

Tips from the Best of Show Judges

Year after year, the show floor buzzes with bold ideas and eye-catching design—but it's the booths that push creativity, innovation, and brand storytelling to the next level that truly stand out.

Here's a look at the key elements that have helped winners "wow" the judges:

Booth Staff

- **Engaged & energetic:** Greet visitors immediately, stand ready, and initiate conversations. Avoid phones, eating, or closed-off posture.
- **Consistent, easy-to-spot attire:** Coordinated looks that reflect brand colors or the booth theme help attendees quickly identify your team.
- **Don't Overstaff:** Two to three staffers per booth is typically sufficient unless you're running scheduled demos or promotions.

Clear Messaging

- **Instant recognition:** Within three seconds, visitors should understand who you are and what you do. Use concise taglines and a primary call-to-action.
- **Lead with benefits:** If you cannot display the product, use copy that speaks to attendee outcomes (solve a problem, save time, increase sales).
- **Spotlight what's new:** Give staff fresh talking points and a reason for your customers to come see you.

Demonstrations

- **Bring your product to life:** Live demos and tastings draw traffic and give visitors a tangible understanding of your product's value.
- **Engagement Through Experience:** Bring your products to life through tastings and sensory moments that help customers picture how they'd use them.

Flow & Layout

- **Open, inviting footprint:** Keep sightlines clear; pull tables/displays to the sides so conversations happen inside the space.
- **Balance is key:** Avoid both clutter and emptiness; plan for peak-traffic moments and sampling lines.

Lighten Up

- **Don't rely on hall lighting:** Layer light to add vibrancy and visibility.
- **Highlight What Matters:** Use uplighting or downlighting to draw attention to product displays, signage, or new features.

Flooring Matters

- **Design from the ground up:** Coordinated flooring visually defines space and completes the brand story.
- **Keep it tidy:** For sampling exhibits, plan for quick cleanup and trash management to keep the space show-ready.

Fresh Ideas Showcase

- **Let your innovation shine:** Showcase your newest idea in a way that grabs attention instantly and clearly stands out within your booth.
- **Tell the "why" behind it:** Use clear, compelling messaging that explains why your innovation matters—whether it's improving taste, boosting efficiency, supporting sustainability, or increasing margin.

We are inspired by the creativity and effort exhibitors bring to this event. Thoughtful strategy, enthusiastic staff, and meaningful engagement go a long way in standing out on the show floor.

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