

## 28 Standout Exhibits Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team

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As a value-added exhibitor service, AAO provided new exhibiting companies with a complimentary E<sup>3</sup> 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.



**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.



**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.



**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.



**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.



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



**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.



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



**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.



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



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



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



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



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