Stand-Out Exhibits at AAO 2019

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

By Jefferson Davis and Bob Milam of Competitive Edge Training

As a value-added exhibitor service, the Academy provided new exhibiting companies with the TSE Gold 100 award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, the evaluators looked for exhibits throughout the show that displayed imaginative, creative, and effective ideas and practices. We want to congratulate 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 effective exhibiting practices observed at AAO 2019.

Enjoy!
Creative Attention Grabbing Techniques

- Attractive Imagery & Graphics
- Dramatic Lighting
- A/V & Technology
- Unique Exhibit Property
- Attractive In-Booth Promotions
- Outside the Booth Promotions
Novartis - #1149

Novartis did an outstanding job of creating visually stunning themed exhibits that broke the mold of all the blue and white medical exhibits in the hall. Their nature themed exhibit was the talk of the show!
Alcon Laboratories, Inc. - #539

Alcon used a bubbling water motif throughout their exhibit, and capped it with a flavored water refreshment station, inviting visitors to linger a little longer.
Duke Eye Center - #7109

With the aroma drawing attention from across the exhibit hall, Duke reinforced their presence with a simple sign stating “Baked in the Booth Cookies”. A great attention grabbing device.
The light tube elements led your eye from the top tier sign down to each themed kiosk, a beautiful way to grab attention, integrate their brand and help visitors navigate their exhibit.
How important is it to light up your exhibit? Just look at these four neighbors and ask yourself, “Which one do you notice first, and which one grabs your attention?”
Horizon Therapeutics - #7053

Horizon’s top tier signs delivered three distinct messages in perfect sequence, top to bottom. Smart use of their hanging sign.
Another great use of top tier sign space is to tout your news. Medicel let everyone know they have something NEW to show you.
Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration
Allergan Inc. - #1123

When offering in-booth educational experiences it’s important to let visitors know about the topic and speaker. Allergan did an outstanding job of using both their top-tier LED and their mid-level LED sign to promote sessions being presented.
Novartis - #7609

Now this is how you activate a sponsorship! Novartis leveraged their sponsorship investment by using a problem-based question with a clear call to action to drive traffic from the sponsored charging station directly to their exhibit.
Effective Visual Communications

Reichert Inc. - #1028

A well conceived and executed theme can do a great job of improving your brand in visitors minds. Reichert did an outstanding job with communicating their “Passionate about…” theme at all visual tiers of the exhibit.
Attendees want an exhibit to quickly say what makes their solutions different than the competition. Avellino did a great job of differentiating their solution with a well-placed graphic stating their key point of difference.
A major reason attendees visit the exhibit hall is to find solutions to their problems. Solutionreach brilliantly summed it up in six words, with icons beneath to support how they do it. Direct and effective.
Marco Ophthalmic - #239

Marco brilliantly boiled down their message into three simple ways they can address the dry eye problem. A very straightforward way for visitors to understand their message by investing only a few seconds to look.
Augmenting their live speakers, LENSAR added a self-activating kiosk to allow visitors to access their experts in pre-recorded videos. This allowed visitors to get a sneak peak at the experts who would later speak in their exhibit.
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
Surgeons like to be able to visualize how your solutions fit into their practice. SurgiCube did an outstanding job of using a scale model along with well-placed A/V to help visitors understand.
Biogen - #7463

Biogen’s augmented reality experience allowed visitors to see the problems their patients face. A direct invitation to participate made this demo a winner.
Horizon Therapeutics - #7053

There was a lot to like about the Horizon exhibit. This kiosk invited visitors to try simple tasks while vision challenged, like driving a car or opening a lock. Engaging and fun to do.
EnChroma Inc. - #7828

EnChroma had a perfectly staged color blindness simulator that drew people in like a magnet. The focused lighting and clear headline let visitors know what to do.
The staging of a group presentation is an important factor in its success. Bascom Palmer provided headphones for all visitors. This kept the noise level down and removed other audio distractions. Very clever and effective.
Canon U.S.A. Inc. - #633

Often visitors don’t realize the main point of an exhibitor’s demo. Canon took care of that with a bright red sign telling guests that with “3 clicks” they could see the benefit of their demonstration. Very clear and concise.
Peer to peer is a strongly influential communications strategy. Santen did an outstanding job of creating their interactive presentation area using great copy and flat panels to encourage people to hear from their peers.
Effective Staffing Practices

• Easy to Identify Staff Apparel or Identification
• Cool & Creative Staff Apparel
• Impressive Staff Behaviors
A very effective practice for every exhibitor, is to fully prepare your staff to work your exhibit. Aerie held an “all-hands on deck” pre-show meeting in their exhibit to review important details and ready the team for the event ahead. A great idea every exhibitor should consider.
Before & After: Changes Exhibitors Made

• Putting New Ideas into Practice
• Making Changes During the Show
• Adaptations and Improvements
• Improved Exhibits from Past Shows
In response to their Exhibit Effectiveness Evaluation last year, illuminix learned that “NEW” is a powerful attention grabbing device. They did a great job of integrating “NEW” into their product kiosks on the perimeter of their booth.
Virtual Field - #6325

In response to their E3 report from last year, Virtual Field went back to the drawing board and not only went from a single 10x10 space to a double 10x20 space, but created an exhibit backdrop that demanded attention and quickly communicated their messaging.
After reviewing their E3 report from last year, Acuity focused their communication into a well-crafted statement of who they are and what they do, and a straightforward call to action letting visitors know exactly what they wanted them to do.
Keen Sight Inc. - #2522

Here’s yet another example of an exhibitor who took his E3 Exhibiting Evaluation seriously. After speaking with our evaluator, he made a sign and got an easel to display his ultra clear business value proposition. Impossible to ignore, we’re sure he benefited from increased show traffic.
Andersen Caledonia Ltd. - #7328

In a 3D environment like a trade show, placement of your messages is critical to their visibility. By simply repositioning themselves, the staff at Andersen Caledonia made their important message much more visible to their visitors.
Smart Exhibit Access & Attendee Navigation

• Effective Crowd Management
• Effective and Efficient Wayfinding
• Creative Navigation Methods
Quantel Medical - #1315

Because attendees are time pressured on the show floor, the ability to quickly find the solutions they are looking for in your booth is critically important. Quantel Medical did an outstanding job of using angled header signs to quickly point you to the different solution centers in their exhibit.
Surgistar Inc. - #221

The perfectly placed, color coded and brightly lit product category icons helped visitors immediately learn about Surgistar's range and variety of products, then helped them find their products of interest quickly and efficiently. Well done.
Inline Success: Small Booths that Rock!

• Outstanding Small Exhibits
• Big Impact on Small Budgets
• Proof that Good Things Can Come in Small Packages
A smart use of bright colors, lighting and accent furniture made the advice media booth an attraction for visitors. Their clear headline told visitors exactly why they should stop and engage to learn more.
ESCRLS - #7631

ESCRLS combined varied and brilliant lighting and mixed in shadows to create distinctive areas of attention in their exhibit. Coupled with a well-placed video, it rocked!
Here’s another example of the power great lighting effects can bring to a small exhibit. They combined backlit panels with black lights to enhance their message and attract visitors.
Thank You for Exhibiting at AAO 2019!

*Mark your calendar now for the upcoming AAO 2020, October 12-15, Sands Expo Center / Venetian, Las Vegas, NV.*

And be sure to bring your creativity and excellent execution so we can feature your exhibit in this report next year!