

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

By: Bob Milam, E3 Evaluator for Competitive Edge.

As a value-added exhibitor service, Ozwater 2025 provided selected exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, the evaluator 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 Ozwater 2025. *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



Xylem

As A/V technology becomes more accessible, exhibitors are using it in creative, impactful ways. Xylem's multi-dimensional video walls at each corner drew attention and immersed visitors from every angle. It was a strong example of tech enhancing booth presence and engagement.

Creative Attention-Grabbing Techniques



Itron

Itron really stood apart, thanks to its bold red color scheme, sharply contrasting the mostly blue and green booths nearby. The vibrant and well lit booth was impossible to miss and drew attention all across the show floor. It was a smart, high-impact design that elevated visibility and interest.

Creative Attention-Grabbing Techniques



Suez

The SUEZ exhibit was a standout in every way. All elements worked seamlessly together to create an effective, efficient, and visually striking presentation in a compact space. What impressed most was how thoughtfully assembled each detail was—attention-grabbing, informative, and clearly directed. The use of colors and icons was consistent from floor to ceiling and made engagement easy and fun for every visitor who stopped to inquire at their demo stations, learn in their theater, or simply sit and discuss issues with a cup of coffee.

Creative Attention-Grabbing Techniques



Steel Mains

Lighting is one of the best ways to grab attention, and Steel Mains proved it. Their exhibit used blue accent neon-style lighting strategically to guide where your eye landed. It created a focused, visually striking experience.

Creative Attention-Grabbing Techniques



Infor

The Infor exhibit captured attention with a large, centrally placed LED wall that was impossible to miss. As LED technology becomes more affordable, exhibitors like Infor are using it creatively and effectively. It's a smart way to draw attendees in and make a lasting impression.

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



Aquatec

Efficient use of every available space and visible surface is key to a strong ROI, and Aquatec nailed it. Their overhead sign not only displayed their name but also used the inside surfaces to communicate their positioning. It was both efficient and highly effective.

Effective Visual Communications



Taggle

The Taggle exhibit delivered a clear one-two punch: it told you what they do—detect leaks—and why it matters—saving water. The simple, focused message hit home instantly. It was direct, effective, and memorable. They also smartly used the inside of the top sign for messaging.

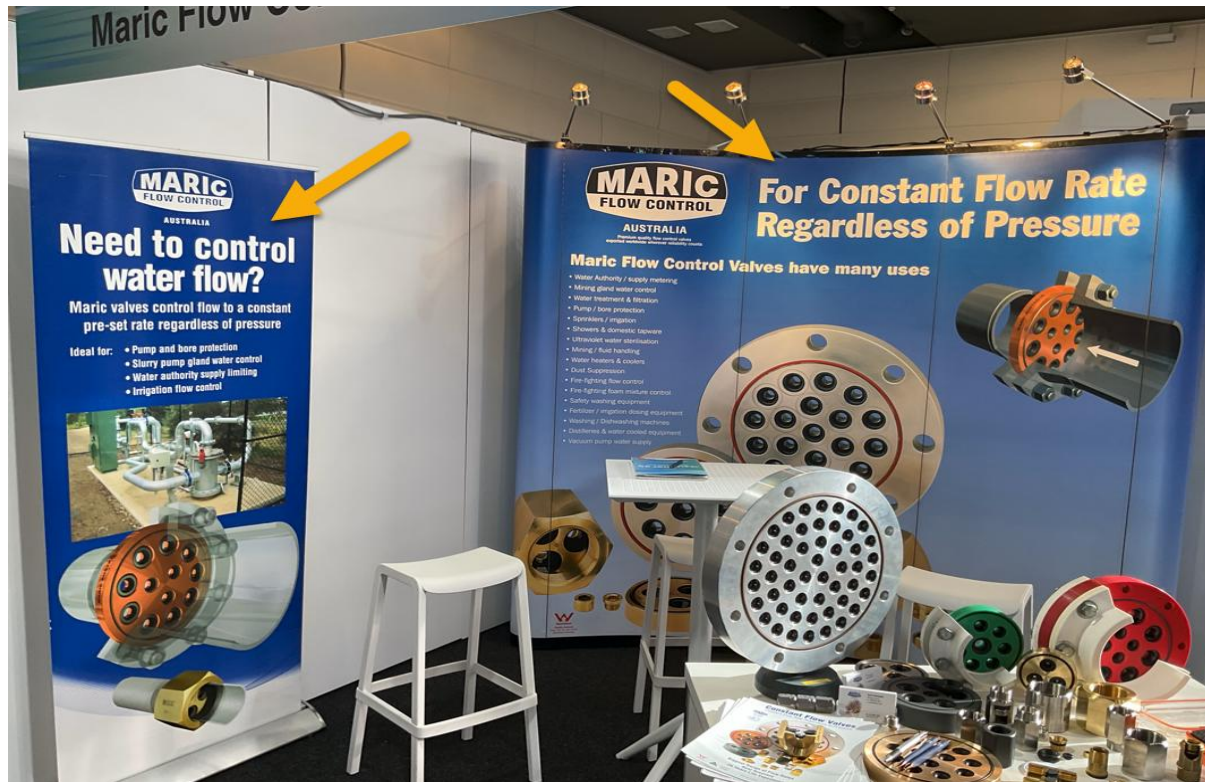
Effective Visual Communications



Suez

Another highlight of the Suez exhibit was this visual timeline. Tying into the show's theme of connecting past to future, it linked the company's history in Australia to an interactive video monitor where visitors could share their future plans. It was a terrific example of visual storytelling.

Effective Visual Communications



Maric

Well-crafted headlines can transform an exhibit's impact, and Maric proved it. They opened with a question to spark curiosity, then followed with a direct, benefit-focused answer. It was a simple but powerful way to engage visitors instantly.

Effective Visual Communications



Steel Mains

The Steel Mains kiosk delivered a lot of information, but did so clearly and efficiently. (1) It defined the purpose, (2) showed an example, (3) offered looks at multiple pages, and (4) ended with call-to-action QR codes to download the app. A well-thought-out, streamlined experience.

Effective Visual Communications



Reece / Viadux

Navigating a merger can be tricky in an exhibit setting, but Reese / Viadux handled it well. They used contrasting blue and orange colors to symbolize the two companies coming together. The result was both effective and reassuring for visitors.

Effective Visual Communications



Seqwater

Each bubble on the SEQ Water Grid exhibit hid a tidbit of information behind a creative, intriguing cover. This approach drew attendees in, encouraging them to Physically engage to uncover the full story. It was a compelling and effective use of a small, compact space.

Effective Visual Communications



Bactosure

Beyond knowing who you are and what you do, most attendees want to know why they should choose to do business with your company. BactoSure answered this directly with a bold, pointed graphic. It was a clear and efficient way to deliver their message quickly and directly.

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



Veolia

Built-to-scale models are a smart way to demonstrate large equipment that can't be transported to the show floor. They help visitors understand function and scale without the logistics. The Veolia exhibit showcased a great example of that strategy, well-executed and well-staged

Engaging & Informative Presentations / Demonstrations



BMD

Here's another strong use of a scale model. BMD displayed its plant operations in a 3D model accessible from all sides, set in front of a large graphic showing their full-size plants in action. It created a clear and engaging way to connect the model to real-world operations.

Engaging & Informative Presentations / Demonstrations



John Holland

John Holland offered a different way to bring oversized objects to life in a limited trade show space. Using virtual reality, they transported guests into the full-scale world of their products. It's a smart, effective way to overcome the challenges of shipping large equipment to the show floor.

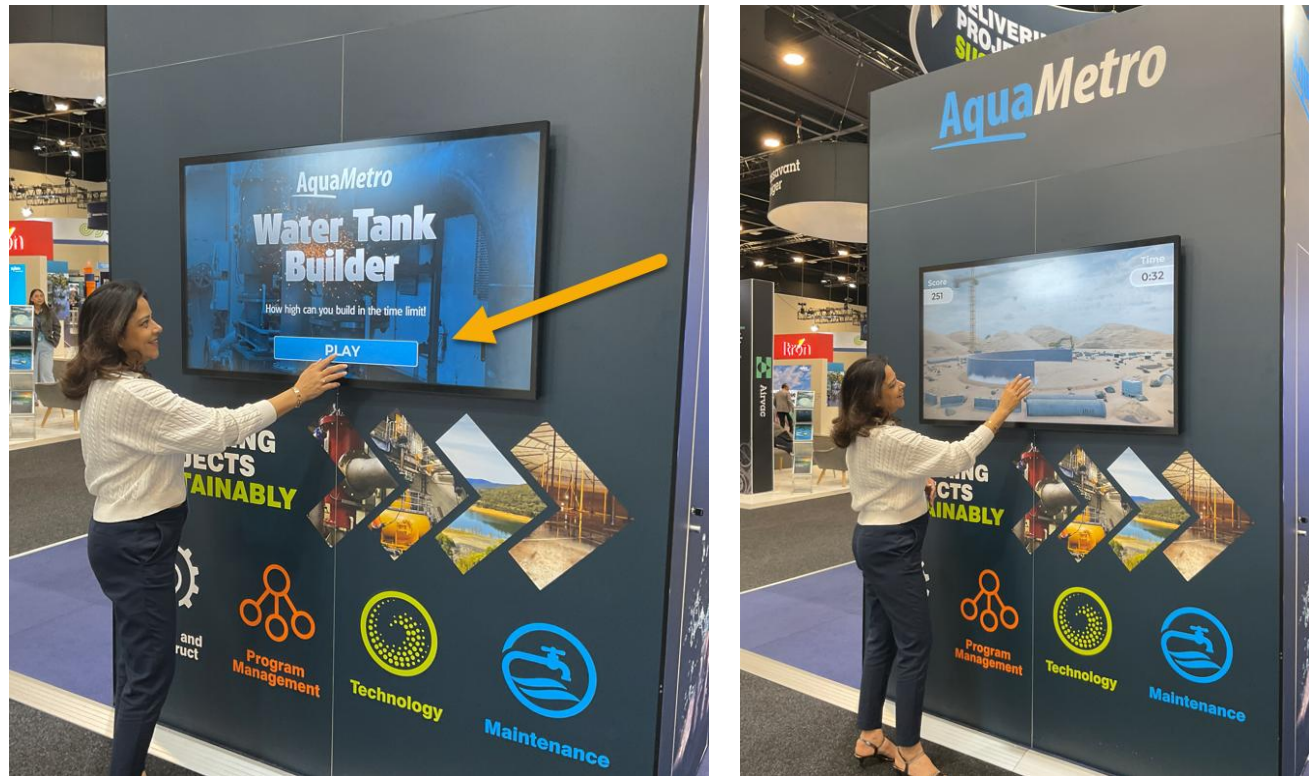
Engaging & Informative Presentations / Demonstrations



Swan Analytical

Here's a clever example of how to showcase less visually exciting products. Swan turned plain looking boxes of instrumentation into an engaging experience using a semi-circular, carousel-style display. To add interest, their products are staged perfectly at eye-level for visitor engagement.

Engaging & Informative Presentations / Demonstrations



AquaMetro

Even the best demonstrations can be overlooked without a clear invitation to participate. AquaMetro solved this perfectly by adding a simple “PLAY” button to kick off their interactive game. It made engagement easy and irresistible.

Engaging & Informative Presentations / Demonstrations



Polymaster

"Touch me. It's a Demo." Polymaster provided another perfect example of being overtly clear with attendees about how to engage. This direct invitation gave visitors explicit permission to interact with the equipment, tapping into a big reason they came to Ozwater'25—hands-on exploration.

Engaging & Informative Presentations / Demonstrations



Suez

Another standout feature of the Suez exhibit was their in-booth theater offering presentations on key industry topics. Visitors listened through headsets, keeping the audio contained within the space. It created an engaging experience without disturbing neighboring exhibits.

Engaging & Informative Presentations / Demonstrations



Denso

Most attendees come to trade shows to learn in ways they can't online, and Denso delivered. Their demonstration was beautifully staged and executed by knowledgeable, engaging staff. It made for an interesting and memorable experience for every visitor who stopped by.

Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Clover Pipelines

With limited trade show hours, attendees want fast answers—and Clover delivered. They used clear navigation and well-labeled product areas to make finding the right product and the right information easy and fast. It was a smart, attendee-focused approach.

Smart Exhibit Access & Attendee Navigation

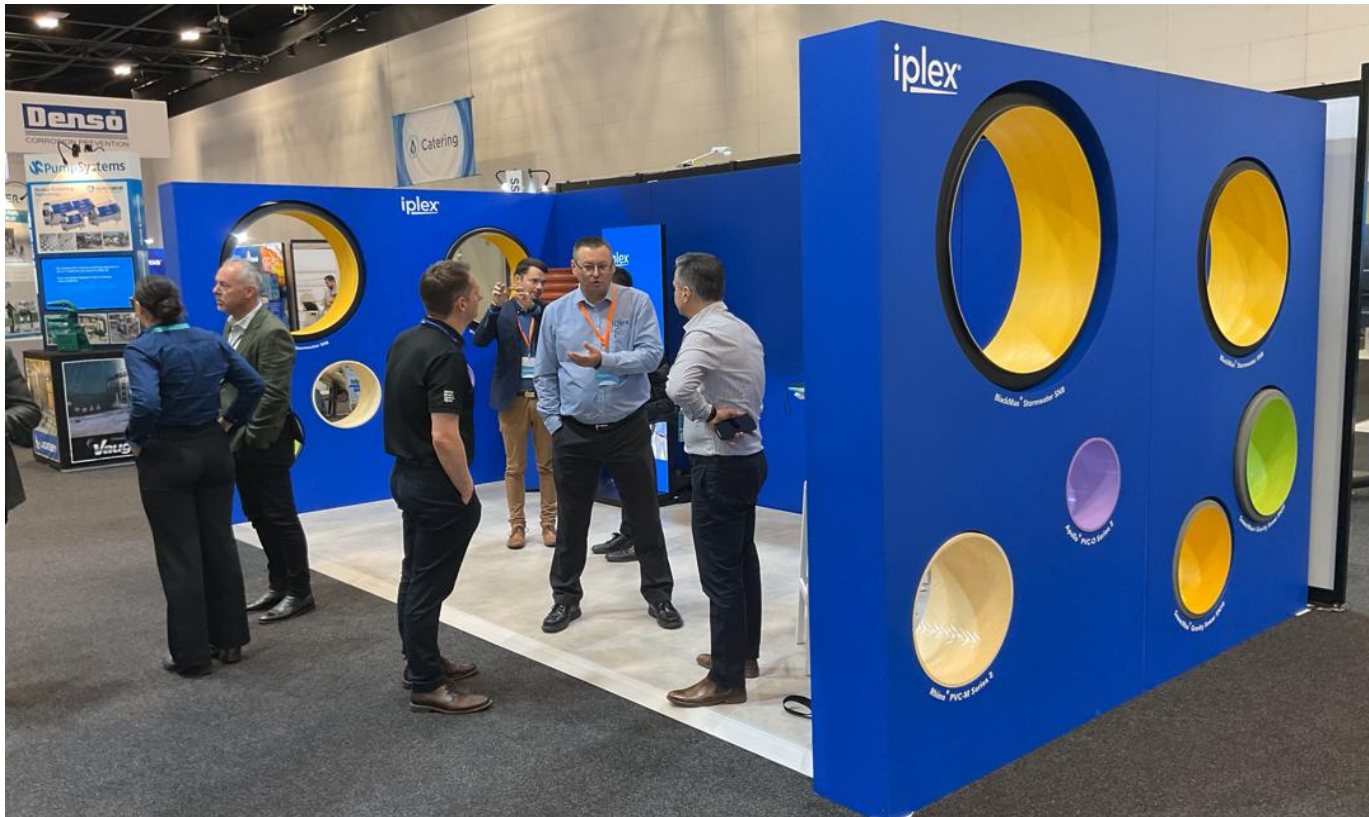


ifm efector

Helping attendees find what they need quickly is essential for successful engagement, and the ifm exhibit demonstrated exactly how to do it. Their well-staged kiosks were thoughtfully organized, allowing visitors to easily navigate and quickly identify solutions relevant to them. Each kiosk was positioned and angled perfectly at eye level, making the experience natural and inviting. It was a smart setup that combined efficiency with impressive presentation—well done!

In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Iplex

The Iplex exhibit could have been featured in multiple categories of this report. They used their walls creatively to display their product while effectively enclosing the space -- shutting out external distractions. It was a small exhibit, but brilliantly executed.

In-Line Success: Small Booths that Rock!



Yokogawa

Yokogawa's exhibit blended light woods and Japanese art motifs to create a distinct, inviting environment. The design beautifully complemented their products and messaging. It felt like being transported to the land of cherry blossoms, honoring the company's origin and heritage.

In-Line Success: Small Booths that Rock!



Interflow

The Interflow exhibit excelled on every level. With sharp accent lighting, clear headlines and graphics, a well-positioned LED video panel, and smartly placed kiosks, it drew customers in before starting any conversations. It's a winning setup, all within a compact footprint.

In-Line Success: Small Booths that Rock!



Flovac

Flovac created a winning exhibit by blending a clear, benefit-focused headline with an interactive video screen and a well-staged scale model. Each element worked together seamlessly, drawing visitors in and delivering information efficiently. It was an effective and well-executed presentation, staffed by experts ready to answer visitors questions and discuss issues. Well done.

In-Line Success: Small Booths that Rock!



Allmach

Allmach's exhibit was a masterclass in how to exhibit well. Brilliant lighting, bold blue and orange colors, a benefit-driven LED screen, and clear, direct benefit-focused messaging throughout the stand, made their products easy to understand—even for laymen. A beautifully executed exhibit.

**Thank You for Exhibiting at
Ozwater'25!**

**Mark your calendar now for Ozwater'26
Brisbane Convention and Exhibition Centre
Tuesday, 26 May – Thursday, 28 May 2026**

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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