

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

As a value-added exhibitor service, The Cooperator Expo West Central Florida provided a number of exhibiting companies with a complimentary E3 Exhibiting Effectiveness Evaluation. To add value for all exhibitors, the evaluators walked the show floor identifying booths that displayed imaginative, creative, and effective exhibiting ideas and practices. We hope these will provide more ideas to consider for future conferences.

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 Condo, HOA & Apt Expo. Enjoy!



1. Driveway Maintenance Inc.: The bold black and yellow color scheme was very compelling. This was supported by a tagline reinforcing the benefit of the company's capabilities. The brand was effectively reinforced through the tabletop display and the tablecloth. The truck toy on display also communicated the product/service with a sense of humor. Note the table was pulled into the booth to allow attendees to enter and interact with staffers.



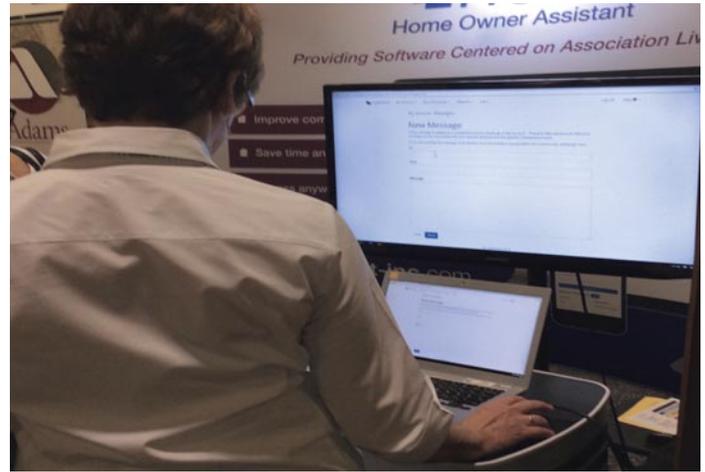
2. Right Way Elevator Maintenance: The company effectively used the technique of proactively asking attendees to "Ask me about FREE elevator maintenance." In addition the message printed on a colorful sign and positioned on an easel at the periphery of the booth was immediately visible to attendees walking down the aisle. The display in the background communicates a few of the messages that strike a chord with any attendees that have elevator buildings.

THE COOPERATOR EXPO

WEST CENTRAL FLORIDA
EVERYTHING CONDO, HOA & APT



3. TRW & Associates, Inc: Brand was effectively communicated through the color scheme, prominent logo and photo collage of building projects. In addition each photo was captioned so these were more than just random pictures displayed in a vacuum. TRW also communicated its capabilities above the logo so attendees had no doubt what the company offered.



4. HOAst: HOAst delivered a focused message that effectively targeted the condo audience. The thoughtful message and branding on the display let attendees know who HOAst was, what they promote and why the audience should care. The product service demonstration helped HOAst deliver their message interactively, which increases retention for corporate capabilities.



5. Williams Law Association: Not only did Williams Law Association let attendees know what they offered, they also posed a compelling question that invited interaction with the target audience. In addition, the booth was open making it easy for attendees to enter and learn more.



6. Florida Landscape Consultants: Using the vivid green color palette consistently through the graphic on the display to the staff shirts attracted attention. This also reinforced the company's landscaping offering. Corporate color consistency can attract attention, communicate your offering and ultimately increase retention for the exhibit visit.

THE COOPERATOR EXPO

WEST CENTRAL FLORIDA
EVERYTHING CONDO, HOA & APT



7. Yardi Systems: Customizing the message of “You Wear Every Hat, Now Your Software Can, Too” attracted target attendees to the exhibit. In addition, Yardi displayed capabilities and features benefits on the monitor so attendees learned more about their product offering. Yardi Systems strategy is an example of the effectiveness of customizing your message to the needs of the target audience and how it can net an exhibitor more qualified traffic in the booth.



8. FitnessSmith: For your consideration, try a different layout. FitnessSmith pulled their table to the back in order to feature products and services at the front of the booth. The displays encouraged interaction while they communicated the product service offering. The display focused on fitness projects the company spearheaded along with the 360 Fitness Solutions major message that connected to the condo and co-op attendees. The color scheme was consistent and reinforced in the staff attire.



9. Gate Sentry: Consistency from start to finish in this exhibit. The message of “Completely Mobile” was effectively communicated throughout the booth, as was the red and black color scheme. The message was supported by photographs of the product and an explanation of how it helped the audience. This was also repeated in the tablecloth. A small counter at the front, accommodated an interactive demonstration. The smiling staffers were also attired in red and black for additional message reinforcement.



10. Farrell Roofing: This was a booth with a sense of humor and a lot of consistency. It was easy to tell what Farrell was selling with the giant company name in the background and tablecloth with the tagline of “One Call Does It All.” The “Team Farrell” shirts with the corporate mascot were very memorable. Farrell also included its phone number on the tablecloth to communicate how to contact the company post show.

THE COOPERATOR EXPO

WEST CENTRAL FLORIDA
EVERYTHING CONDO, HOA & APT



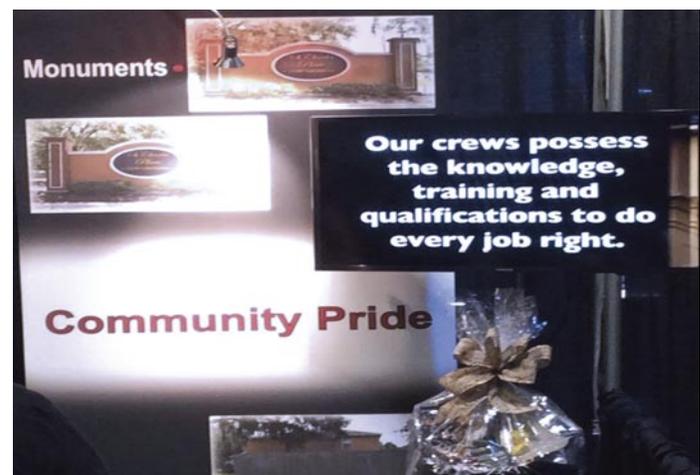
11. ECS: Compelling tagline attracted attention. Pictures were judiciously placed for maximum visibility. The front table was pulled in to allow attendees to cross the carpet line. Best of all a branded tablecloth reinforced the corporate identity so attendees knew whose booth they were visiting.



12. Benjamin Moore: The striking graphic on the display visibly communicated the corporate identity and product offering. The colorful swirl effectively resembled the inside of the can. The brand was also reinforced in the tablecloth and the table was pulled into the booth to allow attendees to enter and spend time with the staff.



13. Suncoast Elevator: Continuing recognition of booths supporting elevators, Suncoast was effective at reinforcing the product service offering of inspection and consulting. This was supported with a simple pull-up banner that including bullet points of why attendees should consider working with the company. Since it was close to Christmas, Suncoast attracted attention to the booth using a stuffed Santa and Moose. The literature was neatly displayed in tabletop literature holders.



14. Integrity Pressure Cleaning: Good use of video to deliver a variety of messages targeted to the audience.