



# WHAT ARE YOUR TRADE SHOW GOALS?

Exhibiting at high-profile industry events can be one of the most effective ways to increase awareness and market your products or services to targeted buyers.

The opportunity to meet face-to-face with decision-makers can drive sales, generate leads and elevate your brand.

A well-designed, creative trade show exhibit can help exhibitors **wow** passersby, **engage** visitors and **sell** to clients and prospects. In this e-book, you will read 20+ exhibiting success stories that combine creative event marketing strategies with exhibits that **wow, engage and sell**.

# INCREASE LEADS & SALES

wow \ \ engage \ \ sell



Whether an exhibitor is an established business or a startup company, participation in a trade show can be a highly effective face-to-face marketing vehicle to **wow** prospects, increase leads and drive revenue. Read how Nimlok and its exclusive expert dealers helped exhibitors by designing and building attractive exhibits that fostered visitor **engagement** and aided them in **selling** products and services.

# INCREASE LEADS & SALES

## success story #1.

Facing an aggressive sales goal, John Paul Mitchell Systems (JPMS), a world leader in haircare products, partnered with long-time trusted partner, Nimlok Orange County, to design and build an exciting upscale trade show marketplace for their MarulaOil line of products at America's Beauty Show.

Inside of the space, JPMS' exhibit transported attendees to an elegant retail store adorned with black and gold accents that communicated a sense of luxury and sophistication to **wow** visitors and helped convert them into customers. Aroma diffusers filled the air with the fragrance of MarulaOil while the JPMS sales team moved throughout the exhibit space engaging attendees with MarulaOil samples.

exhibits  
designed  
**to sell**

## 3-day sales goal met on **day one.**

Elegant display cases and spot lit product displays showcased the MarulaOil product line and communicated product benefits to attendees. The easy-to-navigate and product-focused setup helped JPMS' sales staff to **achieve their three-day sales goal within the first day of the show.** The trendiest thought-leaders and stylists of the industry walked away committed to the MarulaOil line and JPMS brand.

# INCREASE LEADS & SALES

## success story #2.

Datron, a manufacturer of high-speed milling machines, wanted a cost-friendly at the International Machine and Tool Show that would **wow** and **engage** attendees and generate more leads. Datron teamed up with expert Nimlok dealer, Nimlok Chicago, to design a cost-effective and head-turning 20' x 50' exhibit.

Datron's strategy for bolstering its lead yield was simple: use products to draw in traffic and **engage** visitors one-on-one in an intimate setting. By strategically positioning several of its high-tech products facing the aisles, Datron was able to pique the interest of passersby and attract crowds to their exhibit. Once they had the eyes and ears of attendees, Datron's booth staff ushered interested visitors into a private conference room for one-on-one meetings and consultations.

4 out of 5  
event  
attendees have  
**buying  
power**

**leads increased by 25%!**

By letting their products be the star of the show, Datron was able to **increase their lead volume by 25%** from previous shows.



# INCREASE LEADS & SALES

## success story #3.

After acquiring a large private label brand, TreeHouse Foods – a provider of private label food and beverages – wanted to communicate the acquisition – as well as TreeHouse’s new scope of product offerings – to its targeted audiences in order to attract new customers. TreeHouse Foods planned to attend the Private Label Manufacturers Association show, which offered the perfect stage to achieve this objective.

Expert Nimlok distributor – Nimlok Cincinnati – worked with TreeHouse to design a large 50’ x 80’ island exhibit that featured a central umbrella-like structure with separate spaces for each division and related products. Audiences could browse divisions individually while understanding that they were all part of TreeHouse Foods.

The exhibit also featured casual meeting spaces for both staff to interact with and qualify visitors, as well as a two-story structure housing private conference rooms and tasting areas to further qualify and sell to prospects and clients.

attract leads  
& sell  
products



## more sales qualified leads.

Visitors were able to visually recognize TreeHouse as a leader in the private label food and beverage industry, resulting in increased brand interest, booth traffic and sales-qualified leads. TreeHouse Foods **generated the greatest number of qualified leads** than in any previous show due to its capabilities-focused exhibit strategy.

# ENGAGE & EDUCATE

wow \\\ engage \\\ sell



Product-focused brands require education-driven exhibits that help exhibitors **wow, engage and sell**. See how five very different exhibitors used creative product displays to educate and achieve their trade show goals.

# ENGAGE & EDUCATE

## success story #1.

At the International Roofing Expo, Eagle Roofing wanted to increase its lead yield by displaying products in an interactive and memorable way. In order to break through at the competitive show, Eagle Roofing needed an exhibit that uniquely showcased its roofing products, captured the essence of the brand and educated and **engaged** visitors.

Eagle Roofing partnered with exclusive Nimlok dealer, Nimlok Orlando, to design a stunning 20' x 20' exhibit that creatively illustrated Eagle Roofing's products.

A miniature model roof showcased shingle products while also allowing visitors to touch, feel and interact with the products on the show floor. The main exhibit archway was decorated with “roof-shingle” graphics—Eagle Roofing's signature product.

get visitors  
**engaged**  
with your  
products



## increase in **high-quality** leads.

Creative and interactive in-booth product displays enabled Eagle Roofing's sales team to better educate and show products to visitors, and **add more sales opportunities to its pipeline.**



# ENGAGE & EDUCATE



use creative  
product displays  
**to drive  
traffic**  
to your space



## success story #2.

Chromalox, a manufacturer of high-quality industrial heaters, needed to find creative ways to showcase its industrial, heavy-duty heaters at POWER-GEN International.

Nimlok dealer and expert, Nimlok Central Pennsylvania, worked with Chromalox to concept and build **wow-inducing**, creative visual elements into Chromalox heater samples used at shows.



**new displays resulted in more leads and more informed customers.**

Nimlok built kiosks with pulsing red and blue LED lights to visually illustrate heat in motion. The kiosks also featured product information and supporting visual graphics to further **engage** visitors. **Traffic around the Chromalox booth boomed** with the introduction of the new product displays. The results were so strong that Chromalox invested in additional displays for other product lines.

# ENGAGE & EDUCATE

## success story #3.

ArizonaEast, the largest east coast grower and wholesaler of cacti and succulents, needed to showcase nearly 100 small plants in an organized and **engaging** way for upcoming industry events. ArizonaEast challenged Nimlok expert dealer, Nimlok Philadelphia, to create an exhibit with abundant shelving and product display space for ArizonaEast's succulent plants at one of the largest industry shows.

**award  
winning**

product displays



**an exhibit that eliminates restrictions so you can sell.**

Nimlok Philadelphia crafted hexagonal, cubby-like displays that were placed on the outer edges of the space, **wowing** passersby. Inside the exhibit, traditional shelving housed the majority of the succulent plant products. This layout encouraged an inward flow of traffic, allowing booth staff to interact with visitors while having product readily available.

As a result of creative product displays and a high-functioning exhibit, ArizonaEast **received a Best in Show award** for its creative presentation of cacti and succulent plants. The company no longer had to pick-and-choose which products to bring to events, as the new exhibit could display hundreds of products in an organized, **engaging** and creative way.

# ENGAGE & EDUCATE

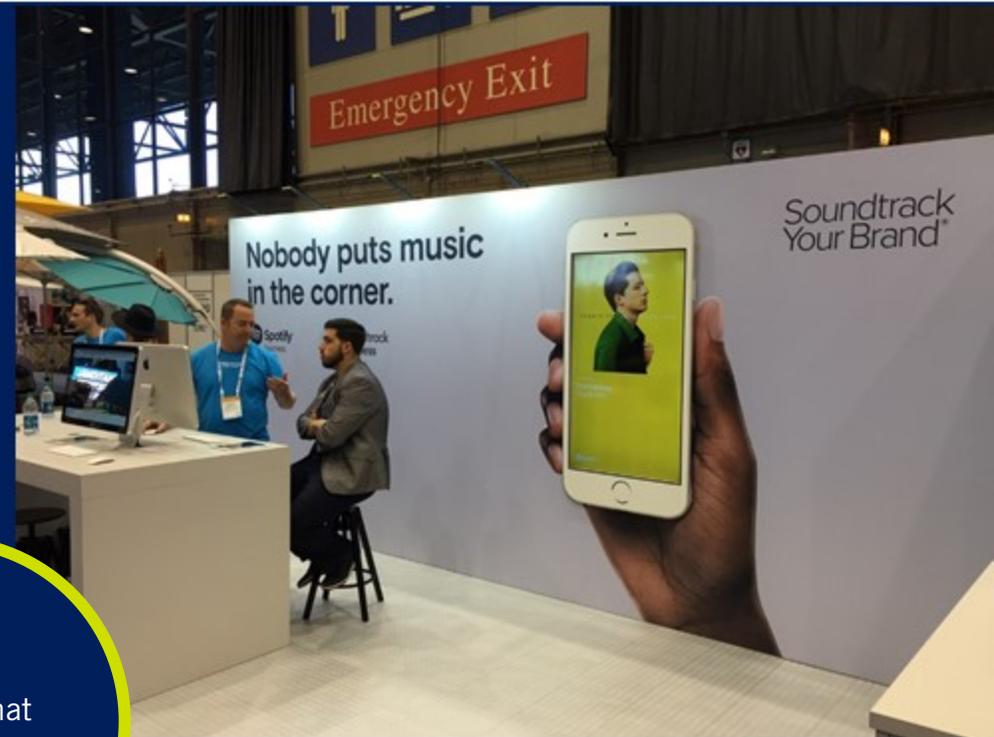
## success story #4.

Marketing an intangible product or service presents a unique challenge for exhibitors in a trade show booth. The Spotify-backed startup, Soundtrack Your Brand, encountered this challenge as it looked for ways to showcase its software products creatively at trade shows and events.

Soundtrack Your Brand worked closely with Nimlok expert dealer, Nimlok Louisiana, to create a 10' x 20' product-focused exhibit designed to sell Soundtrack Your Brand's software. In order to show off the software product to attendees, Nimlok Louisiana incorporated a large monitor into the exhibit backwall, simulating the smartphone and tablet-friendly software on screen.

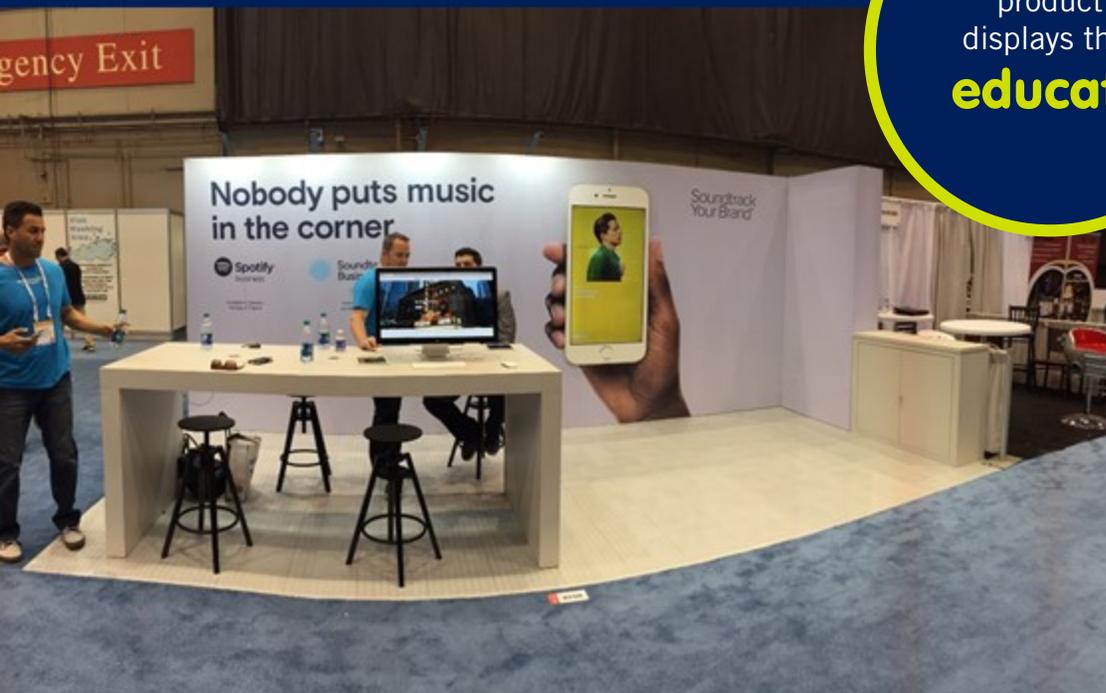
Additionally, the exhibit space featured a "connected" reception counter for product demos and walk-throughs.

product displays that  
**educate**



## technology showcasing intangible products.

Soundtrack Your Brand turned heads and wowed visitors on the show floor with its engaging and creative product display while selling the brand by reinforcing the simplicity and dynamism of their product. As a result of its creative exhibit, Soundtrack Your Brand was able to **tangibly showcase its software to hundreds** of event attendees.



# ENGAGE & EDUCATE

## success story #5.

St. Mary's Press, a leading publisher of Catholic children's literature, sought to wow its visitors by artfully displaying its books on the trade show floor in a creative and educational way.

St. Mary's Press partnered with expert Nimlok dealer, Nimlok Minnesota, who designed a large-scale 20' x 60' exhibit that impressed and engaged visitors through tasteful and creative product displays.

Custom-built bookshelves helped St. Mary's Press showcase its full-line of Catholic children's Bibles and literature, while a larger-than-life replica of their signature children's Bible sat prominently in the foreground of the exhibit. The replica children's Bible was designed with turnable pages, allowing attendees to engage physically with the product display and helping further invoke excitement and inspiration among visitors.

learning about products is the **#1 reason** people attend trade shows



The large children's Bible was so successful at engaging visitors that St. Mary's Press made plans to use the structure in **all face-to-face events moving forward**.

Unique product displays helped St. Mary's Press **wow** and **engage** audiences and **sell** its products in a memorable and creative way.

# CREATE THE BUZZ: CAMPAIGNS, GAMES & GIVEAWAYS

wow \ engage \ sell



Designing an attention-grabbing exhibit is the first step in **wowing** attendees and attracting traffic to a trade show booth. The second is creating a fun and **engaging** in-booth atmosphere. Find out what these exhibitors did to **sell** their brand and turn passersby into prospects.

# CREATE THE BUZZ: CAMPAIGNS, GAMES & GIVEAWAYS

## success story #1.

Accenture is a professional services company that helps organizations maximize performance. One of its primary face-to-face marketing challenges was showcasing its services in an **engaging** way on the show floor. Accenture knew that its campaign needed to focus on the benefit of its services – enabling clients to lead and grow their organizations – rather than the services themselves.

Nimlok worked with Accenture to design an exhibit that embraced a “superhero” campaign while embodying the brand. Powered by an eye-catching exhibit, booth staff team of “mad scientists” and a 3D printer, Accenture transformed risk management professionals into “Heroes of Risk.” 3D modeling cameras digitized the heads of visitors while the 3D printer printed their profiles.

giveaways your  
visitors will  
**remember**



The printed profiles attached to the bodies of Lego™ “Heroes of Risk” characters, such as Credit Risk Ogre, Stress Test Man and Super Conduct Woman, to highlight the important roles risk managers play within their organizations.

Visitors felt recognized and valued by the experience and **walked away with a memorable giveaway**. This creative campaign combined with a smart exhibit solution from Nimlok enabled Accenture to **wow** attendees, **engage** visitors and **sell** the benefits of their industry-leading services.

# CREATE THE BUZZ: CAMPAIGNS, GAMES & GIVEAWAYS

## success story #2.

SevOne, a digital infrastructure management company, annually attends Cisco Live!, an event that attracts thousands of technologists to learn about trends in the digital space. Having recently released new enhancements to the SevOne Digital Infrastructure Management Platform, SevOne challenged its expert exhibit partner – Nimlok Philadelphia – to design an exhibit that would communicate new enhancements to large audiences.

Nimlok Philadelphia designed a 30' x 30' exhibit with a large, central stage and peripheral media kiosks. SevOne planned to run demonstrations at intervals each day of Cisco Live!, the kiosks being integral in attracting visitors into the space.

SevOne knew it had to incentivize attendees to view a demonstration. Working with Nimlok Philadelphia, an in-booth campaign was crafted to drive traffic.



## trade show campaign resulted in **record-breaking in-booth traffic.**

Exhibit graphics promoted a call-to-action for passersby to attend a product demonstration. In exchange, visitors could register to enter the raffle for a wide range of prizes – from an Amazon Kindle to SevOne wind-up robots.

As a result of its goal-oriented campaign and exhibit, SevOne experienced **the highest level of in-booth traffic** of all time. The stage-like setting enabled SevOne to showcase its enhanced platform and **engage** targeted audiences throughout the duration of the event.

# CREATE THE BUZZ: CAMPAIGNS, GAMES & GIVEAWAYS

## success story #3.

Winfield provides pest-control, plant nutrition, turf and agriculture services and products to markets in the United States, Canada and Mexico. For the annual Farm Progress show, Winfield wanted to use games to **engage** and educate attendees to create awareness of their products and brand.

Winfield partnered with expert Nimlok dealer, Nimlok Minnesota, to create a lush green branded environment that reflected Winfield's brand image.



clever  
games that  
**engage**



The exhibit featured product education kiosks and interspersed “backyard games” such as a putting green and Cornhole. Both perfectly represented Winfield’s expertise in agriculture and turf-related products.

Staying true to their brand, Winfield **engaged** visitors in a relaxed manner, making it easier for staff to consult, build relationships and **sell** products. As a result, Winfield **increased the time visitors spent** inside its exhibit space when compared to other face-to-face event tactics.

# CREATE THE BUZZ: CAMPAIGNS, GAMES & GIVEAWAYS

## success story #4.

Nimlok annually attends the EXHIBITORLive show, which attracts hundreds of event planners and trade show marketers.

Looking to increase **engagement** and generate qualified leads, Nimlok's network of expert dealers crafted a campaign strategy that would attract audiences in a fun and memorable way while communicating Nimlok's capabilities at solving trade show puzzles.

Supported by a pre- and post-show online campaign, Nimlok's exhibit campaign challenged visitors to solve a puzzle with Nimlok for a chance to win prizes. Each day of the three-day event featured a new puzzle, encouraging visitors to return for more chances to win.

From Tumbling Tower races to Toss Across challenges, audiences competed as they would on a game show. Winners were entered into a raffle for cash prizes, but all participants received mini versions of the played games as keepsakes.



## increase leads and awareness with **interactive games & giveaways.**

As a result of this **engaging** campaign, Nimlok saw qualified **leads increase over 200%** year-over-year. Additionally, website visits increased 18% and social engagements increased 63% during and after the show as compared to the previous year.

# RECONFIGURABLE, ADAPTIVE EXHIBITS

wow \ engage \ sell



Experienced multi-show exhibitors know that having an adaptive and reconfigurable trade show exhibit that morphs into multiple size configurations maximizes their exhibit value. Read how Nimlok's modular exhibit solutions helped these exhibitors **wow, engage and sell** from event to event.

# RECONFIGURABLE, ADAPTIVE EXHIBITS

## success story #1.

Looking to attend more events on a tight event marketing budget, SuanFarma needed cost-effective exhibits that could **wow**, **engage** and **sell** at three key industry trade shows.

*"We knew that a rental exhibit solution would help SuanFarma control costs, but wanted to ensure that we achieved the polished look they desired,"* said Jeff Ocasio, Director of Creative Design at Nimlok New York City, SuanFarma's expert exhibit partner.

Nimlok New York City designed a 30' x 30' rental exhibit that could reconfigure into a 20' x 20' and a 10' x 20' exhibit. The three-in-one solution smartly packed into multiple smaller containers and crates, reducing the cost of shipping for the smaller configurations by eliminating unneeded components.

Stylish arch-like accents elevated the overall look of the exhibit and carried a distinct style through each configuration. While the exhibit solution was rented, it appeared custom-built to SuanFarma's brand.



## scalable rental solutions increase exhibit return on investment.

Three exhibits in one made increasing the number of annual events possible for SuanFarma, allowing the company to **wow**, **engage** and **sell** to its target audience and elevate their brand within the industry. SuanFarma achieved its goal of **participating in three key industry shows** while controlling exhibit costs through a scalable, rental Nimlok solution.

# RECONFIGURABLE, ADAPTIVE EXHIBITS

## success story #2.

VisitLEX, the tourism organization for Lexington, KY, attends multiple events to generate business tourism for Lexington and needed an adaptive exhibit solution. VisitLEX planned to attend events across the country, contracting larger spaces for events that aligned well with their target audience and smaller spaces for smaller events where they looked to intimately engage visitors.

Faced with needing an exhibit solution that fit multiple spaces while presenting a uniform look and tight between-show turnaround times, VisitLEX and its design agency – Team Cornett – collaborated with Nimlok expert dealer, Nimlok Kentucky, to produce a suite of exhibits that could meet exhibiting needs while remaining within budget.

20' x 20'



best in show

reconfigurable solutions

The end result was one smaller 10' x 10' display and one larger 20' x 20' exhibit solution. The 20' x 20' exhibit could scale down to two 10' x 20' displays, giving VisitLEX the flexibility to attend multiple smaller shows at the same time. All exhibit configurations presented a uniform look while serving as warmly branded spaces for booth staff to engage and sell.

VisitLEX's exhibiting program earned **wows** and accolades – including a “Best of Show” award – among visitors, staffers and show management. Smart, scalable exhibits enabled VisitLEX to **do more with a set budget** and reach more of its targeted audience.

10' x 20'



# RECONFIGURABLE, ADAPTIVE EXHIBITS

## success story #3.

Aclara, a supplier of infrastructure solutions for water utilities, underwent a rebranding campaign to better align its brand with its water management solutions.

The rebranding effort, which replaced orange tones with soft hues of blue, was an exciting initiative, but Aclara's trade show marketing team worried that it would impact their show schedule.

Aclara owned an award-winning modular exhibit designed by Nimlok expert dealer, Nimlok St. Louis. Being modular in nature, the exhibit could reconfigure to fit multiple spaces, making it an important investment for Aclara's trade show marketing program.

Rebranding the exhibit was simplified by the versatile nature of the exhibit. Nimlok St. Louis worked with Aclara to design a look and feel based on new brand standards and seamlessly transitioned the exhibit without interrupting Aclara's trade show schedule.



## an exhibit that evolved with the brand.

The modular, adaptive quality of Nimlok solutions allows exhibits to grow with brands, and – as a result – Aclara was able to **introduce a new brand in a powerful – yet economical – way.**

# RECONFIGURABLE, ADAPTIVE EXHIBITS

## success story #4.

EGO Power Plus produces technology-driven outdoor power equipment and attends several trade show and events throughout the year to promote its products and unique cordless technology. The company had an existing 40' x 40' island exhibit for all of its events, originally designed and produced by expert Nimlok dealer, Nimlok Michigan.

To keep pace with rapid company growth, EGO Power Plus looked to increase the size of its exhibit spaces at future shows. Instead of creating a new exhibit from scratch, Nimlok Michigan recommended an expansion on the current 40' x 40' exhibit.

40' x 40'



exhibits that  
**evolve**  
with you

40' x 60'



Due to the versatile nature of Nimlok systems, expanding the exhibit involved some light reconfiguration as well as some hardware and graphic additions. The result was an impressive exhibit that evolved EGO Power Plus' look on the show floor. EGO was able to securely display even more products, **resulting in increases in leads and sales.**

# EXPERIENTIAL EXHIBITS

wow \ \ engage \ \ sell



When you have a **wow-inspiring** exhibit, it does more than just represent your brand, it **engages** attendees in a memorable way and helps **sell** the brand as a whole. Learn how these five exhibitors created fun and lasting memories for their visitors with creative and immersive branded environments.

# EXPERIENTIAL EXHIBITS

## success story #1.

Trilliant is a leading beverage manufacturer and attends industry events to **wow**, **engage** and **sell** to attendees. One of the largest annual shows is the Private Label Manufacturers Association.

Faced with aggressive growth goals, Trilliant planned to go beyond a standard product pitch; it wanted to give visitors an unforgettable brand immersive experience where audiences could learn about products and capabilities first-hand.

Trilliant worked with expert Nimlok dealer, Nimlok Cincinnati, to create an all-in-one branded environment where in-booth visitors could **engage** with the brand and its offerings through vivid product-focused imagery, tasteful product displays, charging station and a refined coffee bar serving Trilliant's private label coffee. The exhibit featured a double deck structure for meetings as well as an entertainment stage for demonstrations.

you have  
**three  
seconds**  
to wow your  
audience



**using brand power to  
drive growth.**

Trilliant dominated the show floor with its brand-focused exhibit. The all-in-one exhibit **wowed** passersby while masterfully **engaging** visitors and enabling Trilliant's staff to **sell** and **meet goals that would drive company growth**. By leveraging brand power, Trilliant achieved its objectives.

# EXPERIENTIAL EXHIBITS

## success story #2.

Krispy Krunchy Chicken, a national quick-serve food franchise, wanted to gain exposure and create a buzz within the convenience store market. The company partnered with expert Nimlok dealer, Nimlok Louisiana, to create an exhibit that would immerse visitors into Krispy Krunchy Chicken's world.

Nimlok Louisiana produced a 20' x 30' barn-inspired exhibit, which mirrored Krispy Krunchy Chicken's logo and helped reinforce brand identity. To **engage** the audience with the Krispy Krunchy Chicken experience, visitors could walk through a retail setup of a Krispy Krunchy Chicken restaurant and experience the brand from the customer's point of view.



exhibits that  
bring brands  
**to life**



## let visitors **sample the brand.**

The downhome aesthetic of Krispy Krunchy Chicken's exhibit married the Krispy Krunchy Chicken brand with its practical food service solutions to **wow, engage and sell to a targeted audience.** Visitors were able to sample the Krispy Krunchy Chicken experience on the busy trade show floor in ways that left a lasting impression.

# EXPERIENTIAL EXHIBITS

## success story #3.

PackExpo is one of the largest trade shows in North America and attracts many of the packing industry's biggest companies. For Polychem, a manufacturer of packaging equipment, PackExpo was not just an opportunity to showcase products, but also an occasion to creatively sell the brand to attendees.

The Rogers Company – the exclusive expert dealer based in the Cleveland, OH area – worked closely with Polychem to design a brand immersive environment. The centerpiece of Polychem's exhibit was a life-sized replica tractor trailer that attendees could step into for an **engaging** on-the-floor experience.

When passersby approached Polychem's exhibit, they were **wowed** by an array of demoing packing machines. Behind the machines, the trailer's graphics illustrated Polychem's expertise in providing space-efficient packaging solutions, enabling booth staffers to **sell**.



let your  
exhibit tell  
**your  
story**

**using brand immersion to  
creatively sell on the show floor.**

Polychem's exhibit helped the company creatively **sell** the brand on a busy – and competitive – trade show floor. Additionally, Polychem's exhibit generated **widespread brand awareness** at PackExpo, establishing the company as a big industry player in packaging solutions.



# EXPERIENTIAL EXHIBITS

## success story #4.

Promega, a global leader in providing life science solutions, wanted to apply a “candy shop” marketing campaign themed into their trade show program at the American Association for Clinical Chemistry show.

Expert Nimlok dealer, Nimlok Milwaukee, adapted Promega’s campaign idea to design a **wow-inspiring** “candy shop” themed exhibit. Chalkboard menus around the perimeter of the exhibit featured Promega’s life science services as coffee flavors, which helped **sell** the host of life science solutions Promega provides.

Visitors could select a service—or coffee flavor—that most interested them. Once served, visitors were asked to step inside of Promega’s candy shop to learn more about Promega’s life sciences solutions.

design your  
**exhibit**  
around your  
**goals**

bring **life to your brand** and **life to your booth.**

Promega’s “candy shop” exhibit helped **wow** and **engage** visitors in a unique and memorable way while enabling staff to **sell**. Promega’s unique campaign helped the company foster valuable relationships with clients and prospects on the show floor, and – as a result – the company continued with the “candy shop” theme at later shows **to achieve the same success.**



# EXPERIENTIAL EXHIBITS

## success story #5.

Held every five years, the General Conference Session is the official global meeting of the Seventh-Day Adventist Church.

For the 60th General Conference Session, the North American Division (NAD) of the Seventh-Day Adventist Church – the primary organizer of the event – needed over 40 exhibits to **engage** visitors at the event. NAD also needed support in arranging logistics for all exhibits, including setup/dismantle services.

Nimlok Maryland – the exclusive expert dealer in Maryland – worked with NAD to design and manage a series of over 40 rental exhibit solutions.

NAD handpicked a series of high-impact, budget-friendly rental exhibits from Nimlok's extensive rental catalog and entrusted Nimlok Maryland to handle the logistics of building, shipping, installing and dismantling its exhibits.



viewing products is the **#1 reason** people attend events

## dozens of exhibits. one expert exhibit source.

As a result of Nimlok Maryland's exhibit management expertise and end-to-end logistics management, the North American Division was less burdened and could **focus its energies on wowing, engaging and selling** on the show floor.



# NIMLOK CAN HELP YOU ACHIEVE YOUR GOALS.

Having a trade show exhibit and setting goals and plans to **wow, engage and sell** to attendees amid the bustling crowds of a face-to-face marketing event is crucial for achieving goals and success. With over four decades of experience as a leading manufacturer of wow-inspiring trade show exhibits, Nimlok's network of expert dealers can help any company on any budget successfully **wow, engage and sell** attendees at their next trade show and achieve excellent results!