



AAO 2016: Standout Exhibits

Selected by the E3 Evaluation Team:
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AMERICAN ACADEMY™
OF OPHTHALMOLOGY
Protecting Sight. Empowering Lives.

Competitive
Edge 
"exhibiting excellence"

AAO: Chicago, IL- October 15-17, 2016

- As a value-added exhibitor service, AAO 2016 provided new exhibiting companies with a complimentary E3 Exhibiting Effectiveness Evaluation.
 - To add value for ALL exhibitors, the evaluators looked for booths that displayed imaginative, creative and effective exhibiting ideas and practices.
 - We hope these will provide you with more ideas to apply to your exhibit and overall program for future conferences.
- **NOTE:** The ideas are presented by category and are not ranked as good, better or best.
 - These represent a sampling of the many effective exhibiting practices and imaginative ideas observed at AAO

Unique Exhibit Design: Spark & Shire

Spark: This small island booth used an eye-catching circular design theme with contemporary colors and prism style lighting to stand out from the crowd.

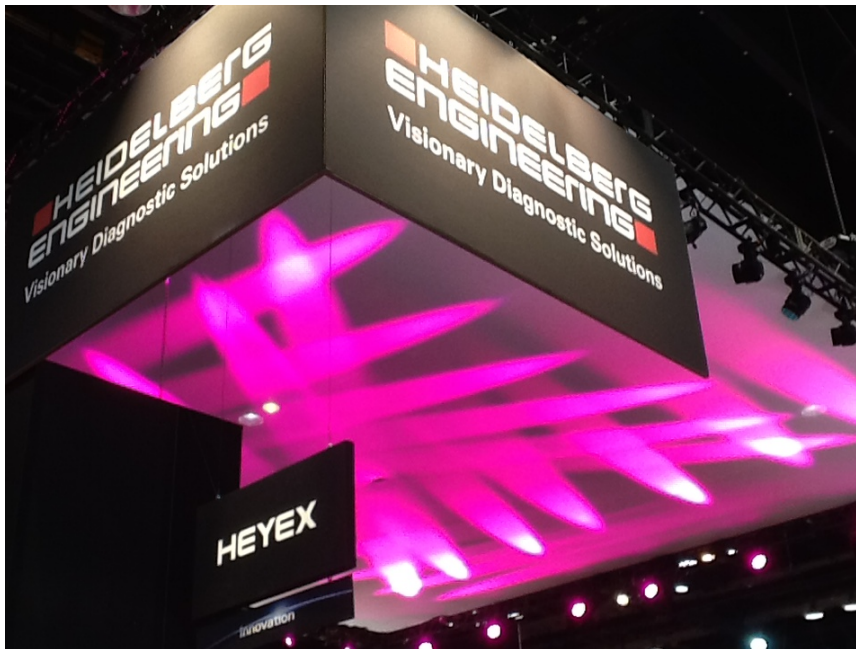


Shire: WOW! This unique exhibit was another top-tier standout! Visually pleasing to the eye from top to bottom. The company used an eye shape fabric hanging banner lit from the inside and multiple interactive A/V experiences around the booth

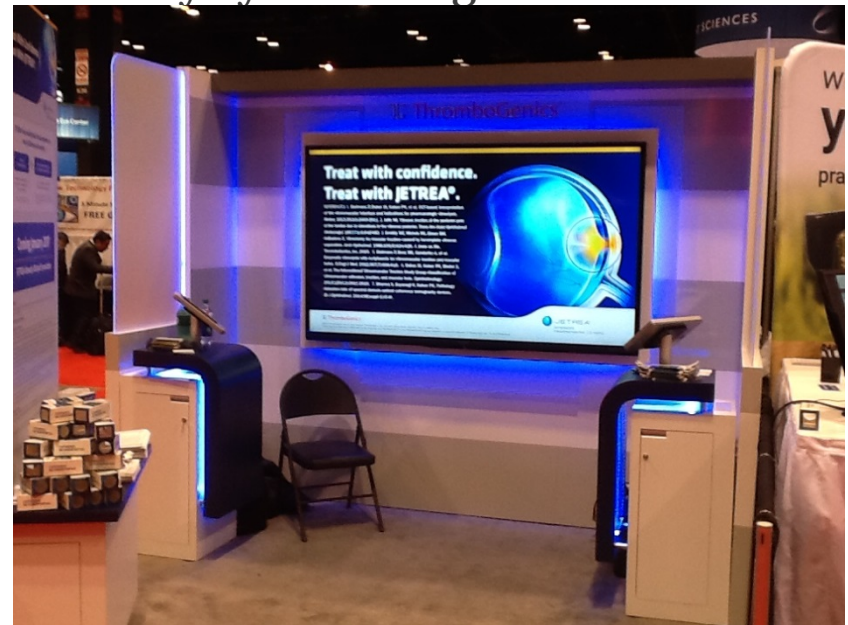


Dramatic Lighting: Heidelberg Engineering, ThromboGenics

Heidelberg Engineering: Used powerful and uniquely colored spot lighting in their top canopy to draw visitors eyes and define their space.



ThromboGenics: This 10x10 booth effectively used dramatic blue radiant lighting to draw attention to their large flat panel projection screen. The monitor was used to present product information to attendees in visually eye catching format.



Effective Educational Graphics: Revision Optics, Inc. & Allergan

Revision Optics, Inc. Unique colors and excellent placement of informative graphics that rapidly communicated the patient problem and Revision Optic Solution.



Allergan: Used a well-placed and well-lit product launch timeline wall to reinforce their commitment to ongoing product development and innovation.



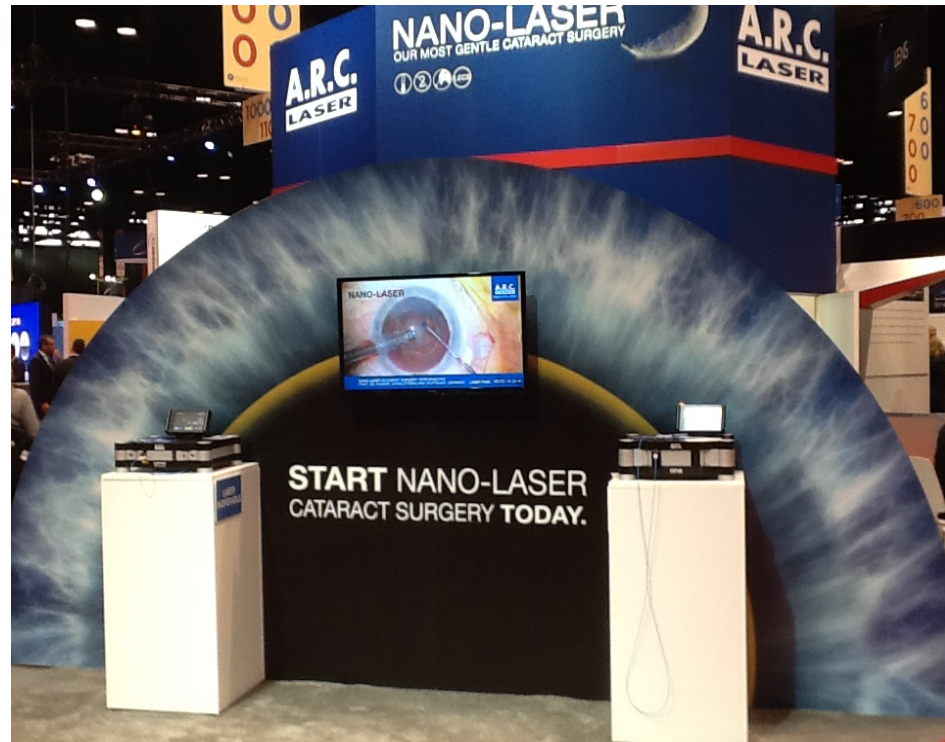
Eye-Catching Novel Iconic Graphics : EyeMD EMR Healthcare Systems

EyeMD EMR Healthcare Systems :
Replicated the colorful cartoon style of artist Roy Lichtenstein in their large graphic panels. The well lit cartoon appearance and recognizable design style grabbed attention while it quickly communicated the company's leadership position in the marketplace.



Dramatic Display: A.R.C. Laser

A.R.C. Laser: Creative eye-catching display integrated familiar imagery, a clear value proposition and well-placed A/V to educate attendees about the benefits of starting Nano-Laser cataract surgery.



Unique Eye-Catching Display: Regeneron & Alcon



Regeneron: To reinforce their partnership message Eylea used large circular hanging signs with the faces of patients and a statement about their eye care needs on each. The movement from the overhead banners and lighting was very effective at attracting attention to the booth



ALCON: Creative use of a unique color and oversized hanging IOL's in the shape of an eye commanded attention and communicated what the company products and services

Motion & A/V: Integrated Orbital Implants, Inc.

Integrated Orbital Implants, Inc: This 10x10 booth really knew how to draw attention with the use of an LED header with moving eyes positioned above video imagery projected on a flat Plexiglas panel that appeared to float in the air.



Tagline and Product Presentation: katena

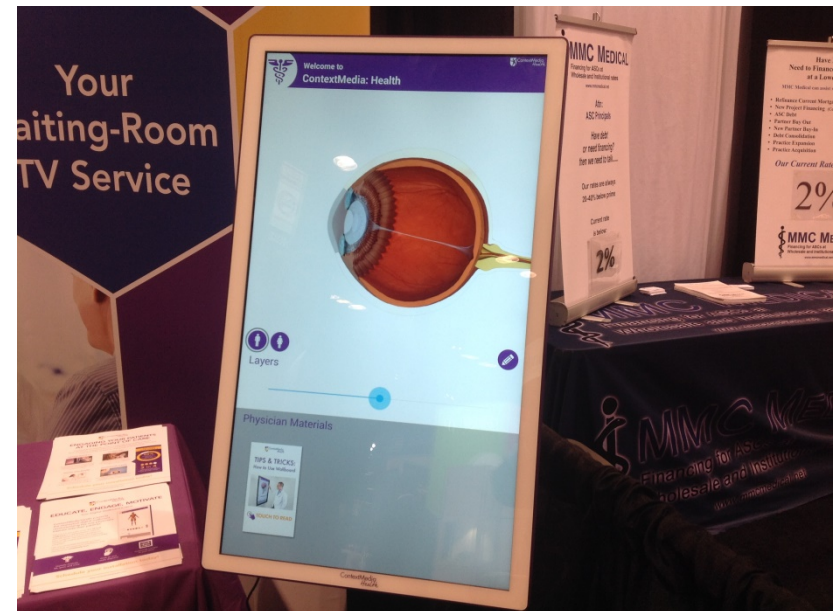
katena: Nice presentation of instruments that is more effective than most displays of similar products. In addition, katena applied its corporate colors to create a compelling and attractive display and a tagline that made it easy to identify what they sold.



Product Promotion: ContextMedia

ContextMedia: Did an exceptional job reinforcing the importance of patient engagement in the waiting room and effectively reinforced this in their display.

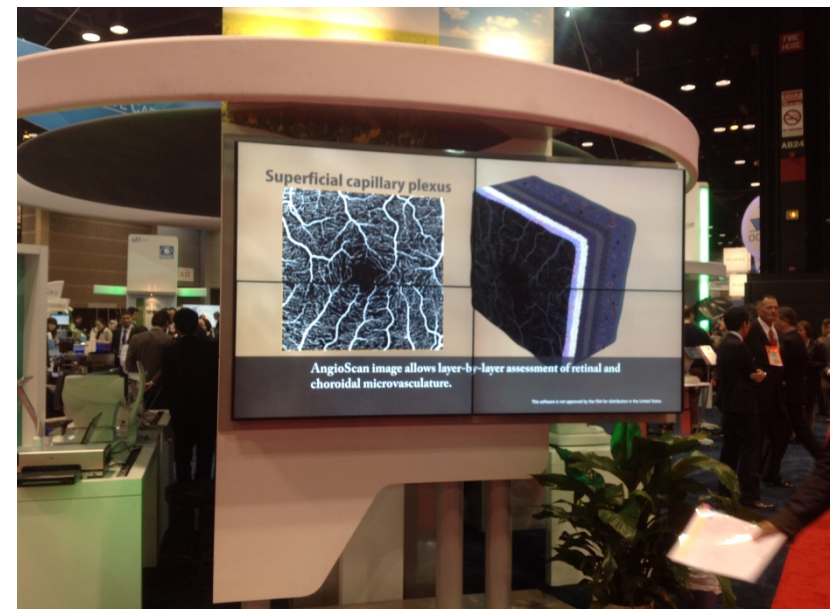
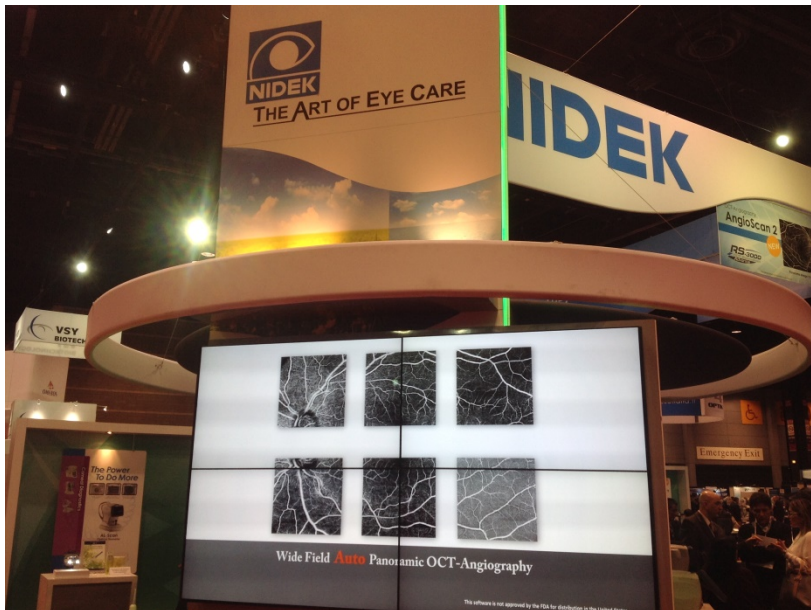
ContextMedia: Supported this message through video available to Ophthalmologist's offices that included an educational presentation for patients.



Taglines and Product Presentations: Nidek

Nidek: Nidek was effective at promoting its tagline “The Art of Eye Care” around the exhibit and in its displays.

Nidek: Used a number of PowerPoints and illustrations around the exhibit to reinforce the brand identity and support the tagline. Each photo and PPT had a descriptor to make it easy to identify what Nidek was promoting.



Competitive Edge

Visually Tell Who You Are & What You Sell: Vitreq, Phoenix Clinical

Vitreq: Communicated Precision with Vision to effectively promote it's instruments and tools



Phoenix Clinical: Used bold imagery and well-placed support taglines to promote its Pediatric Retinal Imaging



Competitive Edge

Effective Taglines/Major Message: Canon, NextGen

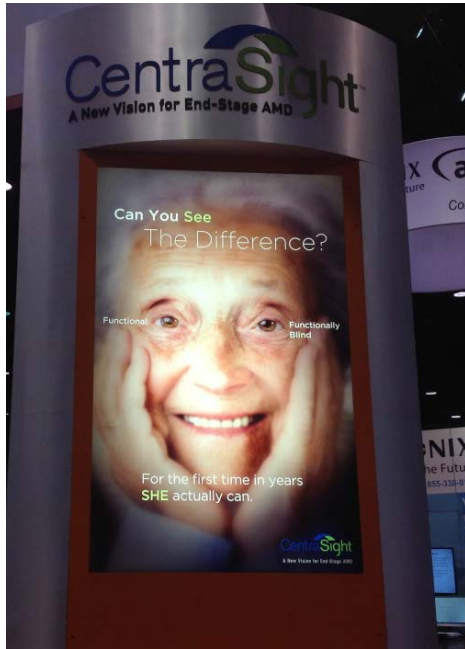
NextGen: Used a major message of “Trusted by Ophthalmologists for over 25 years” establishing the companies experience in this specialty area.

Canon: The tagline of “You Can’t Treat What you Can’t See” was supported by a message of “Come in and see what you’ve been missing” as a call to action to see what Canon was offering.



Competitive Edge

Great Graphics: VisionCare Ophthalmic Technologies and CareCloud



VisionCare Ophthalmic Technologies: Used the headline, “Can You See the Difference?” and indicated the different ways that its product CentraSight made a difference to sight in mature patient’s eyes.

CareCloud: Was very successful at showcasing it’s primary products of practice management. and indicating how this could achieve Real Flexibility and Growth without Compromise through it’s specialty TV driven powerful practice management platform.



Effective Tagline & Booth Communications: BrightFocus Foundation

BrightFocus

Foundation: The tagline of Cure in Mind, Cure in Sight established the foundation's relationship to the Ophthalmic market. The three statements to the right including Alzheimer's, Macular Degeneration and National Glaucoma Research indicated what the foundation promoted. This was supported by a video that reinforced the value of the organization to the target audience.



Now Approved Promotion: Abbvie



Abbvie: Excellent application of “Now Approved” headline in double tiered overhead banner. The fact that Humira was a drug that was approved for other conditions and was now approved for use in Ophthalmic patients was an exciting breakthrough for the industry. It was tantamount to a new product introduction with the indication in treating a number of eye conditions.

Value Proposition and Interactive A/V: ALCON



ALCON: The statement of *A Power New Tools Designed to Improve Your Astigmatic Patients Refractive Outcomes* was an outstanding way to establish the relation to the target audience.



ALCON: The company provided direction to *Try It Now* with arrows indicating how to start. This made it easy to begin the new product demonstration.

Creative A/V and Staff ID: Avellino

Avellino: The moving Eye of the company has been used to communicate corporate ID in the past. Now it is used to flank the Video in the center panel that communicates more about the company

Avellino: Reinforced their Staff Identification using Avellino Badges that were die-cut in a semi-circle around the A of Avellino



Creative Staff Apparel: Insightful Solutions

Insightful Solutions:

Smartly reinforced their ojo product by using creative staff apparel that integrated the familiar eyechart imagery in the exhibit back wall into staff shirts and having booth staffers wear lab coats.



Competitive Edge

New & Ways to Say News: TearScience & Cassini

TearScience: Another New Promotion! LipiScan Sign suspended over the demonstration with the suggestion to See it! It was demonstrated live.

Cassini: Invited attendees tired of Post Op Surprises Experience Cassini Tired Post Op surprises Experience Cassini



Directions and Video: Mynosys, INC

Mynosys, INC: The company effectively communicated directions to the audience to use the headsets to hear the presentations. This approach works especially well when the staff also promotes use of the headsets to booth attendees. This is one way to encourage attendees to wear headsets to hear the presentation.

