

THE BEST BOOTHS FROM THE CONSUMER ELECTRONICS SHOW NAVIGON

It has become this country's hottest trade show, a spectacle of spectacles showing off the latest and greatest from the world of technology. It has also become the trade show manager's Super Bowl, where many a marketer gets to flex their experiential chops—and budgets. And it's growing at a pace that is shocking even the most veteran industry analysts.

Presenting the Best of CES, the 28 experiences that made magic. Some of our choices may surprise you, and that's good. We looked for exhibitors that went beyond sleek design and big footprints to uncover those that fused brand and product and experience into an engaging affair. Big and bold, small and gorgeous, inside and outside—these guys lit up Vegas and created an attraction to rival anything on the strip.



The GPS provider didn't have a huge footprint, but the layout made the booth appear larger than it was. A center tower rose above its neighbors with signage that could be seen from afar. An orange and black color scheme was striking, especially where backlit translucent glass allowed the colored sections to glow in contrast. Streaming out from the center, a presentation area was positioned front and center, allowing passersby to be drawn in and making it so that the speaker could be heard from every corner of the booth. Visitors could browse the many product display kiosks while still enjoying the presentation or they could take a few minutes to sit down and watch the slide show. Colorful, backlit product display towers showed off each model using complementary colors to make the displays pop. For instance, green translucent glass would be backlit and paired with orange. The brand ambassadors were well versed in all product features. Special kudos to these Navigon booth staffers who were enthusiastic and helpful without over selling. They hit the perfect balance.