

30 Standout Exhibits Selected by the E³ Exhibiting Effectiveness Evaluation Team

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As a value-added exhibitor service, AAO provided select exhibiting companies with a complimentary E³ Exhibiting Effectiveness Evaluation. To add more value, 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 2014 that at a glance stood out among many exceptional exhibits at the show. Enjoy!



1. DoctorLogic: Rotating messages on the large well placed monitor behind reception desk could be seen from a distance. It reinforced messages about the system being presented in the booth.



2. VisualClinic: Good use of 10x10 graphic back wall to clearly communicate the value proposition. Message was supported through a demonstration on a monitor at the front of the exhibit.



3. SurgiCube International B.V.: Although this looks like a full size demo it is actually a scale model of the cube. The sense of size is increased due to the positioning of the model against a full size photograph of the cube.



4. Konan Medical: Used oversize lighted imagery familiar to doctors to grab attention and deliver clear messaging about what the company does.



5. OD-OS GmbH: Excellent positioning of large NEW yellow starburst printed to appear 3 dimensional. New message was supported by a benefit statement of "A New Era of Retinal Disease Management."



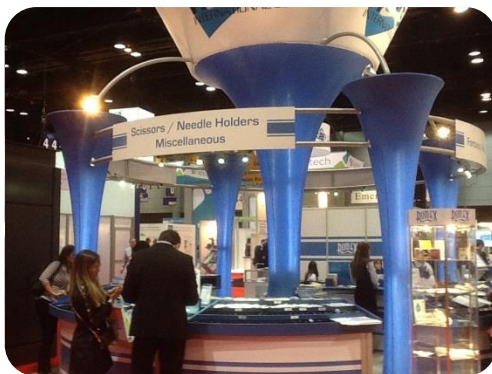
6. VectorVision, Inc.: Clear message communicated company's position in the market. Well placed product demonstration at the corner of the booth.



7. CIMA Technologies, Inc.: Great use of color, imagery and lighting to draw attention to a contemporary eye-catching in-line exhibit.



8. Santen: Large, well-placed problem/solution image quickly and effectively communicated dry eye problem and company as a solution.



9. Rumex: Each product area was prominently identified so it was easy for attendees to locate the different instrument groupings.



10: Heidelberg Engineering: Circular overhead lens shaped screens effectively used cartoon images and directed attendees to interact with touchscreen demos.



11. ASICO: Unlike similar products, Asico displayed their tools using jewelry cases that were well lit and well messaged. Products were divided into categories to make them easier for the audience to find.



12. Ceatus Media Group: Using large fonts and various colors, Ceatus was able to effectively deliver their core value proposition from a small booth.



13. MedNet Technologies: Leveraged product name to attract attention by having a caricature artist in the booth dressed to resemble Leonardo da Vinci.



14. MedNet Technologies: It was easy to identify booth staff. Attractively attired in lilac shirts; wearing sweater vests with company identity embroidered on chest.



15: Alcon: Effective use of a well-placed large interactive touch screen gives attendees the ability to learn more about the company's solutions.



16: Alcon: Engaging tagline was a clear call to action encouraging attendees to see new development. Three needles well placed to draw your eye to the message.



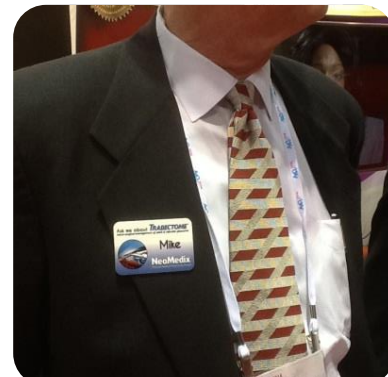
17. i-Optics: Well lit billboard style imagery and clear feature and benefit message quickly and effectively educated attendees about the product.



18. TearLab: Smartly placed monitor attendees could watch while sitting at the high top tables. Used humorous parody themes on monitors and unique imagery all around the exhibit.



19. Alcon: Use of large icons and storyboard design effectively presented a complete integrated surgical solution.



20. NeoMedix: Excellent use of large customized name badges with "Ask me about...". Helps attendees identify booth staff and create engagement.



21. Valon Lasers OY: Strong clear message in backlit archway over the booth. This company's value proposition was crystal clear, compelling, and hard to miss.



22. Gibraltar IT: Small theater was well placed and easy to enter. Attendees come to shows to learn. Brief theatre type educational presentations add a lot of value to the exhibit experience.



23. LENSAR: Large chess board with statues and dramatic lighting was a “can’t miss” vignette. A creative and clever approach to emphasize their “Think” theme.



24. Cilita: Strategically grouped instruments with support signage. Many were placed on a vertical wall to improve visibility and attract attention.



25. Eyemaginations: Excellent job of using well placed flat panels to deliver value propositions in a concise and visually interesting manner.



26. ALCON: Excellent messaging presenting statistics the audience wants to know about the efficacy of the treatment.



27. Shire: Intriguing approach to a video wall. Company used small openings with iPads behind each. The iPads had changing images of eyes and copy to grab attention.



28. Quantel Medical: Outstanding use of lighting, shape, color and imagery to dramatically present new product.



29. Quantel Medical: Another compelling graphic with clear message. Angled layout provides direction to the copy. Consistent graphic formats make it easier for attendees to recognize and find product information.



30. Alcon: Creative and visually attraction hydration refresh bar was perfectly placed in middle of a learning hub with various seating options.