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AAO 2017

51 Standout Exhibit Ideas Selected by the E³ Exhibiting Effectiveness Evaluation Team

By Jefferson Davis & Betsy Earle, Gold CTSM, Competitive Edge

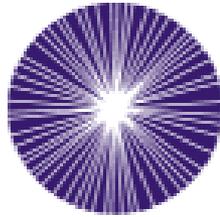
As a value-added exhibitor service, the Academy provided new exhibiting companies with the award winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show that displayed imaginative, creative, and effective ideas and practices. We want to congratulate exhibitors featured and hope all exhibitors look to these ideas as examples of how make your exhibit even more effective.

Note: The ideas are presented in no particular order and are not ranked good, better, best. They only represent a sampling of effective exhibiting practices observed at AAO 2017.



Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



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Creative Attention Grabbing Techniques

- Attractive Imagery & Graphics
- Dramatic Lighting
- A/V & Technology
- Unique Exhibit Property
- Attractive In-Booth Promotions
- Outside the Booth Promotions

Creative Attention Grabbing Techniques



Allergan

There's no missing this visually stunning theater perfectly placed on the main aisle. Bright colors, excellent lighting, and familiar imagery in the shape of an eye make Allergan's theater a real show stopper.



Heidelberg Engineering

Lighting is an extremely effective way to grab attention, define your exhibit space, and create an intimate feeling space. Add motion and changing colors and this is a winning exhibit.



Creative Attention Grabbing Techniques



Glaukos

In a sea of blue and white exhibits, it can be difficult to stand out. Glaukos strongly differentiated by using a warm exhibit design with excellent lighting and audio visual.



Bausch + Lomb

When your product gains FDA approval, why not announce it in a dramatic & unique manner. Bausch & Lomb used augmented reality and a laser printer to create a virtual patient and enabled attendees to hear his story.



Creative Attention Grabbing Techniques



Marco

A powerful attention grabbing technique is to integrate strong and vibrant colors into your exhibit graphics. Marco hit the bull's-eye by dramatically presenting product images with great use of color and lighting.



Spark Therapeutics

Another excellent example of using a unique color palette, unique shapes, along with great graphics and A/V to grab attention and stand out from the crowd.



Creative Attention Grabbing Techniques



KeraLink International

Here's an excellent example of using a colorful and creative backdrop, with familiar and unusual images, along with great lighting and A/V to draw visitors attention.



TeleVox Solutions

When introducing a new product, it's very important to strongly and visually promote it in the space. Adding a clear "call to action" and a reward for acting is a super smart strategy.

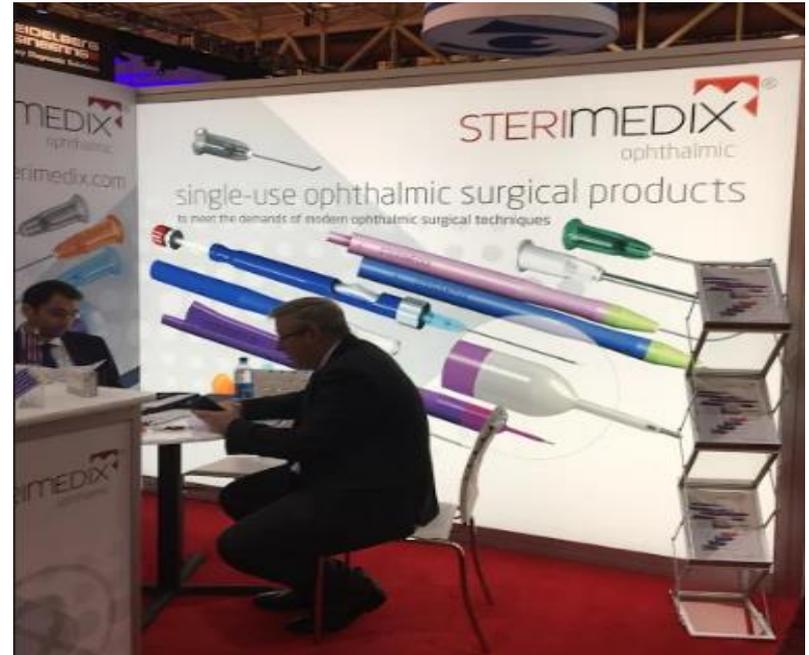


Creative Attention Grabbing Techniques



Novartis, Alcon Pharmaceuticals

Sometimes, with a little bit of creativity you can create a unique shape or design with your exhibit, that quickly communicates what product you sell. Novartis did an outstanding job with its “teardrop” virtual reality theater.



Sterimedix

Lighting can be the great equalizer in a small booth. Sterimedix did an outstanding job of using a large backlit exhibit with oversized, colorful images of their products so you know exactly what they offer, and the application.



Creative Attention Grabbing Techniques



Emmes

Emmes made these cool flavored eyeball lollipops as a giveaway. It was related to the theme of the show, and set them apart from other exhibitors by offering something unique to take home.

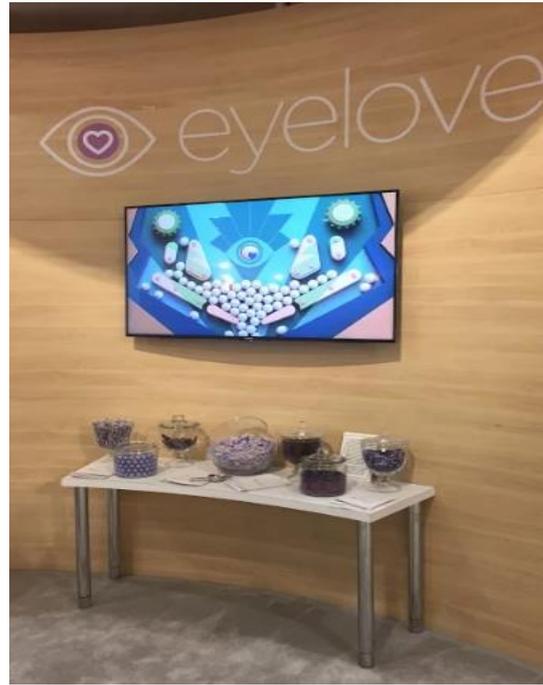


Modernizing Medicine

Modernizing Medicine used an integrated TV back wall, with signage indicating that they had won an award and were #1 in EHR for ophthalmology.



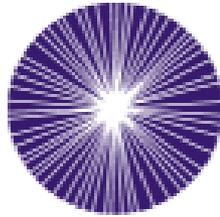
Creative Attention Grabbing Techniques



Shire

Eyelove had an entire experiential campaign around their booth, where they encouraged women to learn about “dry eye” by integrating it into an art program, taking a photo of the eye, then exploding it into a visual art video. They also had an area set up as a candy bar with a purple theme that went along with the rest of their design.





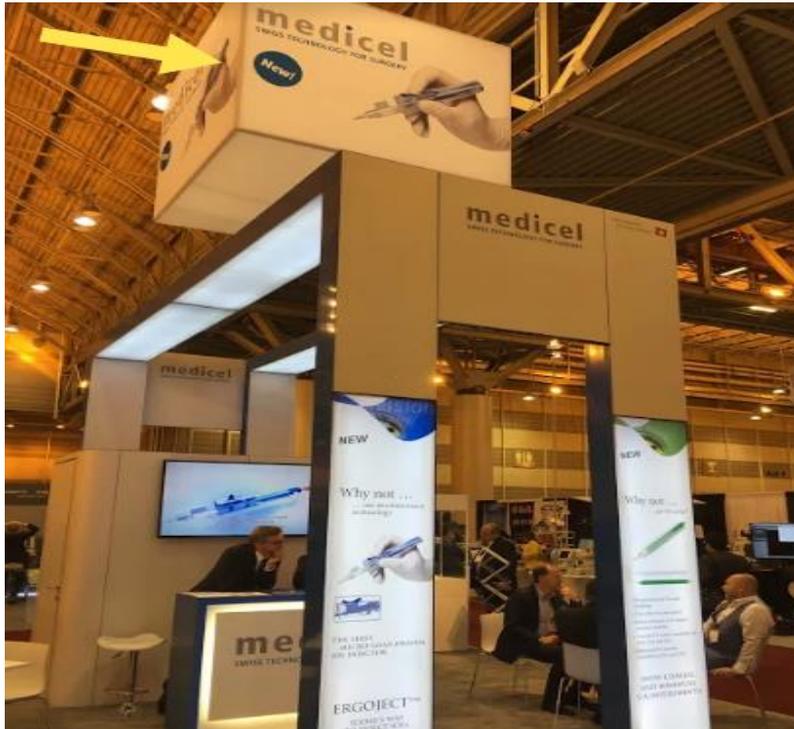
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Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Answering Attendee's 3 Major Questions: What – Why - Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration

Effective Visual Communications



Medicel

New products are a big draw. Medicel did an excellent job of integrating “New” into their top tier sign and their backlit panels in the exhibit.



Topcon

The #1 way attendees want to engage with exhibits is through interactive presentations and demonstrations. Topcon made it crystal clear there was something to See, Discover, and Explore in their booth with this excellent demonstration area right on the main aisle.



Effective Visual Communications



Allergan

One of the leading reasons attendees visit tradeshows is to see what's NEW. Allergan did an excellent job of promoting their new Xen gel stent with a large dramatic product area.



Alcon

Attendees are desperately hoping suppliers will make their unique selling proposition clear and evident. Alcon made sure that all visitors knew exactly what made their solutions different.



Effective Visual Communications



Sonogage

An exhibit is like a billboard on the freeway. The Sonogage exhibit did an exceptional job of using a unique exhibit shape combined with a large image of the product. They also delivered three product messages in a powerful visual and easy-to-understand way.



OD-OS

Now here's an outstanding example of visual storytelling. The top banner answers the who question and the large board directly under it answers the other main points. The large flat panel at the bottom and colored carpet lead attendees directly to the information station.



Effective Visual Communications



Digital Heat

This is a great example of how to use a small exhibit backdrop to quickly answer the “who what, why, and how” questions of the attendee.



VSY Biotechnology

Here's an example of an outstanding back lit sign. Your eye is first drawn to read the red call-out that the product is NEW, then excellent supporting messages deliver the complete story.



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Effective Visual Communications



Solutionreach

The human brain cannot resist a question. Solutionreach did an excellent job of placing a large compelling question right in the center of their exhibit graphics.



Sight Sciences

As attendees glance at a booth, one of the main questions is “why should I care”. Presenting a clear, well-placed and compelling value proposition is a very effective exhibit strategy.

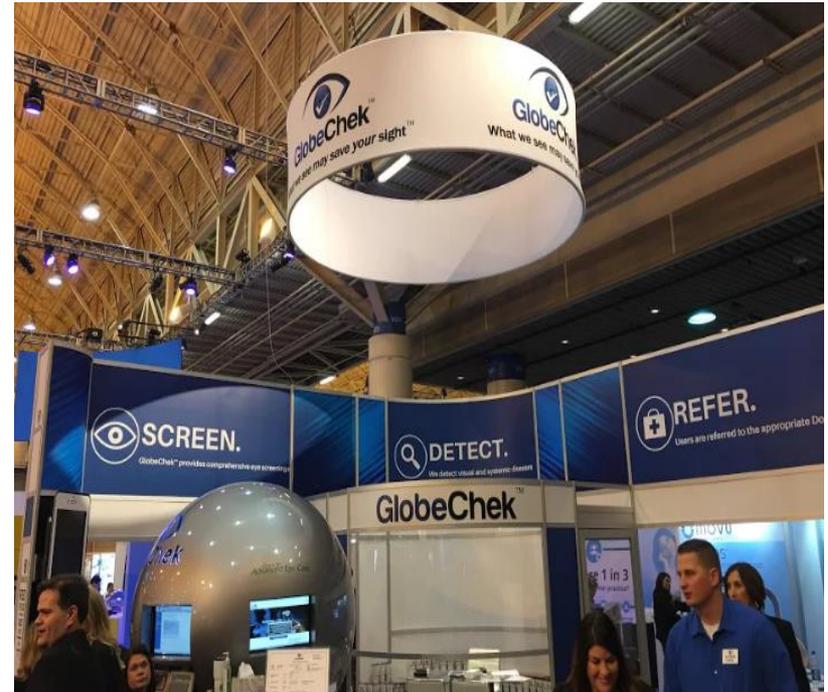


Effective Visual Communications



LENSAR

LENSAR did a great job of using the large video wall to deliver a compelling message using imagery of a dinosaur to get surgeons to wonder if their laser system might be extinct.



Globechek

Attendees do not have the bandwidth to read detailed graphics. They need a high-level view of your message. Globechek hit the mark by building their message around three key words and integrating them into the graphics at just the right viewing tier.



Effective Visual Communications



Visunex

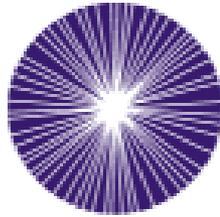
Visunex used backlit light boxes to describe why their product is important, by letting attendees know information about babies and newborn screening.



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Competitive Edge: Stand-Out Exhibit Report AAO 2017



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Top Tier Signs: Drawing Attention from Long Distance

- Easy & Quick Recognition
- Effective Brand Integration
- Just the Right Amount of Messages

Top Tier Signs



TearLab

A top sign can do much more than tell who you are. TearLab did an outstanding job of communicating their value proposition in a two-level top-tier sign.



Avedro

Here's an excellent use of top-tier signage to not only communicate what you do, but communicate your unique position in the marketplace.



Top Tier Signs



Nextech

Nextech used their top level hanging sign for their company name and their second tier hanging sign to tell us why they're the best. They've done a great job in telling attendees what they do from a distance, so their key visitors know to stop to learn more.



Top Tier Signs



Duke Eye Center

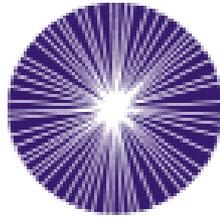
Duke Eye Center used their recently earned credential in their hanging sign to let attendees know that they had just been awarded by US News. This was a great way to demonstrate their award from afar.



Alimera Sciences

Iluvien brought in teardrop shaped mirrors to bring a little bit of bling to their booth. It was hard not to see the shiny hanging mirrors!





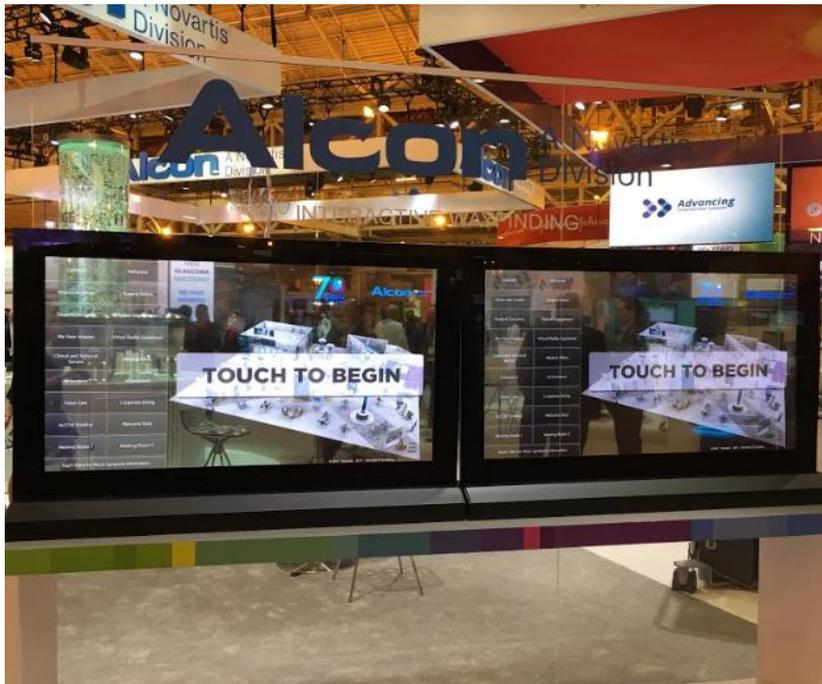
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Smart Exhibit Access & Attendee Navigation

- Effective Crowd Management
- Effective and Efficient Wayfinding
- Creative Navigation Methods

Smart Exhibit Access & Attendee Navigation



Alcon

In a large booth, with lots to see, it's important for attendees to quickly find what they're looking for. Alcon did an outstanding job of wayfinding, by placing state-of-the-art touch screens right on the main aisle.



Alcon

A powerful way to increase attendee dwell time is to offer refresh & recharge stations. Alcon delivered with a refresh station featuring different fruit flavored waters for attendees to sip while they navigated the many solution centers in the Alcon space.



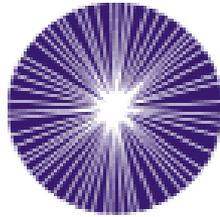
Smart Exhibit Access & Attendee Navigation



Moria

Making it easy for attendees to find and interact with your products is very important, especially when you have many solutions. Moria did an outstanding job of organizing their instruments by application, using color coded lighting and clear headers making it easy to find what you were looking for.





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Engaging & Informative Presentations & Demonstrations

- Visual Support of Key Messages
- One to Many Theater Presentations
- Use of Interactive A/V
- Cool Stations & Kiosks
- Gamification
- Unique Ways of Providing Takeaway Information for Visitors

Engaging & Informative Presentations / Demonstrations



Alcon

A key reason people attend tradeshows is to see what's new. Alcon took it to a whole new level by creating an Innovation area featuring their new solutions. Using scale models and interactive AV, attendees were able to learn about their newest innovations.



Reichert

Promoting show specials is an effective way to drive exhibiting interest. Reichert did an excellent job with its Tono-Pen station using LED signage to quickly communicate the show special.



Engaging & Informative Presentations / Demonstrations



Genentech

After hours of scientific sessions attendees need some variety in how they learn. Genentech's game experience gave visitors the chance to test their knowledge through a quiz on an interactive touchscreen.



Bausch + Lomb

Surgeons are a very tactile, hands on group. Giving them the opportunity to experience your solutions in a wet lab setting is a very effective exhibiting strategy.



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Engaging & Informative Presentations / Demonstrations



Alcon

Integrating technology into the attendee experience is a super engaging way to tell your product story. Alcon's Experience Academy station had surgeons thoroughly immersed in their product story.



Beaver Visitec

This is an outstanding example of presenting instruments that's super easy and engaging. The elegant demo stations were at just the right height and included large video screens and tablets to learn more about each instrument.



Engaging & Informative Presentations / Demonstrations



Genentech

Sometimes, presenting your product messaging in a quiet environment off the rush of the tradeshow floor can be very effective. Genentech offered the “Step into DR” experience to give attendees just the place to do so.



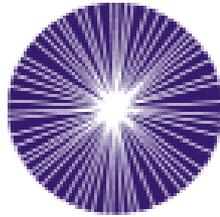
Engaging & Informative Presentations / Demonstrations



AbbVie

Gamification is hot strategy. Attendees competed by reaching into the cube and grabbing colored balls, simulating the functionality of the medication, to win a 3-D eyeball, while also learning about the drug they're selling. This was a great way to engage attendees and simultaneously educate.





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Effective Staffing Practices

- Easy to Identify Staff Apparel or Identification
- Cool & Creative Staff Apparel
- Impressive Staff Behaviors

Effective Staffing Practices



CapitalOne

The ladies at CapitalOne were wearing matching shirts throughout the show and were ready to greet anyone walking by their booths. They were ready to give attendees their giveaway bags and ask about business credit card services. They were all smiling and looked happy to be there.



Alimera Sciences

Alimera Sciences used matching scarves and bow ties for their staff with a teal blue color that had little “tear drops” on them to set themselves apart from other exhibitors. They looked classy and professional, yet still brought in their own spin!



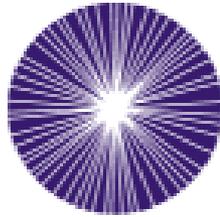
Effective Staffing Practices



VueCare Media

VueCare Media did a great job of carrying their corporate branding colors into all the details throughout their exhibit -- including the exhibit staff's attractive apparel.





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In-Line Success: Small Booths that Rock!

In-Line Success: Small Booths that Rock!



Kadesh, Inc.

Kadesh did an excellent job using copy to tell attendees who they are, what they do, and what the features/benefits of their product are. The staff was knowledgeable about their product line, and they had displays with product details including research.



Surgilum

Excellent use of creative lighting in a small booth to draw attention. Simple large quick and easy to read graphics help deliver the product messaging. Elegant product display including edge-lit signage showed the inner workings of the product.



In-Line Success: Small Booths that Rock!



Guardion Health Sciences

It's challenging enough to effectively communicate one solution in a small exhibit. Guardion Health Sciences effectively presented three solutions with brilliant backlit images and a large oversize prop of the featured product.



ESW Vision

Now here's an excellent in-line booth using a high-quality exhibit build with tremendous lighting, and excellent use of audiovisual to not just brand -- but also educate attendees about their solutions.



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In-Line Success: Small Booths that Rock!



IBM Watson Health

Here's another excellent in-line booth that uses back lit graphics in a clear and easy to read way, that communicates who they are, what they do, and why the attendee should care. Also two well-placed demo stations make it easy for attendees to linger and learn more about their solutions.



Tristel

Great integration of branding in a rental booth. It's crystal clear what this exhibitor does. The signage tells attendee the who, what, why of the product. We also knew who they were looking for -- distributors. Additionally, the marketing materials matched the backdrop.





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*Your Evaluation Team:
Jefferson Davis & Betsy Earle*

Thank You for Exhibiting at AAO 2017!

***Mark your calendar now for AAO 2018,
October 27-30, McCormick Place, Chicago, IL***

Be sure to bring your creativity so we can
feature your exhibit in this report next year!



Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience