



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

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As a value-added exhibitor service, NAA 2026 provided selected exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, the evaluators looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. Competitive Edge wants to congratulate the 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 many effective exhibiting practices observed at NAA 2026. *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



AppFolio

AppFolio's exhibit combined color and outstanding lighting elements. it was impossible to miss. The company effectively carried its “Performance Lives Here” theme throughout the space using both LED displays and static overhead signage. Thoughtfully designed product demo stations added to the attraction, with clear callout messaging inviting attendees to stop, explore, and learn more.

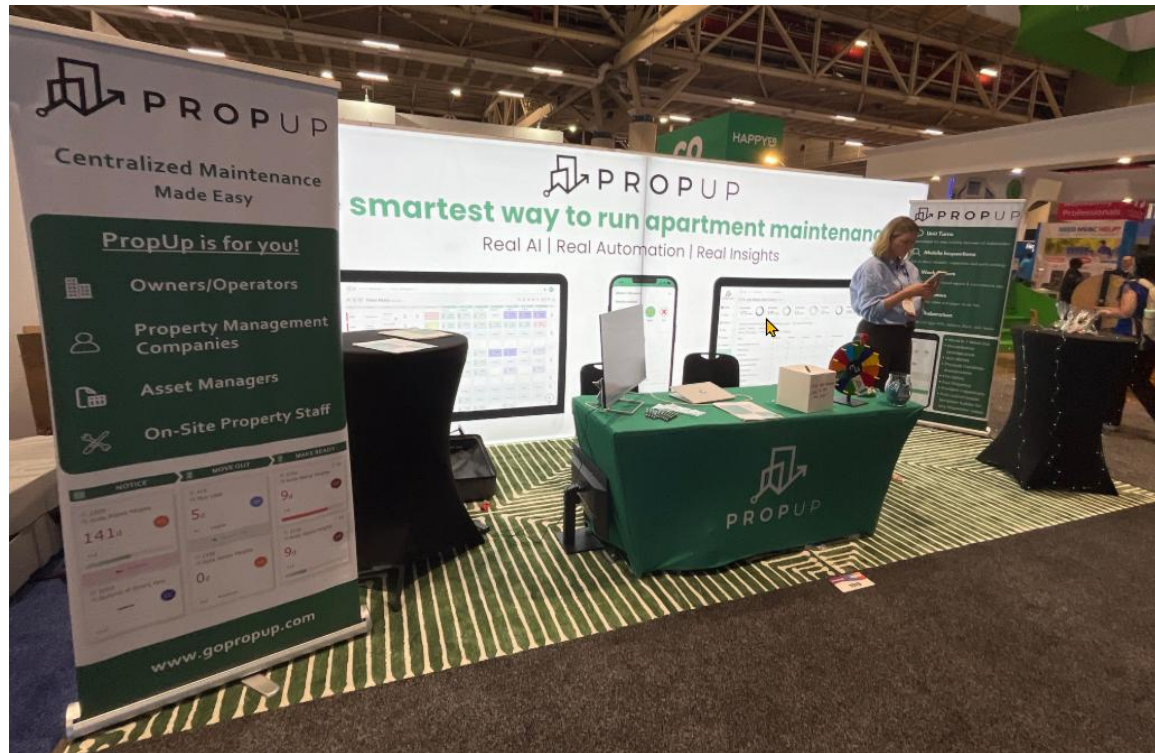
Creative Attention-Grabbing Techniques



AG Marketing Solutions

Here's another outstanding example of using a top sign to draw attention. AG Marketing Solutions maximized visibility by utilizing both the inside and outside surfaces of the rotating sign, creating interest from multiple directions. The movement and messaging worked together to attract more eyes and increase booth awareness across the show floor.

Creative Attention-Grabbing Techniques



PropUp

Flooring is often an underutilized tool for attracting attention. When combined with a brilliantly backlit exhibit, it creates a one-two punch that helps ensure the booth captures its fair share of eyes. Together, these elements create a stronger visual presence and make the exhibit stand out in a crowded hall.

Creative Attention-Grabbing Techniques



PetScreening

Standing out among so many excellent booths is no easy task, but PetScreening was up to the challenge. Their uniquely designed cut out exhibit, surrounded by lush greenery featuring a pathway through the space, created a distinctive and inviting presence on the show floor. The result was a visually striking environment that successfully captured attendee attention.

Creative Attention-Grabbing Techniques



Pest Share

Here's another excellent example of how a bold color scheme, combined with strategic lighting and a unique exhibit structure, can help a booth demand attention. These elements work together to create a strong visual presence that stands out, drawing attendees in for a closer look.

Creative Attention-Grabbing Techniques



Ally Waste Services

Wow! This booth is a perfect combination of bold color, creative lighting, and impactful imagery. Every element worked together to ensure that virtually everyone passing by took notice. It's an excellent example of how thoughtful design can create a powerful presence on the show floor.

Creative Attention-Grabbing Techniques



PooPrints

Here's another creative and uniquely designed exhibit that really stood out. PooPrints colorful residential building backdrop was a visually creative booth that drew attention. They used simulated grass carpeting as part of the design strategy, adding another layer of visual interest to help capture attendees' eyes. They also had a mascot dog in the booth to add to the draw.

Creative Attention-Grabbing Techniques



HALTFIRE

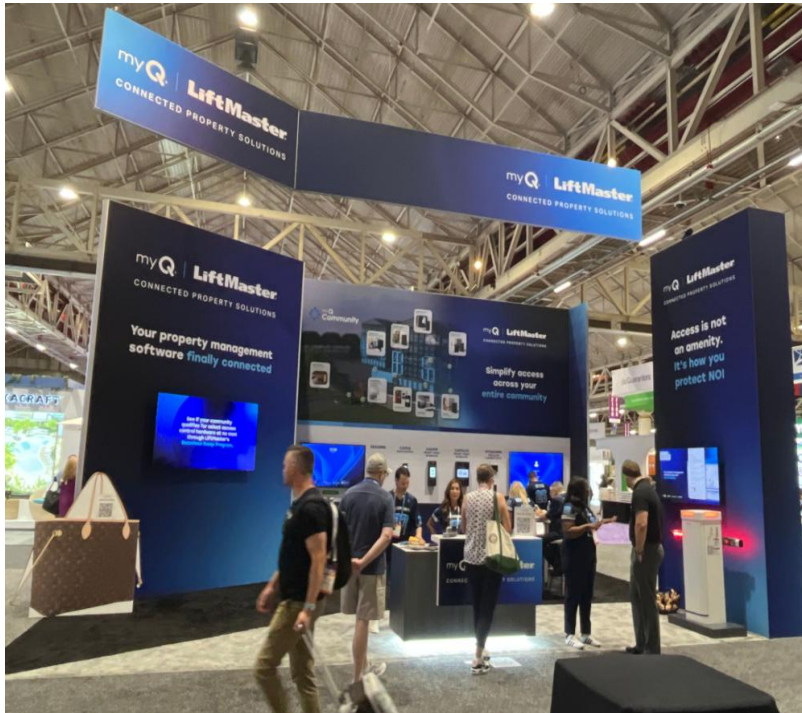
Bold, bright, and unique colors are a powerful way to make sure your booth gets noticed. HALTFIRE carried its vibrant yellow color scheme throughout the exhibit and extended it to staff apparel, creating a highly visible and cohesive brand presence. The consistent use of bold bright color helped attract attention and made the booth easy to spot on the show floor.



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



Liftmaster/myQ Community

The hits keep coming. Not only is this a strong attention-grabbing booth, but the messaging from top to bottom quickly communicates the company's value propositions. Products were elegantly displayed and clearly detailed, helping attendees quickly understand what was being featured and why it mattered.

Effective Visual Communications



Chadwell Supply

Chadwell Supply took its exhibit to a new level. Beyond the attention-grabbing booth design, the visual messaging throughout the space quickly educated attendees on what the company does and what sets it apart from the competition. Clear, consistent communication helped visitors understand the brand's value and differentiation within seconds of approaching the exhibit.

Effective Visual Communications



AppFolio

Yay! We've been telling exhibitors for years, when you are not using flat panels to demo your product, create screensavers that callout your target audience. And to improve the impact of these screensavers do not stay within your brand colors, use street sign colors like red and white, yellow and black, green and white. AppFolio did a great job of turning their flat panels into powerful communication tools that called out their target audience. Way to go AppFolio!!!

Effective Visual Communications



SIRO

Here's another outstanding booth could be featured in multiple categories. A high quality exhibit property with visually attractive lighting elements. A perfectly placed large LED screen that delivered the company's value proposition. Notice the image on the flat panel on the left too. And finally they made sure their value proposition was always visible by placing it on their front counter. Excellent visual attraction and communication strategy at multiple viewing tiers.

Effective Visual Communications



Luxer One

Wow—this outstanding booth could be featured in multiple categories. The communication strategy is a clinic on how it's done: company identity at the top, a clear value proposition directly below, and problem-solution messaging seamlessly integrated throughout the exhibit. The result is a booth that quickly educates attendees and makes the brand's value easy to understand.

Effective Visual Communications



Valet Living

Valet Living rolled out a new booth this year and did an outstanding job communicating its message from the moment attendees approached the space. A creative vignette and key based content built around the theme that "it starts at the door" quickly explained what the company does and why it matters. The result was clear, engaging storytelling that made the value proposition easy to understand.

Effective Visual Communications



Texacraft

One of the top reasons attendees visit an exhibit hall is to discover what's NEW. When introducing new products, clear visual callouts can make all the difference. Texacraft did an excellent job highlighting their new loungers with prominent "New" signage, helping attendees quickly identify the latest offerings and creating a strong visual draw to the display.

Effective Visual Communications



Get Covered

Get Covered did an outstanding job of not only attracting attention but also maximizing every communication opportunity. Their overhead sign—including the underside—was used to deliver key messaging, while a large video wall presented information attendees could quickly absorb whether they stopped at the booth or simply walked by.

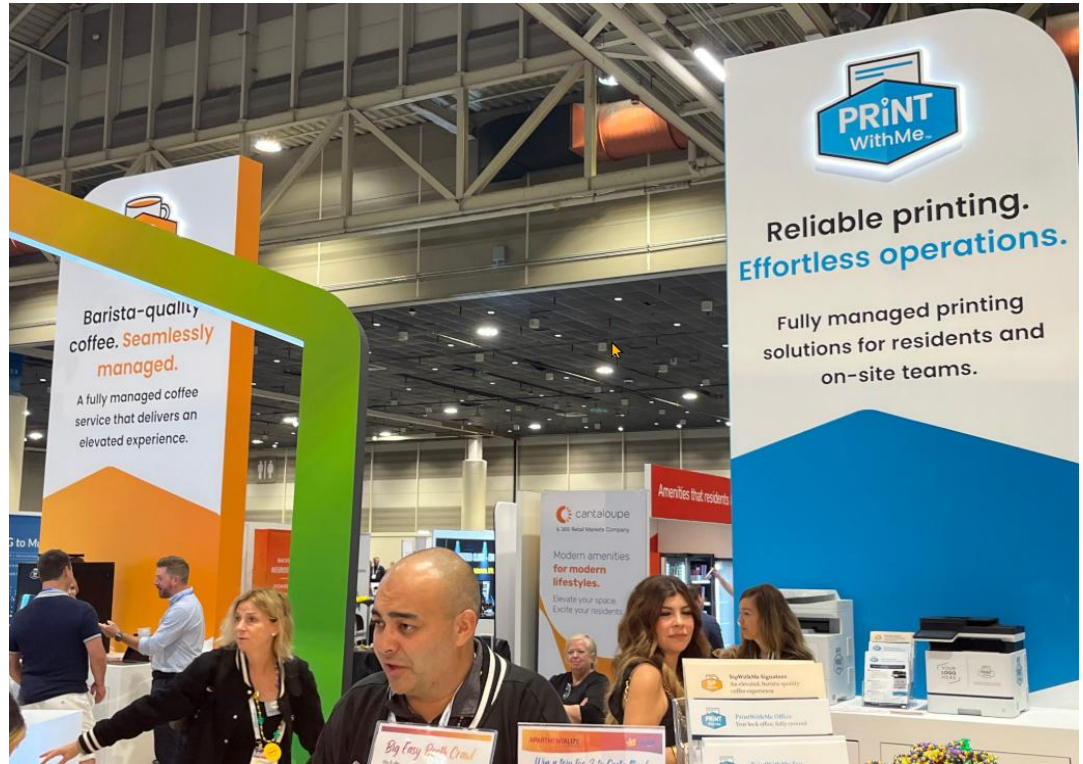
Effective Visual Communications



RentVision

If you're going to invest in a hanging sign, it should do more than show your company name—it should also communicate what you do. RentVision did an outstanding job answering both questions, helping attendees understand the brand and its offerings. By also utilizing the inside of the sign for messaging, they got even more value from this highly visible communication asset.

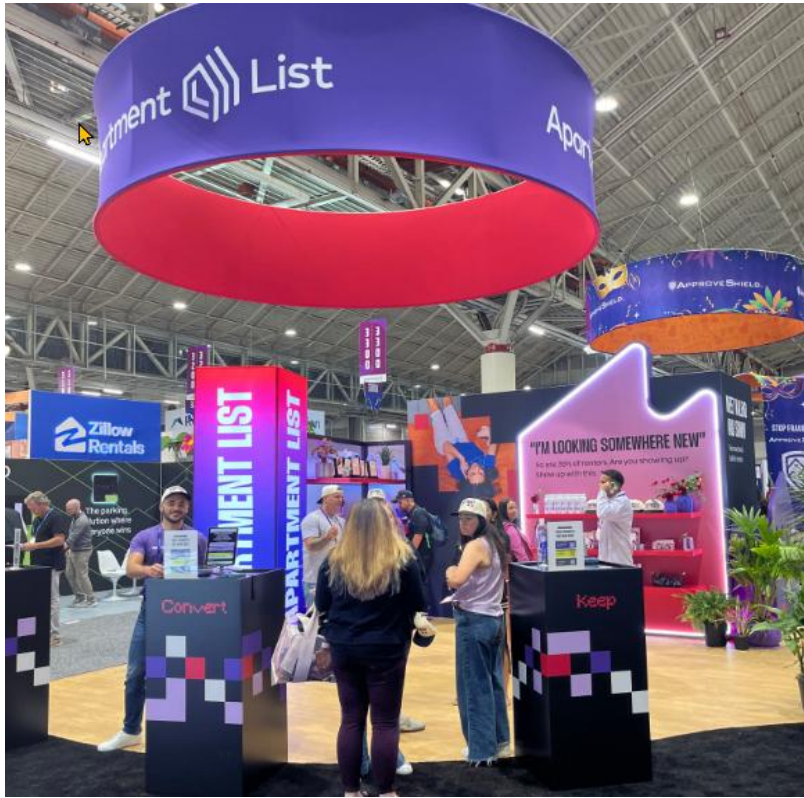
Effective Visual Communications



WithMe

Another outstandingly designed booth immediately drew the eye with color and lighting and did an excellent job of quickly communicating its core services. Creative visuals and clear messaging worked together to deliver information in an attention-grabbing and highly-effective manner.

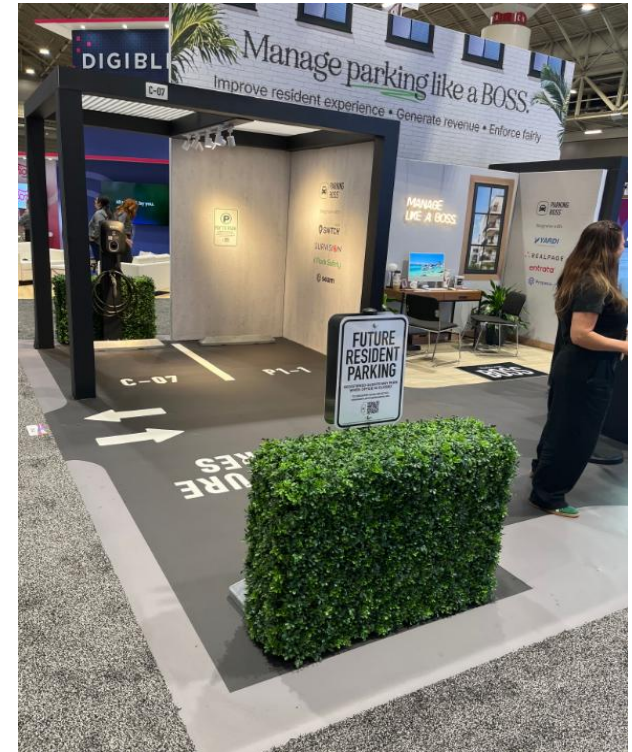
Effective Visual Communications



Apartment List

Apartment List's unique design did an excellent job of attracting attention, but what really stands out is how the messaging was tailored to multifamily housing professionals. By speaking directly to its target audience, the booth made its value proposition immediately relevant and compelling.

Effective Visual Communications



Parking Boss by Community Boss

The theme: “Manage parking like a BOSS” was woven throughout the exhibit, supported by quick-read, benefit-focused messaging and a highly creative design. From the graphics to the floor patterned as parking spaces, every element reinforced the message, resulting in excellent and cohesive booth messaging.



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

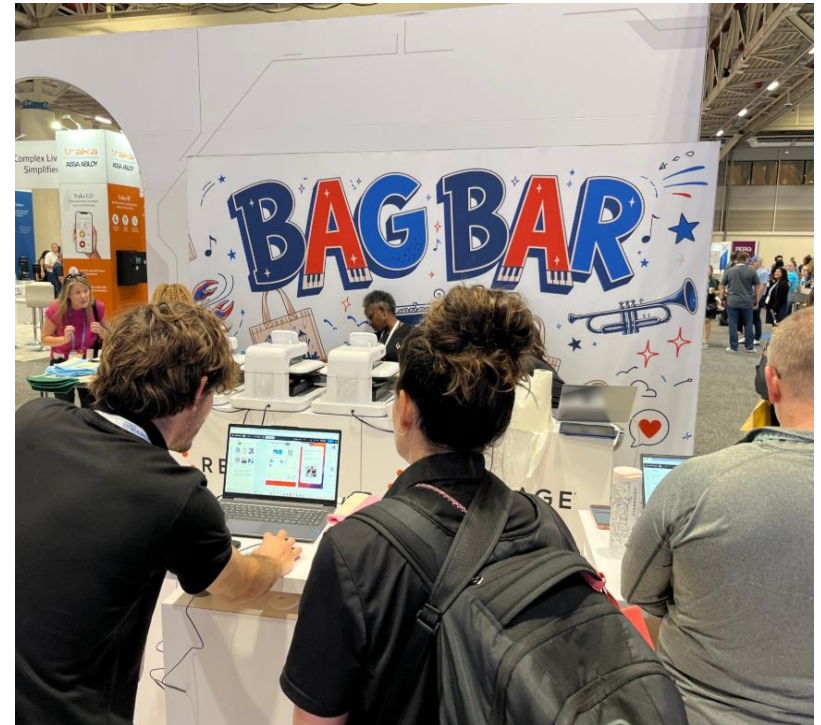
Engaging & Informative Presentations / Demonstrations



NCS 360

When you're in the business of recovering money, it's hard to imagine a more fitting engagement activity. This saavy exhibitor invited attendees to putt for a chance to land on a \$20 bill and pick it up, creating a fun, memorable experience that directly tied into the company's value proposition. It's a great example of using a fun interaction to reinforce the brand message and drive traffic

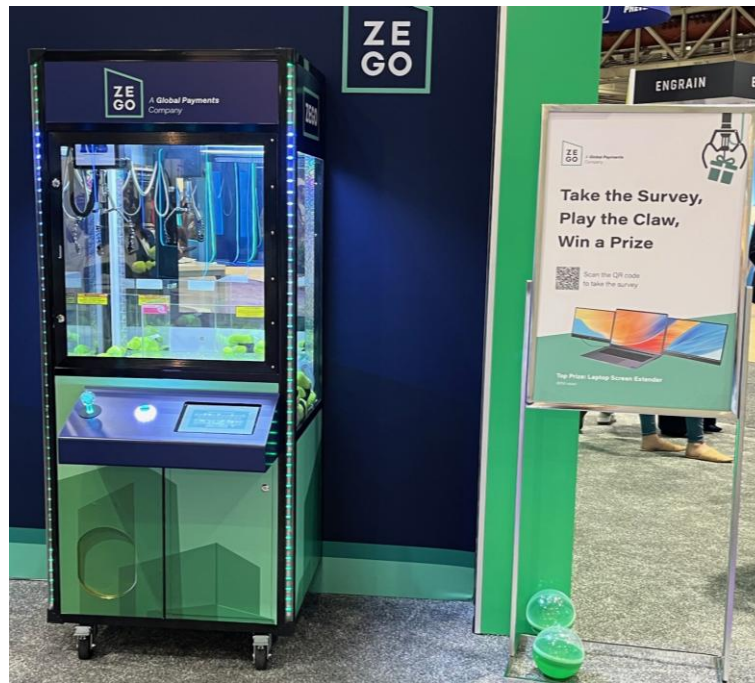
Engaging & Informative Presentations / Demonstrations



RealPage

RealPage's "Bag Bar" was a big hit, drawing steady lines of attendees throughout the show. Visitors selected a colored bag, uploaded a photo, and had it printed directly onto the bag, creating a personalized takeaway. It was a highly effective attraction and engagement activity that drew visitors and created interaction with the brand.

Engaging & Informative Presentations / Demonstrations



ZEGO

Using games and offering swag is an effective way to drive traffic. But too often, it creates “grab and go behavior” that does little to create engagement. ZEGO cracked the code by creating a survey visitors take before playing the game to win a prize. A simple idea that can make a big difference in the outcome of your attraction device.

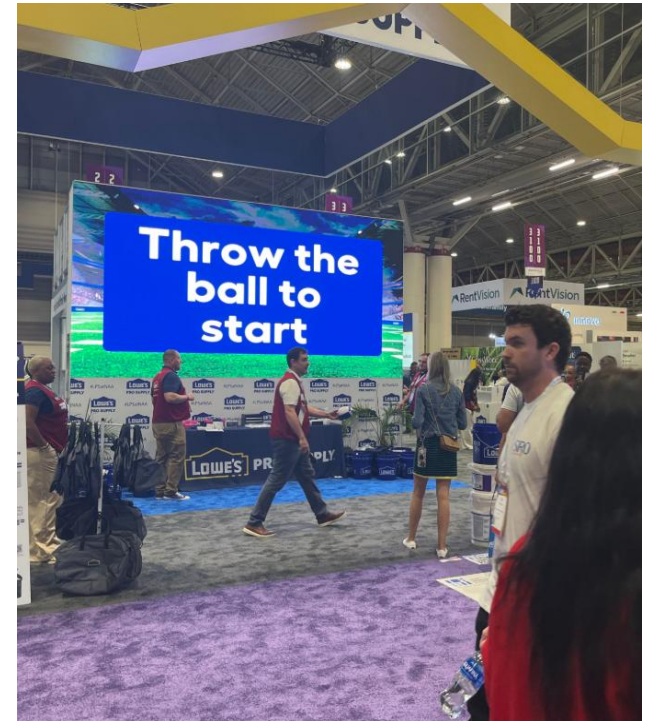
Engaging & Informative Presentations / Demonstrations



LockDown – Trash Room Fly Control

One of the top ways attendees want to interact with a booth is through a product demonstration. LockDown featured a well-designed demo that quickly and effectively proved its fly-control claims, allowing attendees to see the product's efficacy firsthand. Simple, visual proof made the message both memorable and convincing.

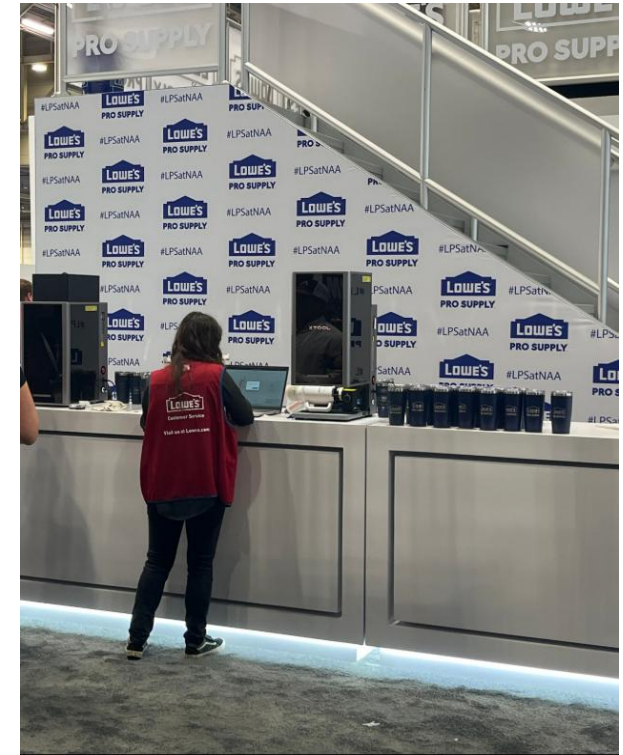
Engaging & Informative Presentations / Demonstrations



Lowe's Pro Supply

Adding a little fun to your booth is never a bad idea. Lowe's featured a simple "Throw the ball and hit the bucket" game that gave attendees a chance to let off a little steam, have fun, and win a prize. The engagement was a huge draw. With visitors consistently lined up to play, the activity created energy, attracted traffic, and generated opportunities for meaningful conversations.

Engaging & Informative Presentations / Demonstrations



Lowe's Pro Supply

Giveaways can be an effective way to grab attention, and they become even more powerful when personalized. Lowe's Pro Supply offered customized water bottles, creating a memorable takeaway that consistently drew a crowd. The combination of personalization and utility made it a highly-effective engagement tool.

Engaging & Informative Presentations / Demonstrations



Innova / Ephoca

Innova's focus on product staging education and was impressive, with a large video wall drawing attendees in and setting the stage for learning. Products were elegantly displayed at an angle, with cutaway views and detailed signage that helped visitors quickly understand features, benefits, and applications.

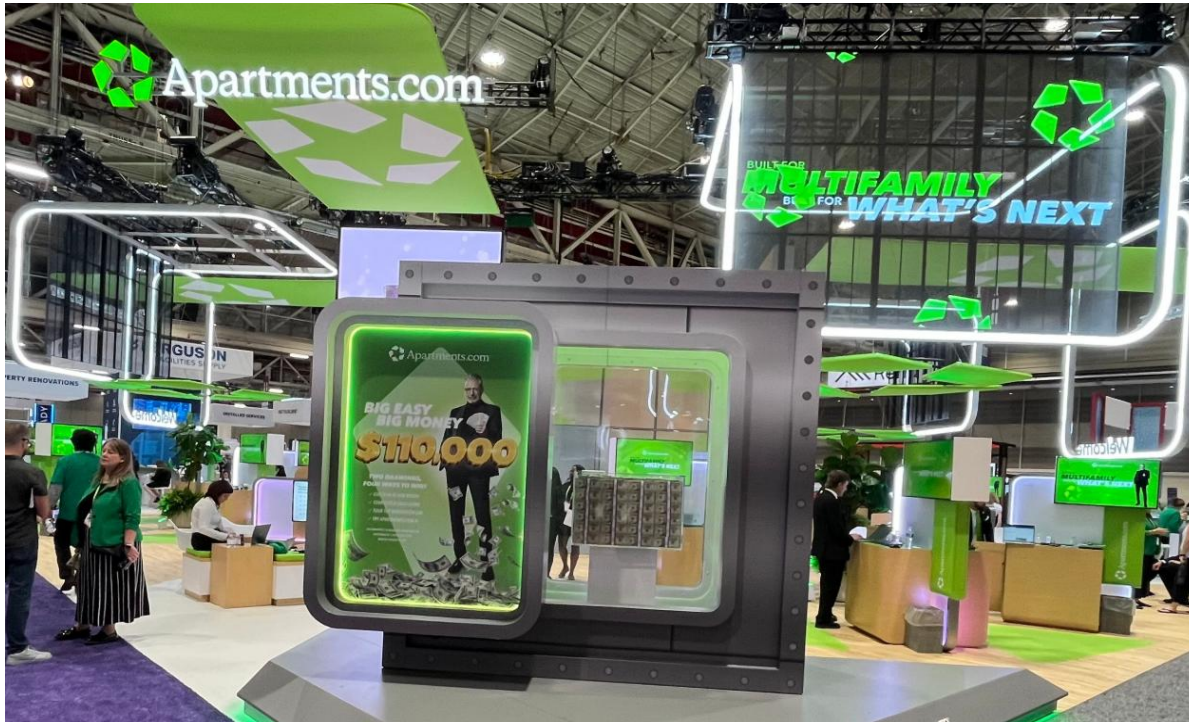
Engaging & Informative Presentations / Demonstrations



Zillow rentals

Zillow Rentals did an outstanding job turning its theme of “More Leases, Less Noise” into an interactive experience. Attendees were invited to step away from the show-floor noise, put on a headset, and listen to calming focus and reset sounds while relaxing in comfortable swinging chairs. The experience was memorable, engaging, and perfectly aligned with the brand message.

Engaging & Informative Presentations / Demonstrations



Apartments.com

Apartments.com once again drew strong interest with its “Big Easy, Big Money” promotion, creating a big attraction that encouraged visitors to stop and engage. Multiple ways to enter increased participation while providing meaningful product interactions. By combining education with the chance to win big money, the activation successfully turned passive attendees into active prospects.



Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Collect Tech

Collect Tech used strategically placed corner kiosks to improve access and engagement from all sides of the exhibit. This layout created a more open, navigable space while maximizing the visibility of branding and messaging both horizontally and vertically. The result was an exhibit that welcomed traffic from multiple directions and made information easy to see.

Smart Exhibit Access & Attendee Navigation



Ferguson Facilities Supply

Ferguson Facilities Supply managed visual sight lines with top-tier signage positioned in each corner of the exhibit, identifying key product solutions. This strategy created a visual roadmap for attendees, making it easier to locate areas of interest from both inside and outside the booth. The result was improved navigation, better traffic flow, and a more intuitive exhibit experience.



Effective Staffing Practices

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

Effective Staffing Practices



DuraCell

Staff apparel can do more than identify booth staff—it can become a powerful attraction device. Duracell creatively transformed its staff into brand ambassadors with foam cowboy hats featuring a battery on top, creating a fun and highly visible presence across the show floor. The result was an eye-catching staffing strategy that reinforced the brand and helped spark attendee conversations.

Effective Staffing Practices



Rentduck.com

RentDuck.com's staff made a strong impression with black-and-yellow apparel that created a highly visible and unified presence. The creative branding extended to playful titles such as Chief Quack Officer, Executive Quack Dude, and Director of Quacking, reinforcing the company's fun and memorable personality. By fully embracing the theme, the team helped create an engaging attendee experience while strengthening brand recognition.

Effective Staffing Practices



PooPrints

Sometimes, a little drama can be part of an effective communication strategy. PooPrints made sure attendees knew the problem they solve with their colorful shirts with a provocative question on the back. This not only drew attention in the booth, but also carried their message all around the show as they moved about the convention center.

Effective Staffing Practices



InterSolutions

For exhibits of any size, clear staff identification is essential. InterSolutions did an excellent job using color to connect its staff apparel with the overall exhibit branding, creating a cohesive and professional presence. The coordinated look made team members easy to identify throughout the booth while reinforcing key brand elements and messaging.

Effective Staffing Practices



PoolSure

PoolSure created a strong, unified staff presence with coordinated eye-popping blue jackets that were highly visible and easy to identify across the exhibit. The sparkling, pool-inspired sequins drew attention and reinforced the brand's connection to water and pool care. This creative apparel strategy helped the staff stand out while strengthening the overall brand experience.



In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Vero

Making a small booth stand out requires creativity and attention to detail. Vero did an outstanding job using dramatic edge lighting, while a black arch accented with greenery and purple flowers created a striking focal point. Together, these elements delivered a highly attention-grabbing presence that commanded attention well beyond the booth's footprint.

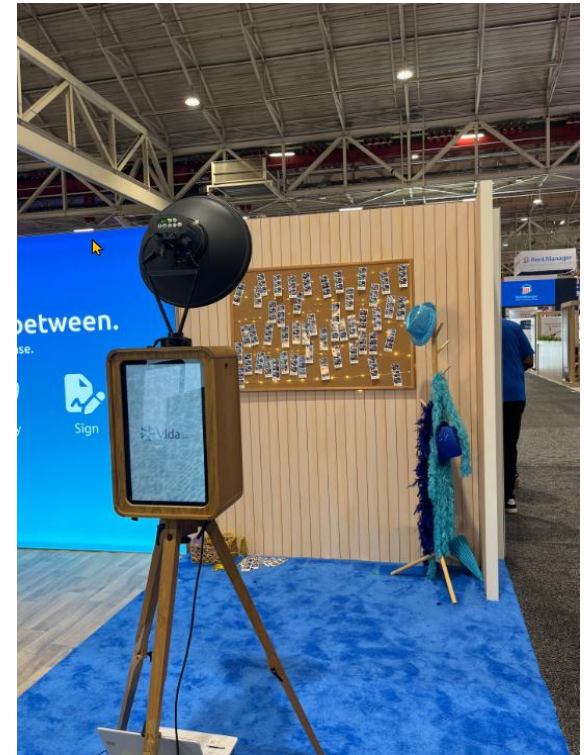
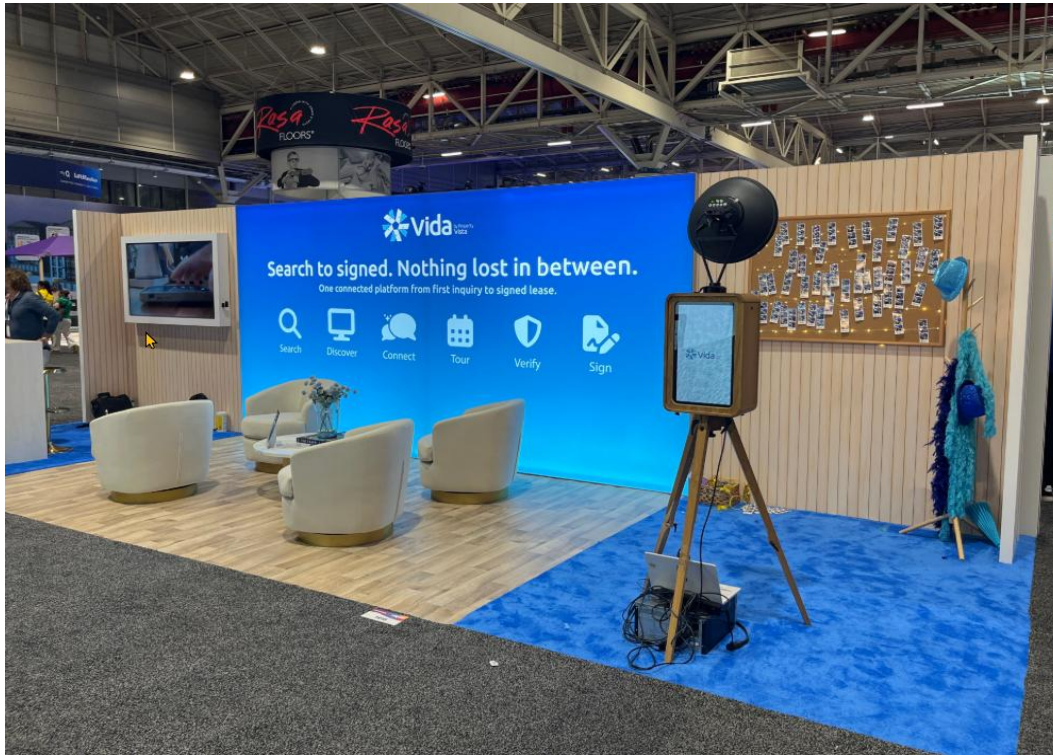
In-Line Success: Small Booths that Rock!



BoxBrownie.com

Here's another great example of how adding a visual element to your flooring can help a small booth attract more attention. By extending the brand experience to the floor, the exhibit creates additional visual interest and helps define the space, making it more noticeable to passing attendees.

In-Line Success: Small Booths that Rock!



Vida by Property Vista

Another small booth firing on all cylinders. A high-quality exhibit backdrop combined wood and blue design elements to create strong visual appeal, while quick-read messaging on a backlit panel told the company's story in just a few words. An interactive photo experience added engagement and helped attract even more attendees to the booth.

In-Line Success: Small Booths that Rock!



Foxen

Foxen used a high-quality exhibit backdrop featuring multiple lighting elements to help draw attention from across the aisle. Quick-read copy communicated the company's story at a glance, and a well-placed flat panel added another layer of messaging, maximizing communication within a compact footprint.

In-Line Success: Small Booths that Rock!



Luxer One

Luxer One proves that small does not have to be second rate. Their outstanding booth design featured eye-popping edge lighting, strong branding, and clear messaging that worked together to capture attention. The result was a small exhibit that earned its fair share of eyeballs and aisle traffic.

In-Line Success: Small Booths that Rock!



Hyly.ai

Here's another uniquely designed, high-quality small exhibit with strong lighting elements drew attention, while a combination of static and digital messaging quickly explained what the company does and why it matters. The flat panel was used creatively to call out the target audience by highlighting the challenges they face, making the message even more relevant and engaging.

In-Line Success: Small Booths that Rock!



HandyTrac Systems

Making a small booth stand out at a large show like Apartmentalize can be a challenge, but HandyTrac Systems was up to the task. Their creatively designed exhibit replicated a New Orleans café, creating a unique and inviting environment. By serving food as part of the experience, they gave attendees a compelling reason to stop, engage, and spend time in the booth.

In-Line Success: Small Booths that Rock!



Apartment Geofencing

When you want to make sure a small booth gets noticed, creative lighting is one of the most effective tools you can use. In this exhibit, the lighting not only attracted attention but also helped define the space and draw attendees into the booth. It's a great example of how thoughtful design can improve visibility and encourage visitor engagement, even within a compact footprint.



**Thank You for Exhibiting at
NAA 2026!**

Mark your calendar now for NAA 2027

June 15-17, 2027, in Denver, CO

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