

# APARTMENTALIZE

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

*By: Jefferson Davis, Judi Baker-Neufeld, and Lisa Goodman of Competitive Edge*

As a value-added exhibitor service, APARTMENTALIZE 2024 provided new and partner exhibiting companies with the award-winning E<sup>3</sup> Exhibiting Effectiveness Evaluation.

While conducting evaluations, we also looked for exhibits throughout the show displaying 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 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 APARTMENTALIZE 2024.

*Enjoy!*



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

# 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



### Flamingo

Flamingo's colorful back wall and arrangement of buoyant pink flamingos (the company mascot) in the center of the booth, was a real eye catcher. The creative attention-grabbing combination of bright blue and hot pink also encouraged attendees to stop. The top line communications of resident retention encouraged the right audience to visit.

## Creative Attention-Grabbing Techniques

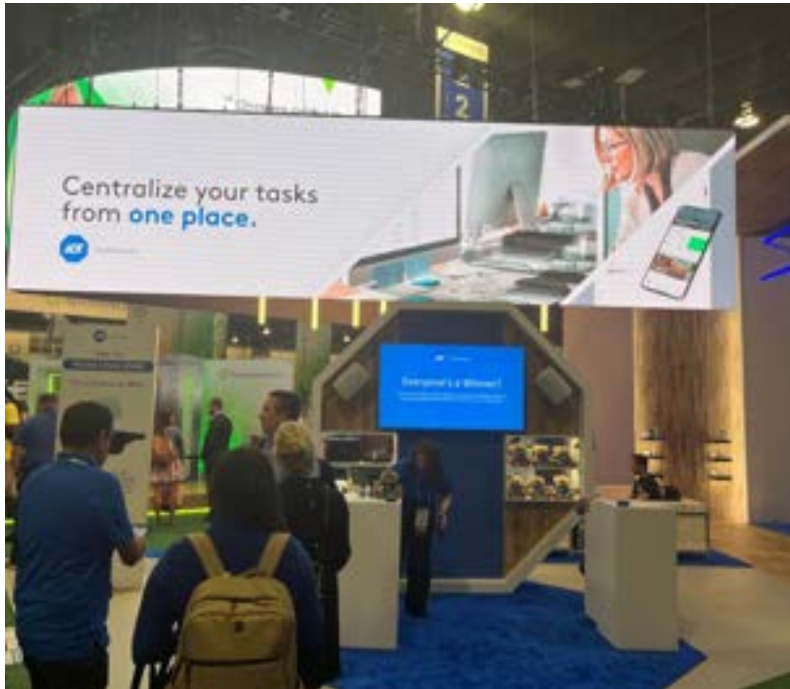


### Banyan

How about a walk in the park? Banyan creates a compelling attractive experience with high visibility from the aisles. They welcomed all to the park, furnished with stone walkways, grass, benches, and a Banyan tree in the center. The focal point was the pond, which offers a fun and engaging AV presentation, complete with colorful visuals of swimming fish, company information, and opportunities to win a prize. An attractive oasis on the show floor.



## Creative Attention-Grabbing Techniques



### ADT

ADT may have been the most improved exhibit in the entire show. Starting from the top, they had a V-shaped LED everyone noticed, with integrated questions and benefits statements to draw attention. The company's octagonal brand icon was cleverly integrated into the display in the center of booth while the flooring also helped reinforce the brand. Finally, the trivia challenge helped visitors quickly learn about ADT's solutions via a fast, fun learning based engagement.

## Creative Attention-Grabbing Techniques



### Charter Furniture Solutions

An emerging trend to draw attention is to integrate greenery into your booth. When you combine this with a backlit exhibit and simulated neon to communicate your key message, you have a winning combination for drawing the eyes and attention of attendees.

## Creative Attention-Grabbing Techniques



### Omnia Partners

Sometimes to make your exhibit stand out in a crowd you need to break the mold of the square and rectangular booths and bring a different shape into play. Omnia's eye-catching and visually striking circular black-and-white booth truly stood out from the crowd.



## Creative Attention-Grabbing Techniques



### **National Credit Systems, Inc.**

A sure fire way to draw the attention of attendees is to offer a chance to win free money. This exhibitor placed dollar bills of various amounts on the floor, and had visitors putt the ball to win. If the ball landed on the money -- the visitor was able to pick it up. It was a great hook and gave the staff the chance to tell their brand story.



## Creative Attention-Grabbing Techniques



### J Turner Research

Making a small booth stand out in the crowd can be a challenge. But J Turner Research was up for it. Their colorful uniquely designed exhibit used mind mapping graphics to draw attention, and they took it to the next level by having their booth staff wear branded apparel that amplified the theme.

## Creative Attention-Grabbing Techniques



### Brivo

When you want to make sure your exhibit gets noticed, there is no better strategy than to use than bold lighting across the entire structure. Add A/V and you have a winning combination.

# 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



### Rent (page 12 & 13)

The top sign not only communicated who they are, but also their value proposition and their unique selling proposition with messaging on both sides. There was a live demo in a well-designed and well-placed theater. A colorful illuminated tunnel welcomed you into the theater and everywhere you looked, there was quick read messaging to tell the company & product story.



## Effective Visual Communications



### Rent (page 12 & 13)

Rent struck a stunning, creative and informative chord using unique exhibit structures and fine-tuned graphics. The company repeated the key words: Engage, Attract & Convert to communicate Rent's relationship to the target audience. In all, Rent was highly-effective at promoting the company as a powerful marketing platform in multi-family.

## Effective Visual Communications



### Impulsify

NEW products demand attention from your target audience. Impulsify goes further with their message delivery - in addition to their NEW product introduction, they add emotion by positioning it as a must have amenity. Very effective!

## Effective Visual Communications



### Snappt

In just four words, Snappt communicated the problem and the solution on their top-tier sign. The call to action drew your eyes down to perfectly placed informative graphics showing how Snappt's fraud detection and income verifications suite work. Taking it further, blue arrows pointed you to a map where you could click and instantly see the fraud rate in your area. This is how you visually tell a compelling story with high impact. Great job Snappt!



## Effective Visual Communications



### MultiHub

MultiHub is a standout for great execution on top tier messaging, including their call-to-action directive, “Stop Right Here” placed on the corner. This copy, with supporting arrow, draws attention, directing attendees to specific engagement areas within the exhibit.



## Effective Visual Communications



### RM Interiors

RM Interiors placed their Show Special promotion in a spot to demand attention. They used a QR code in their promotion to connect attendees to company information and show special details for further exploration.

## 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



### YARDI

YARDI offers educational opportunities throughout their exhibit, visible at eye level and across the hall. AV screens deliver messaging designed for the size and location of each presentation, creating learning stations that are interactive and engaging.



## Engaging & Informative Presentations / Demonstrations



### Hunter Warfield

Within exhibits, activities that are educational and enjoyable help increase recall. The Skee Ball game at Hunter Warfield drew much interaction. Thoughtfully placed messaging around the game, including QR codes and raffle opportunities, told the story and invited instant follow up action.



## Engaging & Informative Presentations / Demonstrations



### MultiFamily Solutions

One way to capture and hold interest at an exhibit, is to create interactive spaces, giving attendees something fun to do while they learn. This game station delivered, not only in drawing attendee interest, but keeping it - because to win a prize, visitors needed to be present.

## Engaging & Informative Presentations / Demonstrations



### **Avidxchange**

Here's a great example of how to use gamification that integrates your core value proposition. The "Claw your way out of manual AP process" game engaged visitors and delivered the key message in an enjoyable and educational way.

## Engaging & Informative Presentations / Demonstrations



### Clozzits

When it comes to quickly and effectively demonstrating your solution, seeing is believing. Clozzits did an outstanding job of showing what their solutions look like in the real world.



## Engaging & Informative Presentations / Demonstrations



### PointCentral

Thoughtful staging and display of products will dramatically increase the impact of a demo. PointCentral had a clear headline right above their informative AV presentation, with their products, elegantly staged for a quick immersive visitor learning experience.

## Engaging & Informative Presentations / Demonstrations



### Sherwin Williams

How can you bring creativity to a paint demo? Sherwin-Williams answered the bell by doing Express Manicures and painting visitors nails with the 2024 color of the year. Super engaging and super effective!



## Engaging & Informative Presentations / Demonstrations



### Fresh Focus

Live demonstrations offer a unique interactive experience for both attendee and exhibitor. With bubbles growing and a fresh scent of soap, Fresh Focus drew looks to see the product in action. By placing the demo station to the side, it enabled more attendees to stand and view the demo.



## Engaging & Informative Presentations / Demonstrations



### Firebot

Firebot could not fully demonstrate their fire suppressant systems, so they did the next best thing. By scaling down their presentation, then effectively integrating A/V, they were able to fully showcase all of their product's unique interactive features.

## Effective Staffing Practices

- Easy to Identify Staff Apparel or Identification
- Cool & Creative Staff Apparel
- Impressive Staff Behaviors

## Effective Staffing Practices



### Chadwell Supply

Playing off the city of Philadelphia's theme as the City of Brotherly Love, this crafty exhibitor integrated the "Love" theme into their exhibit messaging and their booth. Staff wore bright red shirts, communicating their love for multi-family, and what love means to them.



## Effective Staffing Practices



### Funnel

Staff apparel can be a real attention grabber. It can support a message, carry your message around the show, and amplified even more when you have a costumed superhero in your booth. P.S. -- we love the staff's shoes.

## Effective Staffing Practices



### Lowe's

Staff apparel is an often overlooked strategy to draw attention. Lowe's made sure visitors noticed their booth by wearing their iconic red Lowe's Pro vests that customers are used to seeing in their stores. Simple yet effective.

## Effective Staffing Practices



### **PooPrints**

The happy staff at PooPrints sported branded apparel from head to toe, with an even happier canine mascot wearing a branded bandana. Staff placement was impressive! Working in shifts, they were well-placed and welcoming, while engaging visitors along the perimeter.





# Before and After: Changes Exhibitors Made

## Before and After: Changes Exhibitors Made



**BEFORE**



**AFTER**

### **Buze**

Buze had solid graphics and copy in their 10x10 booth. However the three elements in the exhibit: a table; a display; and a desk area, were all crowded together in the center of the 10x10 space. By moving the table to the back left, pulling the desk to front right and leaving the pull up banner as is, Buze managed to make the booth look more spacious and attractive to attendees.

## Before and After: Changes Exhibitors Made



**BEFORE**



**AFTER**

### **Atlas Asphalt**

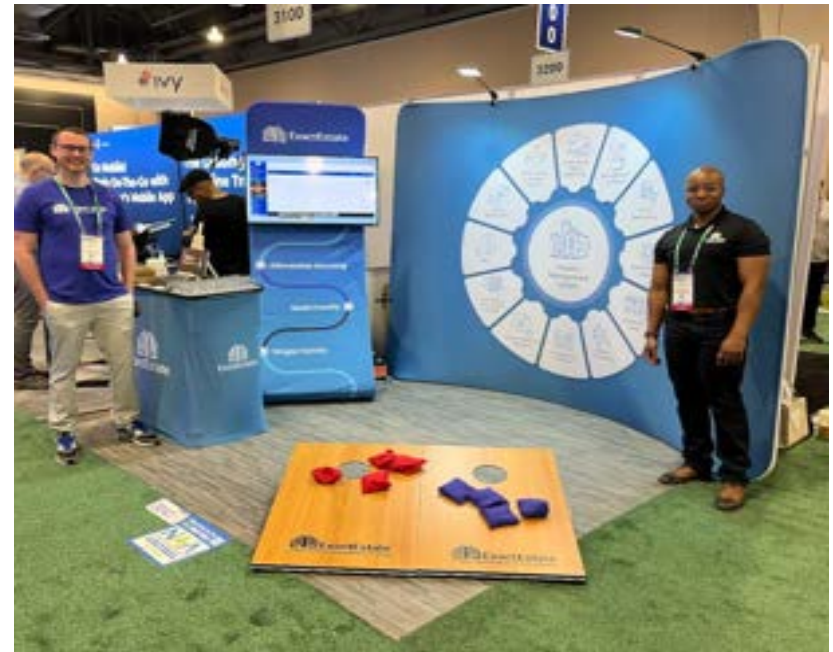
Atlas Asphalt's 10x10 layout included a back wall and information desk dead center at the front of the booth. This arrangement blocked entrance inside the exhibit, ensuring attendees stayed outside the booth. Fast forward five minutes -- Atlas moved the desk to the side of the booth, opening up access and egress to make it easy for attendees to enter and spend time.



## Before and After: Changes Exhibitors Made



**BEFORE**



**AFTER**

### **ExactEstate**

Simple changes made during a tradeshow can increase booth impact. For ExactState, by simply turning their kiosk across the corner rather than facing one direction, they improve visitor access, increase visibility of branding, and maximize access to staff from the corner aisles.

## Before and After: Changes Exhibitors Made



**BEFORE**



**AFTER**

### **Precision Power Wash**

Attendees often walk by exhibits with limited access points and navigational paths. When boxes and personal items block accessibility, a quick clean up to place them out of sight helps improve overall appearance, access, and traffic flow.

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



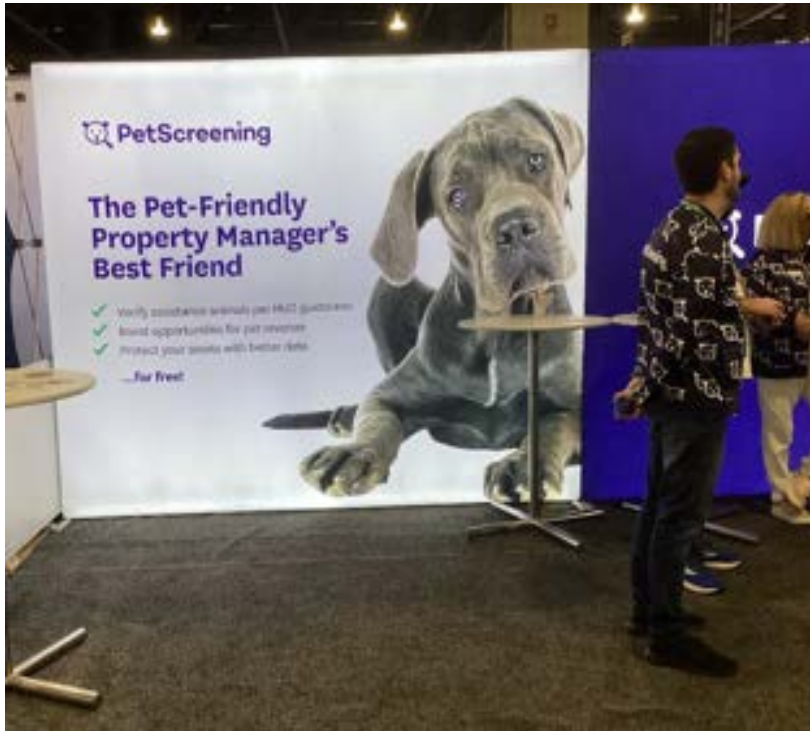
## In-Line Success: Small Booths that Rock!



### Pothole Repair

Pothole Repair directly addressed a key issue in parking lots and roads that affect multi-family housing, namely, potholes. The booth solution was simple, show an actual filled pothole in the back of the booth with graphics and pictures describing the process for success. This was a successful approach for attendees looking for this type of solution.

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



### Pet Screening

This little exhibit really turned heads. Two design elements were real standouts. First, the cute billboard size picture of a pup. Second, the staff jackets peppered with black and white puppy icons. Both made a statement and encouraged more prospects to stop and learn more.

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

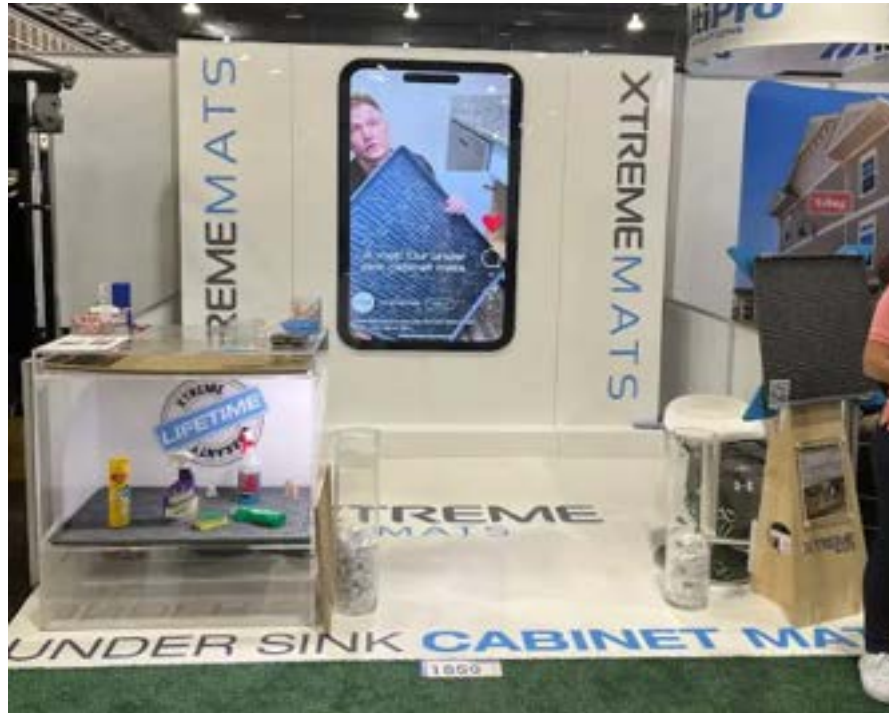


### U-Haul

U-Haul's booth rocked in several ways. First, the appearance communicated U-Haul's graphic palette and the checkerboard flooring was an eye-catcher. Second, the staff dressed in U-Haul attire. Third, graphics and displays communicated the look and feel of the company. Fourth, there was a lot of content to see and do during a visit. In short -- U-Haul rocked.



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



### **Xtreme Mats**

Here's an outstanding small booth firing on all cylinders. The high-quality exhibit backdrop quickly communicates what they do. The large video replicating the cell phone drew attention and helped tell their story. A well-laced interactive demo on both sides of the booth made it quick and easy for visitors to learn about their solution. Finally, they even took it all the way down to their flooring, which made this small exhibit a big stand out.

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



### 1-TOM-PLUMBER

This is a true standout for great execution on branding, exhibit messaging, engagement opportunities, and staffing. Staff created a fun environment complete with cartoon plungers. Attendees became brand ambassadors throughout the hall with branded pink plungers.

# APARTMENTALIZE

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**Thank You for Exhibiting at  
APARTMENTALIZE 2024!**

***Mark your calendar now for the upcoming APARTMENTALIZE 2025  
June 11-13, 2025, Las Vegas, NV***

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



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