



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

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As a value-added exhibitor service, The Car Wash Show 2023 provided selected Champion Council exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

To add value for all exhibitors, while conducting evaluations, we looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. We want to congratulate exhibitors featured and encourage all exhibitors to 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 The Car Wash Show 2023. *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



darwill

The fastest way to get a small booth noticed is to light it up. Here's a great example of not only great backlighting, but also well designed messaging.

Creative Attention-Grabbing Techniques

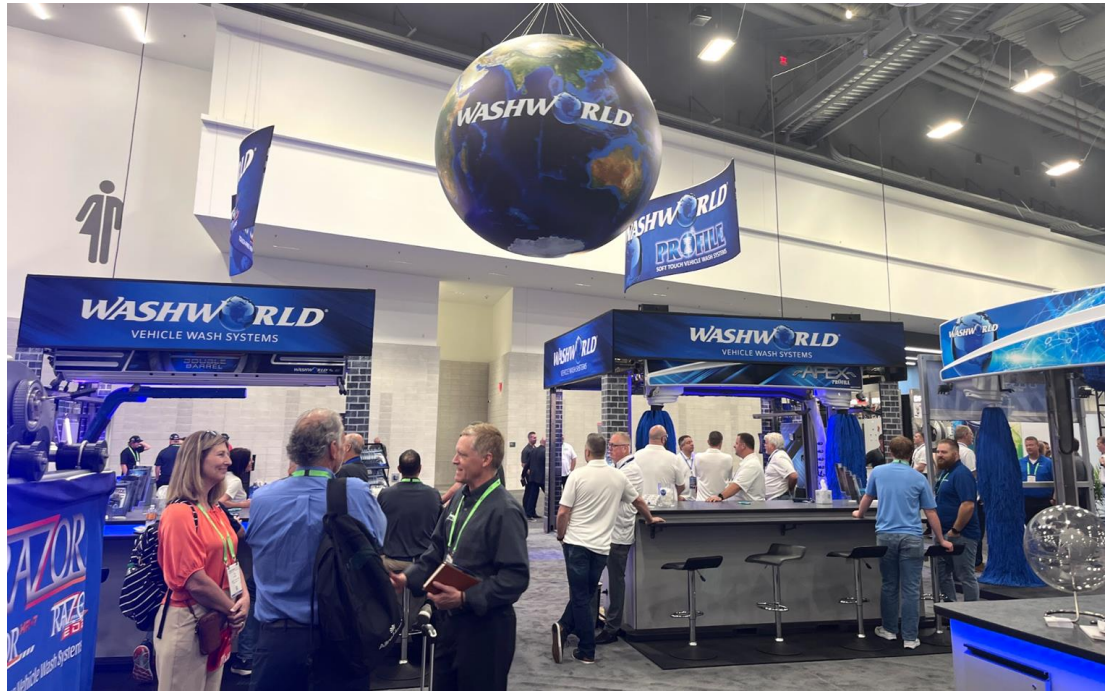


welcomemat

Color is another powerful way to make your exhibit stand out from the crowd. Especially when you use multiple colors and combine it with lighting and great messaging. A great formula for a winning exhibit.



Creative Attention-Grabbing Techniques



Washworld

Top-tier signs play a key role in wayfinding, brand awareness and driving traffic. Washworld did an excellent job of creating a circular rotating top-tier sign that drew your eyes upward and perfectly delivered company branding.

Creative Attention-Grabbing Techniques



Signature Siri's Car Wash Products

Here's another outstanding example of how to break the mold of many square and rectangular top-tier signs that do little more than deliver a company name. This savvy exhibitor used angles, various color circular signs, and made them even more compelling by projecting imagery on the bottom of the signs. Unique and highly effective!



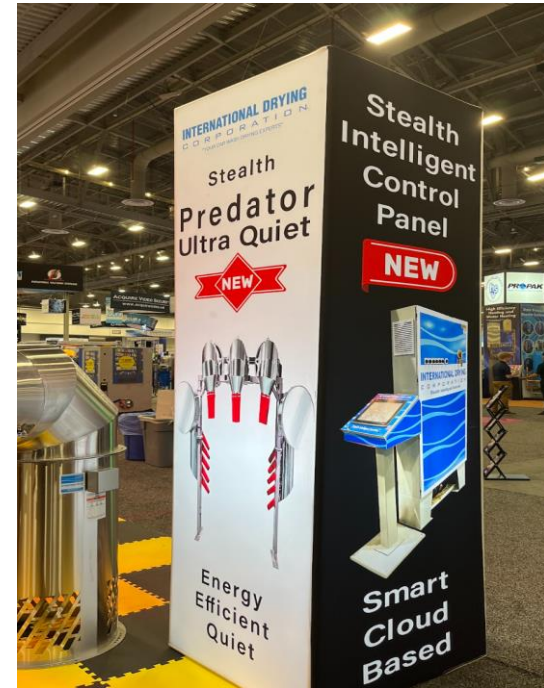
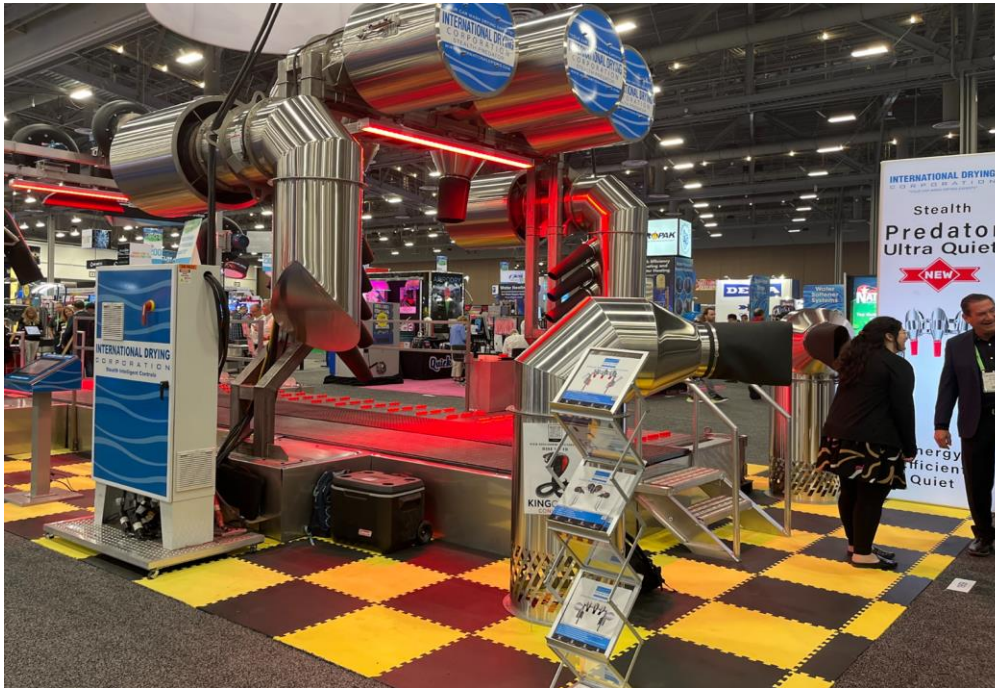
Creative Attention-Grabbing Techniques



Synergy Solutions

Wow! When your products help clean up dirt, can you think of a more creative way to deliver your messaging, than to have your graphics designed using dirt ... creative, unique and super attention grabbing.

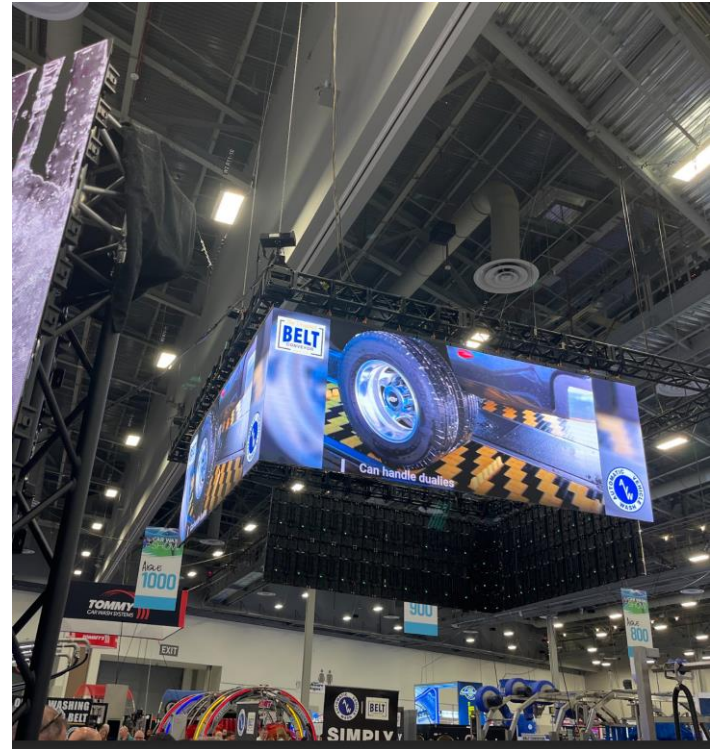
Creative Attention-Grabbing Techniques



National Driving Corporation

An underutilized asset in making your exhibit stand out from the crowd is flooring. This savvy exhibitor used yellow and black tile flooring under their visually stunning product display. Taking it one step further, they emphasized that it was NEW, which is one of the primary draws for attendees at a trade show.

Creative Attention-Grabbing Techniques



Automatic Vehicle Wash

When you want to make sure that everybody looks at your booth, can you think of a better way than creating a visually stunning LED water wall to grab attention? Taking it one step further, their LED top sign was an powerful attention grabber from all around the show floor. Outstanding!

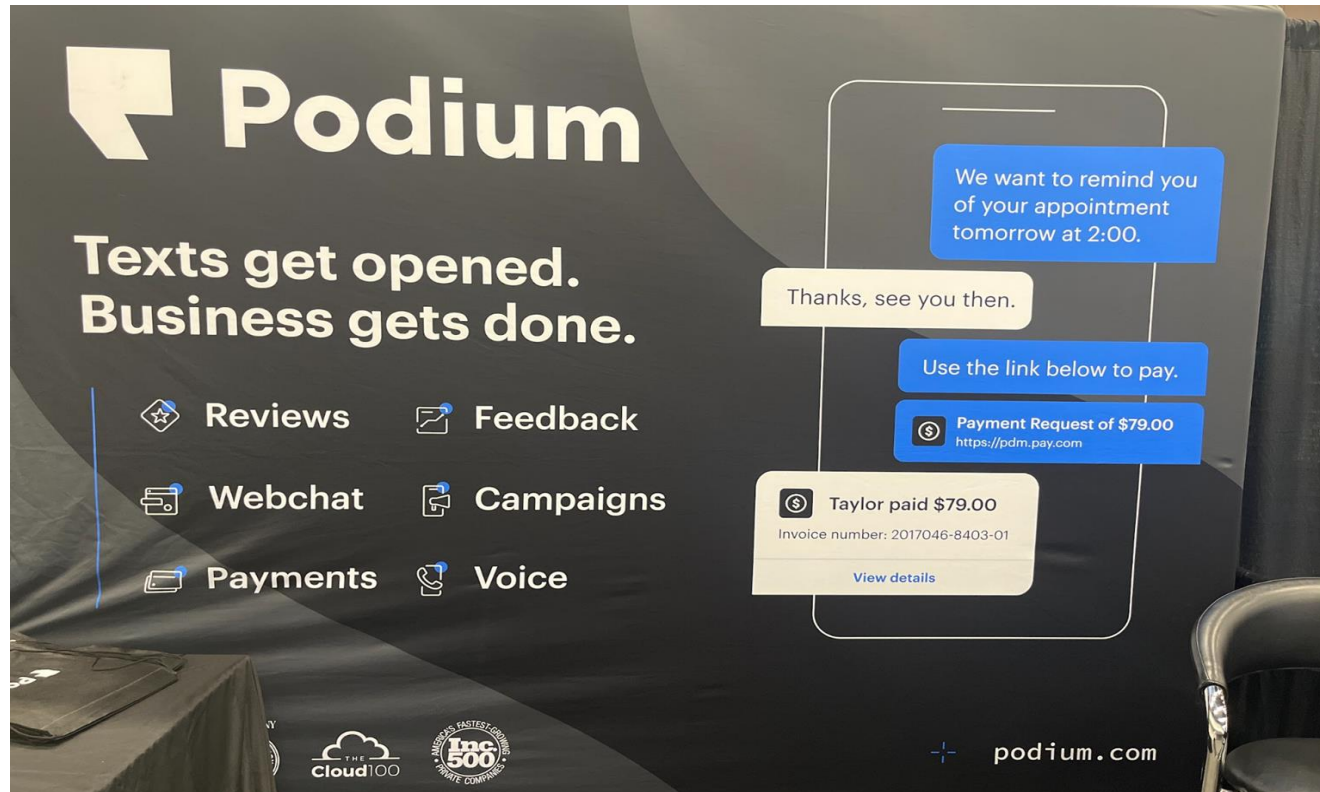




Effective Visual Communications

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

Effective Visual Communications



Podium

Here's an excellent example of how to use quick-read, billboard style graphics to quickly answer the questions of who you are, what you do, and why attendees should care.



Effective Visual Communications



Car Wash Advisory

One of the major questions in the mind of attendees as they decide where to place their attention at a show is, what do you do?. Clarity and simplicity is power. Here's a great example of leaving no question in attendees minds about what you do.



Effective Visual Communications



Take Five Car Wash

One of the most powerful communication techniques to use in your exhibit graphics is questions to call out your audience. The human brain has a difficult time resisting questions, especially when they are relevant. Here's an excellent example of how to deliver your question with visual impact.



Effective Visual Communications



Mighty Auto Parts

Social proof is a powerful marketing concept that is underutilized. Here's a great example of how Mighty Auto Parts used customer testimonials as a key part of their messaging strategy.

Effective Visual Communications



Everwash + Omni X

Visually presenting data and analytics is a powerful communication tool to build credibility in your offerings. Here's a great example of how to present data with high visual impact.



Effective Visual Communications



Car Wash Superstore

When you have a core value proposition you want to communicate, can you think of a better way to do it than to have it larger than life and everywhere you look?





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



Aluminum Cable Tray Systems

Car wash attendees are a tactile audience who want to be able to see and physically interact with your products. This savvy small exhibitor did a great job of demonstrating their car wash tunnel system, making it easy for attendees to see, interact with and learn about the product.

Engaging & Informative Presentations / Demonstrations



Automat Washer and Supply

When you have a large product that is difficult to actually demonstrate, an effective way to do so is to support your static demo with a well designed video. This exhibitor did a great job of showing car wash owners why their solution is important.

Engaging & Informative Presentations / Demonstrations



Propane Treatment Technologies

Now here's an exhibitor who really knows how to stage their products and visually deliver quick-read messaging to educate visitors about the features and benefits of their solutions.

Engaging & Informative Presentations / Demonstrations



Mosmatic

Now here's a super cool way to quickly communicate what your product does. By placing a graphic and the product in front of their backdrop, this exhibitor was able to demand attention and quickly tell their product story.

Engaging & Informative Presentations / Demonstrations



Motor Wash Works City

When you display solutions in the booth, it's important to have visual support of the key messages that you want people to remember. Motor Wash Works City did an outstanding job of supporting their product displays with backlit graphics along with a graphic wrap along the bottom, making sure that attendees saw the value proposition and the key features and benefits. By placing a graphic and the product in front of their backdrop, this exhibitor was able to demand attention and quickly tell their product story.

Engaging & Informative Presentations / Demonstrations



Stinger Chemical

The number one way attendees want to interact with an exhibit is through some form of a product demonstration or presentation. Stinger knocked it out of the park with their scratch removal demo, upping the coolness factor by having the front end of a classic mustang with color changing LED headlights to draw attention. You go Stinger!



Effective Staffing Practices

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

Effective Staffing Practices



True Brand

Staff apparel cannot only be a great attention grabber and differentiator, but can also communicate a message about being a team. Drop an NHRA race car and the driver in your booth and you have the winning formula to show your team strength.

Effective Staffing Practices



Automatic Vehicle Wash

Now, here's a cool way to turn your booth staff into a competitive advantage. AVW stationed one of their staff on a moving conveyor near the edge of their booth. Smiling and greeting people as they passed drew a lot of attention.





Before and After: Changes Exhibitors Made

Before and After: Changes Exhibitors Made



BEFORE



AFTER

Automatic Vehicle Wash

The first day of the show, the top LED sign only had the company logo with water running behind it. After talking to the exhibit manager, and explaining how a tip-tier sign can do a lot more work, the team got busy and updated the graphics to deliver much more than just the company name.

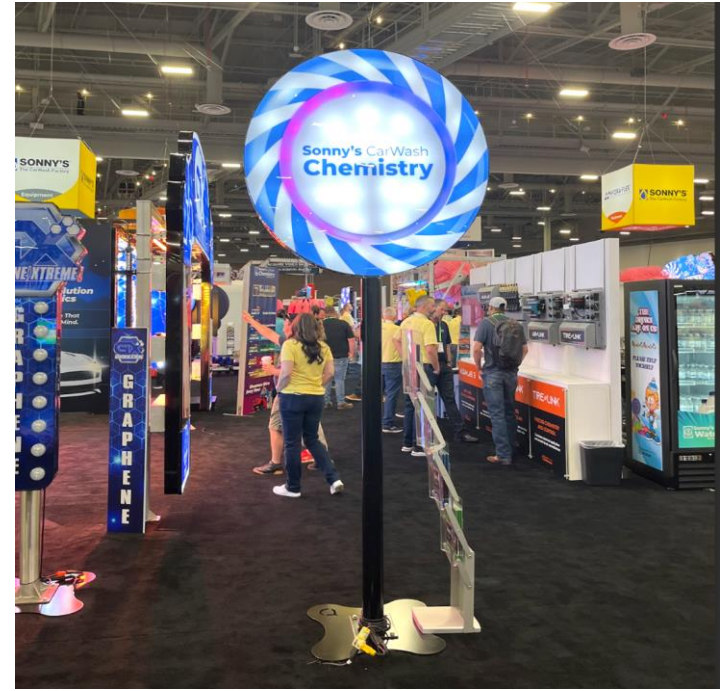
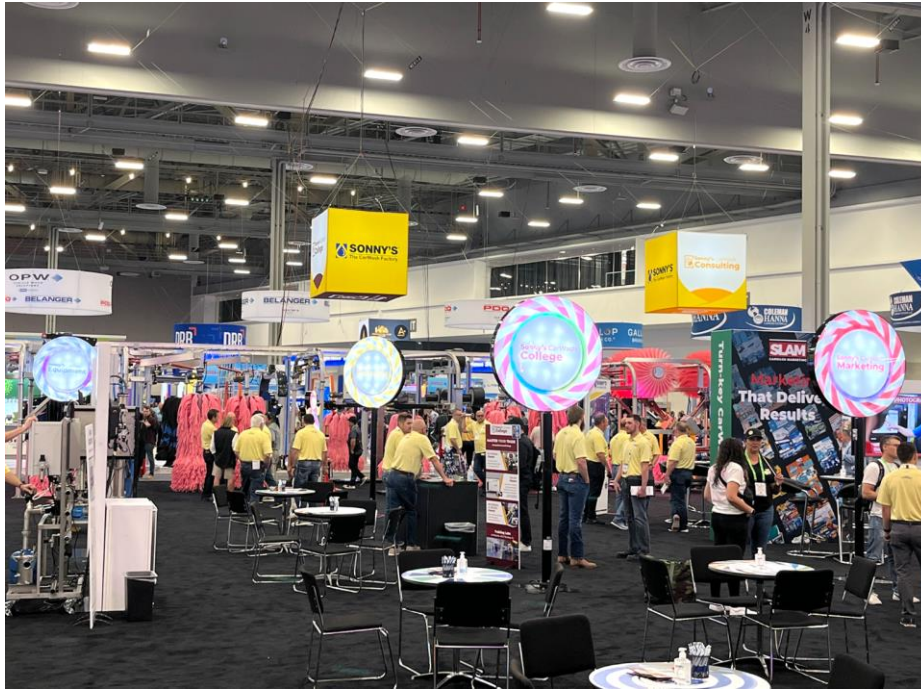




Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Sonny's

When you have a large booth with a lot of solutions being featured, making it quick and easy for attendees to find what they're looking for is very important. Sonny's knocked it out of the park with their perfectly placed large, circular, colorful signage informing attendees what was being featured in each area of the booth.





In-Line Success: Small Booths that Rock!

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Mammoth Construction

This was a can't miss small booth. Their brilliant backlit graphics drew your eyes toward the left side. You can see the construction process happening on the right side. You can see the finished product on the left. This is an excellent example of how to execute a small booth.

In-Line Success: Small Booths that Rock!



Air Freshener Marketing

Here's another small booth that rocks. From using a bright backlit exhibit wrap back drop with a clear value proposition, to having a call to action tagline "ask us" to create engagement and an energetic and proactive booth staff wearing brand colors. A clear small booth stand out.



In-Line Success: Small Booths that Rock!



Marine Fasteners

Who says small has to be second rate? Here is an excellent small exhibit that is using a high-quality backdrop with down-lighting, edge-lighting, and back-lighting to make sure that everybody passes looks -- and knows what they do.

In-Line Success: Small Booths that Rock!



Space Ray

Here's another great example of how to execute a small booth at a high-level. From a well-designed, attention grabbing backdrop that answered the who, what, and why questions, to placing the product on the perimeter for easy access to attendees, and tying it all together with red carpet delivered the complete brand experience. Nicely done!

THE CAR WASH SHOW™

**Thank You for Exhibiting at
The Car Wash Show 2023!**

***Mark your calendar now for The Car Wash Show 2024,
May 13-15, 2024, in Nashville, TN***

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



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