



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

By Jefferson Davis, President, Competitive Edge

As a value-added exhibitor service, AAO provided all exhibiting companies with a complimentary E³ Exhibiting Effectiveness Evaluation. To add even more value to this exhibitor education program, evaluators looked for booths that displayed imaginative, creative, and effective exhibiting ideas and practices. We hope all exhibitors look to these ideas for inspiration to improve your exhibit performance and results.

Note: The ideas in this report are in no particular order and are not ranked good, better, best. These only represent a sampling of the many effective exhibiting practices at the AAO Annual Meeting at a glance stood out among the many exceptional exhibitors at the show.



1. Kowa: Dramatic product presentation with lighted base and excellent flat panel placement and messaging.



2. Reichart: Determining who booth staffers are can be tough for attendees. Reichart "aced it" with classy company branded staff apparel.



3. Alcon: Powerful lighting with outstanding usage of a curved LED video wall to deliver messaging.



4. US IOL: Smart placement of flat panels above instrument displays featured instrument and show specials.



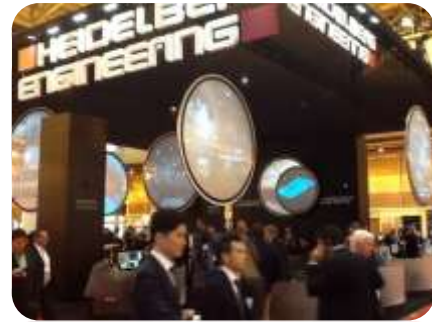
5. Lens AR: Excellent "THINK" theme delivered key messaging with dramatic backlit panels and a large changing video wall in the center of the booth.



6. NIDEK: Creative and fun exhibit activities broke the mold of the many clinical exhibits at the show.



7. Reichert: Used a contrasting color with lighting to effectively promote their new product.



8. Heidelberg Engineering: Large floating lenses with projected imagery were extremely effective in grabbing attendees.



9. Zeiss: Excellent new product introduction with a station that gave an in clinic feeling.



10. Genentech: Added visual impact support to the dramatic eyeball theater with large product messaging panels.



11. Bausch & Lomb: Attendees want to learn in exhibits. This mini theater presentation area delivered.



12. SciCan: For a small exhibit, this is excellent use of lighting, imagery and clear, concise messaging.



13. ellex: Smart use of colored headers to direct visitors to various solution areas in the exhibit.



14. HS Surgical: New is a big draw at tradeshow. This well placed, well light sign was a can't miss.



15. Wexler: Integrating LED lighting into the display cases help draw attendees eyes to the instruments.



16. Allergan: Outstanding large educational theater with dramatic lighting and large screens projecting presentation into the aisles.



17. Regeneron: Creative integration of the product's branding icon with backlit fabric structures.



18. MSI: Great small exhibit design effectively communicated what, who and drew your eyes to key messaging.



19. Avellino: Large projected eyes demanded attention and slowly blinked showing before-and-after results.



20. Zeiss: Abundant well designed product demonstrations encouraged attendees to get hands-on.