super cool and super engaging!

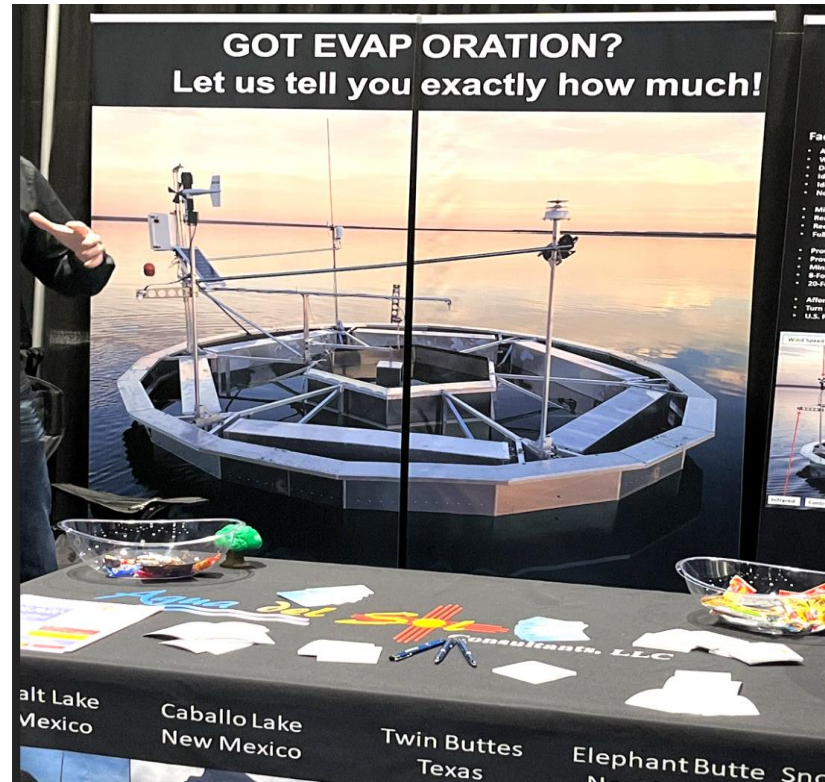
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## Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Answering Attendees' 3 Major Questions: What – Why – Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration

# Effective Visual Communications



## Agua del Sol Consultants

A powerful technique to grab attention is to think about the situations that would prompt a visitor to think about what you do. Then, use a well-placed question to grab their attention. This small exhibitor nailed their hook point.

## Effective Visual Communications



### SmartSolo

The three primary questions in the mind of tradeshow attendees are 1. what you do, 2. why should I care, and 3. who are you. This savvy exhibitor quickly and visually answered all three questions by using various sight lines and shapes and short, but well-placed descriptive copy to make sure attendees knew the who, what, and why.

# Effective Visual Communications



## PP Systems

One of the primary reasons attendees visit the exhibit hall is to see what and who is NEW. This small but savvy exhibitor made sure to grab the attention by promoting their new system with well-placed and red copy.

# Effective Visual Communications



## Silicon Audio Seismic Solutions

A small booth is like a billboard on a busy freeway. It must grab attention and quickly answer the what, why and who questions in the mind of approaching visitors. Here's a great example of how to do exactly that.

## Effective Visual Communications



### Xylem Environmental Solutions

One of the most important messages an exhibit needs to communicate is your value proposition. Xylem did a great job delivering a clear and concise value proposition and backlighting it to make sure it was easily seen and understood.

# Effective Visual Communications



## PICARRO

The human brain has a hard time resisting a question, especially when it is relevant to your job or project. Picarro did an outstanding job of calling out their ideal visitor by placing engaging questions around their exhibit graphics. The questions were very well-placed and drew your eyes downward to the solution and a flat panel demonstrating the product. Excellent execution!



# Effective Visual Communications



## Nanometrics

This is a clinic on how to visually deliver your message from top down. The top messaging answers the who and what questions. The mid-level answers the why and how messaging. Even if you don't stop and engage, you can understand this exhibitor's story visually. And that is not easy to do.

# Effective Visual Communications



## Texas Geoscientists

Here's a perfect example of how you place a value proposition at just the right level in the booth. "The World Needs Geoscientists" grabs attention and draws interest. Excellent graphics in a small space.

## Effective Visual Communications



### Planet

Wow, when you want to push the emotional button as to why Earth and space scientists do what they do, can you think of a better way to communicate it than this well-placed headline?

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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

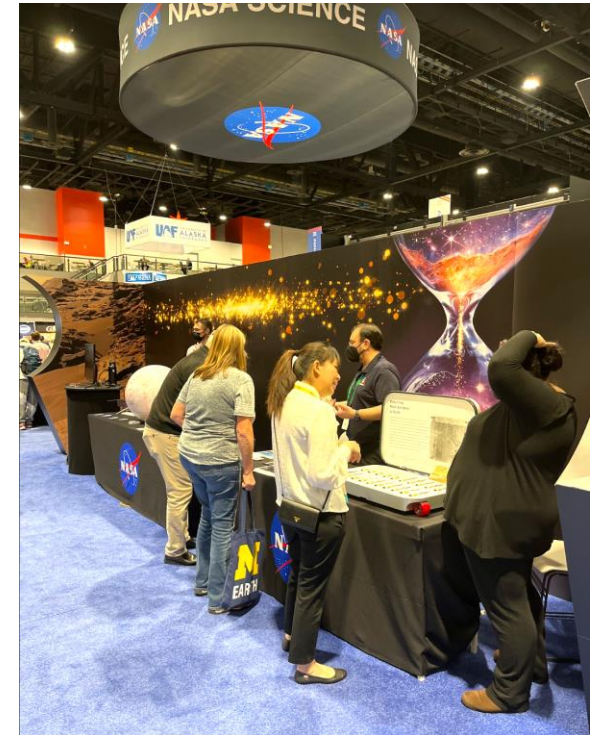
## Engaging & Informative Presentations / Demonstrations



### Eosense

The number one way attendees want to interact with exhibits is through some form of a product presentation or demonstration. This small exhibitor knocked it out of the park with this demo showing how their product monitors environmental gases. To add even more value to the demo they placed a small flat panel that helped deliver the product story.

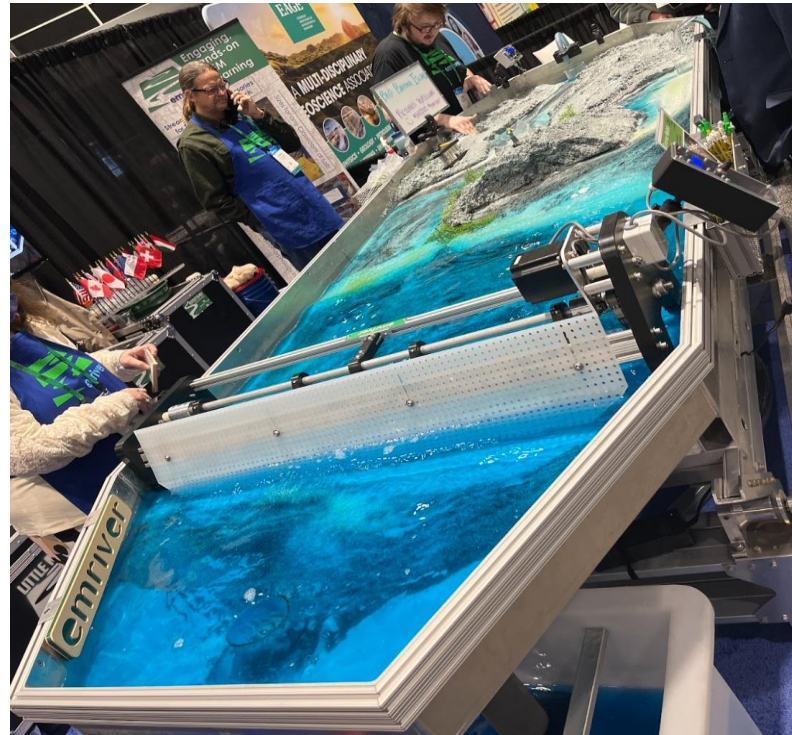
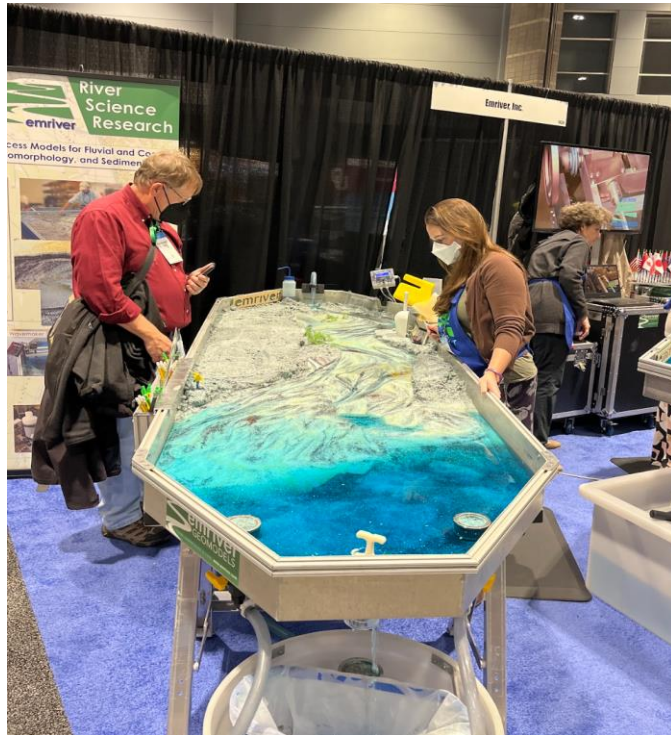
## Engaging & Informative Presentations / Demonstrations



### NASA Science

NASA knows that Earth and space scientists are a very curious and inquisitive bunch. To pique their interest they designed their “Unlocking the Secrets” visitor experience. This super-cool experience allowed visitors to walk through and learn more about their various space programs.

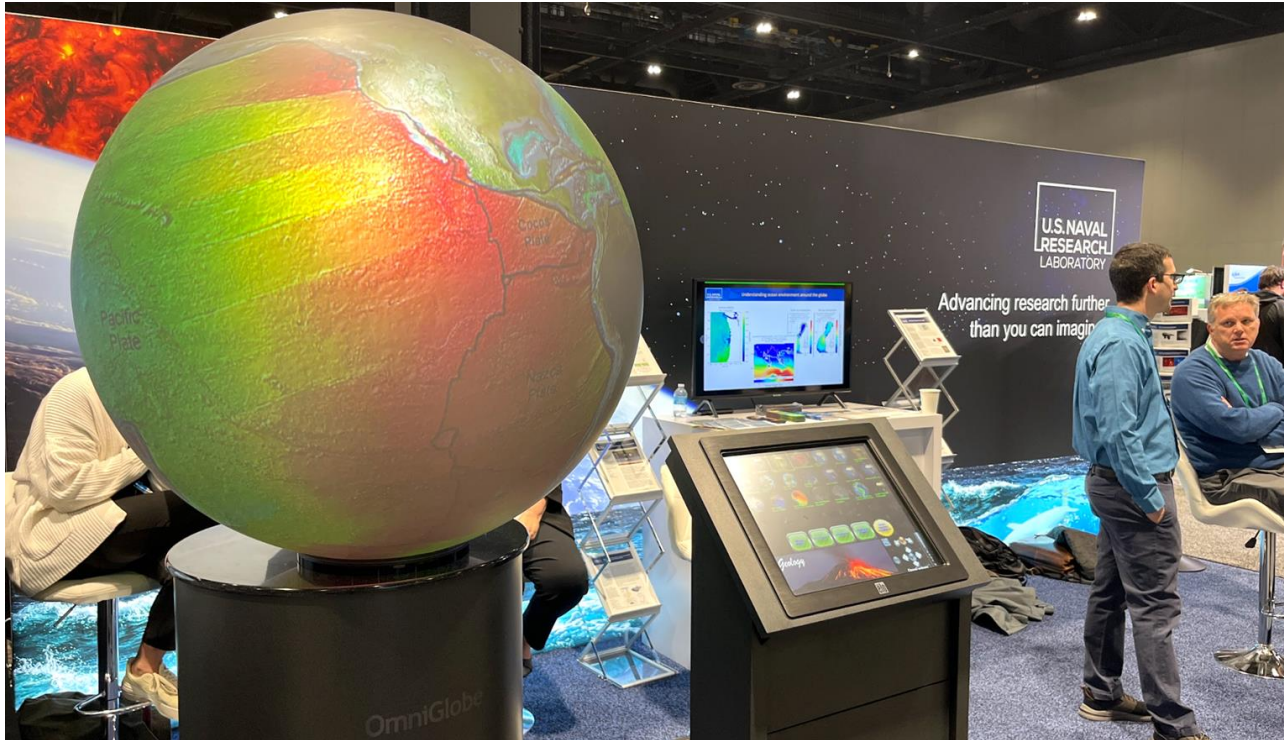
## Engaging & Informative Presentations / Demonstrations



### Emriver

When you've got a visually stunning solution, why not put it front and center in your booth? Emriver did an outstanding job of displaying their scale models demonstrating the geomorphic processes. This was an absolute show stopper.

## Engaging & Informative Presentations / Demonstrations



### US Naval Research Laboratory

When you want to share your research in an engaging and memorable style, it would be hard to do better than this savvy exhibitor. On the perimeter of the booth they had the Omni Globe with an interactive touchscreen. The touchscreen would allow you to see various types of atmospheric, geophysical and oceanic content displayed in an eye catching 3-D rotating globe.



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## **Smart Exhibit Access & Attendee Navigation**

- Effective Crowd Management
- Effective and Efficient Wayfinding
- Creative Navigation Methods

## Smart Exhibit Access & Attendee Navigation



### ESRI

When featuring multiple educational opportunities in the booth, it's important for attendees to quickly and easily find what they are interested in. ESRI did a great job of organizing their interactive experiences with well-placed mid-level signage directional signage .

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

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



### IEEE GRSS

Here's a small booth executing on a very high level. Using a colorful backlit property to say who they are and what they do. Leading your eyes to the 5 benefits of their program, with a clear call to action to join backed up with a QR code. Finally, having visitors spin the wheel to win a prize. Nicely done!

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



### Tallysman

This small booth is executing highly at every level. From the colorful well-designed exhibit backdrop that answers the who, what and why questions -- to product displays in the elegant case. Even using the small sign on the right side of the booth to grab attention from both sides of the aisle. This small booth was very well executed.

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**Thank You for Exhibiting at AGU 2022!**

***Mark your calendar now for the upcoming AGU Fall Meeting 2023  
December 11-15, 2023, San Francisco, CA***

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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