



AMERICAN ACADEMY
OF OPHTHALMOLOGY
Protecting Sight. Empowering Lives.

Competitive
Edge 
"exhibiting excellence"

Present

How to Make YOUR AAO Exhibit STAND OUT From the Crowd

Webinar Discussion Points Include...

1. Three primary reasons healthcare professionals attend tradeshows
2. Five things your exhibit must do to become a worthy destination
3. Six ways to make your exhibit more visible
4. The critical importance of accessibility and ease of navigation
5. Four ways to create meaningful interactive experiences
6. How improving the attendee comfort factor increase dwell time
7. Six key factors impacting exhibit memorability and recall

3 Primary Reasons Healthcare Professionals Attend Tradeshows

1. _____ /Continuing Education/Accrediting
2. **Networking**/Interacting with Colleagues/Suppliers
3. **Shopping**/Sourcing/Purchasing/Revalidating
 - How well is your exhibit serving these needs? (Score Yourself 1-10) _____
 - What specifically are you doing to meet these needs?



Attendees have over choice about where to spend their time and are very selective about which exhibits they visit...

Is YOUR exhibit a worthy destination?

3 Most Important Things to Booth Visitors

1. Overall Booth Appearance
2. _____ of Information Received
3. Relevance to their Practice

Source: Exhibit Surveys

5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Get Noticed
2. Quickly & _____ Communicate What You Do and Deliver a Value Proposition
3. Be Approachable, Easy to Enter & Navigate
4. Provide _____, But Meaningful & Engaging Interactivity
5. Inform or Teach Visitors Something Useful & _____

For Businesses Providing Services

1. Building service presentations requires more thought and creativity.
2. Start by identifying _____ that create interest or need, problems you solve, opportunities you create, savings, efficiencies and improvements you can deliver.
3. Strategies:
 - Use a physical prop to hook and engage attendees.
 - Brief 1 to 1 or 1 to Many Presentations: 3 biggest problems with (process) and how to eliminate.
 - Gamification: Take the 60 second (problem) challenge or quiz.
 - White papers, checklists, industry Intelligence reports, etc.
 - Case studies: Problem/Approach/Result
 - Client testimonials in exhibit graphics and A/V

6 Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. Imagery
3. Clear & Informative Messaging
4. Creative Use of A/V
5. Interactivity & Engagement
6. Proactive Booth Staff

Accessibility & Ease of Navigation

1. Avoid _____ to entry or exit
2. Easy to visually discern what is where
3. Logical order and placement of solutions
4. Zones
 - Meet & greet area
 - Information seeker area
 - Interactive solution areas
 - Deeper _____ areas
 - Relax and recharge areas



Notes from Slides:

6 Ways to Create Meaningful Interactive Experiences

1. One-to-One Personalized Demonstrations
2. Hands-On Demonstrations
3. One-to-Many Demonstrations/Presentations
4. Recreating Environments
5. Gamification/Quizzes
6. Self-Guided Demonstrations/Information Access

Improving the Attendee Comfort Factor

1. **Flooring:** Carpet and _____
2. **Space:** Not cramped or overcrowded
3. **Accessibility:** Easy to Enter & Exit – Products can be interacted with
4. **Seating:** Comfortable seating increases dwell time
5. **Staff Behaviors:** Friendly, Attentive, Responsive, Not Pushy, Respect Their Time & Knowledge
6. **Food & Beverage:** Putting food or a beverage in their hand increases dwell time

6 Key Factors Impacting Exhibit Memorability & Recall

1. _____
2. Company Name
3. Product Demonstration
4. Live Presentations
5. Booth Staff
6. Exhibit Design/Color

Source: Exhibit Surveys

Want to see many more? View the 2013-2015 AAO Standout Reports online at the Exhibitor Resource Center.

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

What will you do to make your exhibit stand out?

AAO Commitment to Exhibitor Education & Success

- Exhibitor Resources Center:
 - Live and Re-playable Webinars
 - Useful Tips and Downloadable Tools
 - Standout Exhibit Reports
 - Other resources
- Bookmark, Share and Access at:
 - <http://www.aaopt.org/annual-meeting/exhibitor/resources>

The screenshot shows the AAO Exhibitor Resources Center website. The header includes the AAO logo, the year 'AAO 2016', a search bar, and navigation links for 'Home', 'About Us', and 'Contact Us'. The main navigation menu includes 'Meeting Information', 'Education', 'Virtual Meeting', 'Exhibition', 'Registration', 'Hotels & Travel', 'Presenters', and 'Exhibitors'. The page content is organized into several sections: 'Exhibitor Resources' with a link to 'Exhibiting Effectiveness Evaluation (E3)', 'AAO Standout Exhibit Report', 'Exhibitor Success Webinars', 'Useful Tips for Your Next Show', and 'Exhibitor Advisory Committee (EAC)'. On the right side, there is an 'Exhibitor Portal' with a 'Log In' button, and a 'DATES & DEADLINES' section with a calendar view showing dates from 01 to 12.