2019 BEST BOOTH AWARDS - WINNERS REPORT

Judging Criteria:

- **Design Elements**: Lighting, Color, Materials, Layout, Flow
- **Interactivity**: Working Models, VR, Hands-on Experiences
- **Fun/Engagement**: Gamification, Staff, Giveaways
- **Messaging**: Clear Value Proposition, Relevant Imagery, Placement, Easy to Read
- **Uniqueness**: Theme, Colors, Staging Elements, Out of the Ordinary

Winners by Category:

**Best Large Island (1,000 sf. +):**

**Aqua Aerobics**

Aqua Aerobics was chosen as best large island booth because of great execution on all criteria. The large top sign defined their space and delivered company branding and a list of solutions. Products were well-staged and presented on attractive stainless steel displays that were angled to make visitor access easier. The AquaNereda display used a cool edge-lit header to draw attention. Everywhere you looked in the booth was an interactive visitor learning experience. The booth staff wore light blue branded shirts and were proactive in engaging attendees in and around the booth.

Honorable Mentions: Duperon, Evoqua, Gorman-Rupp Pumps

**Best Shared Island/Island (400-900 sf.):**

**Andritz**

Andritz’s new exhibit was a real show stopper! Creative use of tiered graphic panels and backlit images drew attention and delivered their brand promise and key differentiators. Clear and well-placed “Ask us” call-to-action panels encouraged attendees to stop and learn with their well-staged product presentations. Proactive booth staff carried company branding with long sleeve blue button up shirts.

Honorable Mentions: ASAHI/America, Börger, De Nora, Endress+Hauser, Franklin Electric, Vega
Best Inline (up to 300 sf.): Sensorex

Sensorex was chosen as best inline exhibit because of a well-designed overall exhibit using relevant colors and imagery, along with well-placed concise graphics that answered the who, what and why questions. Their highly interactive experience was well promoted and offered attendees the ability to analyze their drink to see their solutions in action. For interested attendees, a well-designed demo station was placed to the right. The booth staff wore branded apparel and was very proactive in encouraging attendees to analyze their drink.

➢ Honorable Mentions: Avanti, KCH, StormTrap.

Thank you for exhibiting at WEFTEC 2019

*We hope this contest and report inspires you to bring your creativity and great execution to next year’s expo so we can award your company a winner too.*