

28 Standout Exhibits Selected by the E³ Exhibiting Effectiveness Evaluation Team

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As a value-added exhibitor service, AAO provided new exhibiting companies with a complimentary E³ Exhibiting Effectiveness Evaluation. To add value for all exhibitors, the E3 team looked for booths that displayed imaginative, creative, effective and/or unusual ideas. Feel free to use these ideas as springboards to improve your exhibit.

Note: The ideas in this report are in no particular order and are not ranked good, better, best. These only represent a sampling of effective exhibiting practices we observed at AAO 2015 that at a glance stood out among many exceptional exhibits at the show. Enjoy!



1. Sterilus: Clear, well-placed value proposition with a creative product vignette, and demo unit was very well done for a small booth.



3. Sensor Medical: Used input from last year's E3 report to improve their graphics. Billboard style backlit graphics with large single product image, a two word value proposition, and three text bubbles to quickly communicate product messaging.



2. ZEISS: Excellent job of featuring and demonstrating new products in a large booth with many products. The standalone kiosk used a striking black backdrop with yellow starburst calling out NEW.



4. Revitalvision: Too many companies place literature flat on tabletops. This company smartly used a tiered kiosk with a header panel that communicated their products value proposition.



5. Zeiss: Strikes again... with this outstanding value proposition and visitor education center showing how to save 46 minutes per day in the practice.



6. Alimera Sciences: Excellent job promoting new product with a large horizontal banner, great graphics and lighting.



7. Optovue: In a sea of blue and white exhibits, using a circular exhibit design with well lit colorful draperies and unique light fixtures demanded visitors attention.



8. Midlabs: This 10 x 20 exhibit made sure attendees noticed them by smartly using backlit graphics with product images and quick read copy.



9. Rumex: With many instruments on display, using a flat panel to feature on specific instruments and provide detailed information was brilliant!



10: Rumex: Another creative idea from this exhibit. Placed a show special bin on the corner the exhibit and use stop sign imagery to draw attention to the sale products.



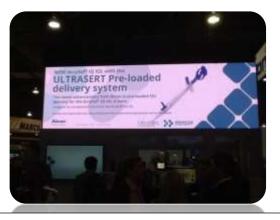
11. See Hi-tech Equipment Co Ltd.,: Colorful illuminated cubes stacked in a visually interesting style as a centerpiece to the exhibit helped this company get a lot of looks.



13. Genentech: What a great way to show attendees their position as leaders in clinical research with this well-placed 3-D timeline chart.



15: Alimera Sciences: Excellent example of quickly educating visitors about product features in a large, highly visual, quick read style.



12. Alcon: Outstanding use of large digital signage to introduce new product. Sign quickly and effectively communicated what the product was and its value proposition.



14. Precision Vision: WOW! Want to make sure your new product gets recognized? Placing a large signage right near the product is a surefire strategy.



16: Ray Vision: Sometimes it's harder for small exhibits to stand out. This company used a creative color palette and image to draw more eyes to their booth



17.Leica: Another excellent example of featuring new products in the booth. Large billboard style graphic panel used, lighting imagery and informative messaging to educate attendees.



18. ASCRS: In a big show, attendees appreciate the opportunity to get off their feet. This exhibit not only provide seating, but included a charging station, and the benches provided storage.



19: 2020EHR: Excellent example of tailoring graphics to the show audience. This company did a great job of communicating their position as specialists.



20. Abbott: Another example of providing attendee comfort with device charging capabilities. The flat panel also communicated about educational sessions.



21. Volk: Cemented the brand loyalty to the tools purchased in their exhibit by offering free onsite custom engraving.



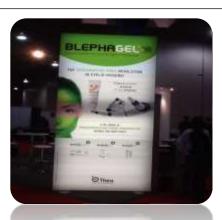
22. Shire: Great use of simple navigation pods. Dramatic color and striking lighting effects made this new exhibit stand out.



23. Optos: Large fabric graphics combined with 3D cutout letters drew immediate attention from all areas of the Exhibit Hall.



25. Diopsys: Excellent job of converting their exhibit demo space into a theater, which hosted one the best attended presentations on the show floor.



27. Thea: Backlit graphics dramatically increase viewership. They did a great job using color, imagery and quick read graphics to tell their product story.



24. Clarity Medical Systems:Outstanding example of using large colorful well placed backlit signage to clearly communicate their products value proposition.



26. Oculus: Excellent visual elements controlled and focused attention at many different physical heights, using multiple textured materials.



28. Topcon: Exceptionally bright LED video wall, was animated with several rotating messages – each one giving visitors another reason to stop and interact.