



AMERICAN ACADEMY  
OF OPHTHALMOLOGY®

AAO 2018

## 25 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team

*By Jefferson Davis and Lara Whitt of Competitive Edge*

As a value-added exhibitor service, AAO provided selected exhibiting companies with the TSE Gold 100 award winning E<sup>3</sup> Exhibiting Effectiveness Evaluation.

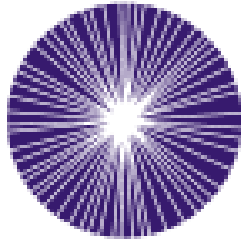
While conducting evaluations, we looked for exhibits throughout the show that displayed imaginative, creative, and effective ideas and practices. We want to congratulate exhibitors featured and hope all exhibitors look to these ideas as examples of how to make your exhibit even more effective.

**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 2018.

*Enjoy!*



**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



### Sun Ophthalmics

Looking for a standout exhibit? Look no further than Sun Ophthalmics. A unique exhibit design with curved fabric structures, attention grabbing company ID sign with shimmering metal accents. Excellent visual storytelling at all levels, and sculpted carpeting completed this super well-branded and highly informative exhibit.



## Creative Attention Grabbing Techniques



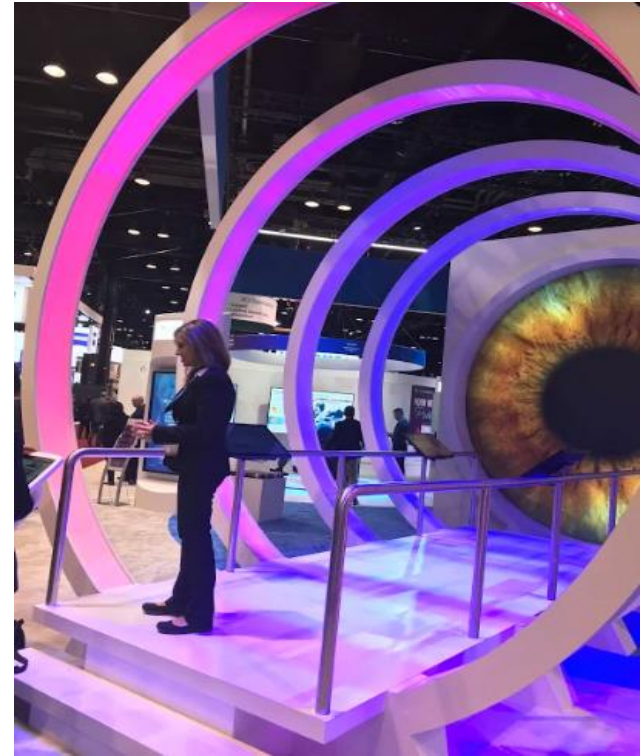
### Aurolab

The fastest way to get an exhibit noticed it is to light it up. Aurolab did a great job of using strong back lighting and good product messaging to grab visitors attention.





## Creative Attention Grabbing Techniques



### Novartis

The unique exhibit structure of an eye with focal colored rings demanded attention. The huge eye was an interactive space for attendees to answer questions on monitors to learn about their products. Novartis created an overall experience that was memorable and very unique.



## Creative Attention Grabbing Techniques



### Chongqing Kanghua Ruiming Science and Technology Co., Ltd

In a sea of blue and white displays, here is a creative example of using elegant wood old fashioned display tables to draw attention.



### SolutionReach

The human brain can't resist a well articulated and relevant question. Solution Reach did a great job of perfectly placing their problem question right at eye level.



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## Creative Attention Grabbing Techniques



### AJL Ophthalmic

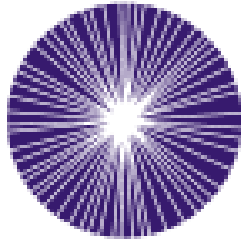
Grabbing attention in a large exhibit hall can be a challenge for a medium size exhibitor. AJL Ophthalmic actively used strong images, color, lighting, and a uniquely shaped top sign to ensure they got their fair share of looks.



### Esw Vision

Great use of light to grab attention across the aisles. The oversized LEDs framed the whole booth and continued to highlight the tables and product spaces. Strong visual effect!





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# Effective Visual Communications

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



## Effective Visual Communications



### Mallinckrodt Pharmaceuticals

Here's a great example of placing "call out" copy right at eye level -- driving your eyes to the red and yellow sign and the video.



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## Effective Visual Communications



### Moria

Excellent use of colors and large text on floor and display areas to help attendees easily and quickly navigate to product areas of their interest.



# Effective Visual Communications



## The Body Doctor

Here's a well-designed small exhibit backdrop using a large relevant image with clear communication of what they do, and color blocking to emphasize hot and cold treatment.

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## Surgistar

A main question in attendees' minds is "what do you do?" Surgistar removed all doubt with their large backlit colorful backdrop. They did a great job using color blocking to communicate the range of solutions they offer.

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## Effective Visual Communications



### Avedro

Top-tier signage should communicate more than just who you are. Here is an excellent example of communicating their position in the market with a second layer top sign.

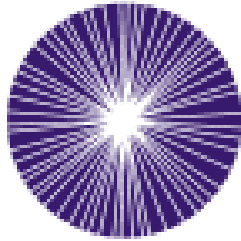


### Ellex

Great 3-tier graphics with company logo; identity at top, mid, and eye-level framed around attendee interactive areas. Information can be seen from all 3 levels to inform, educate and encourage visitors to stop.







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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



### Topcon

Attendees want to quickly know the key features and benefits of your solution. Topcon did an outstanding job of placing large flat panels near their products, with bullet point messaging to deliver their key benefits.



### Johnson & Johnson

Here is an outstanding product presentation area. From top-tier signage to well-placed static graphics. They also re-created the clinical environment and placed a large colorful flat panel to help tell their story.



## Engaging & Informative Presentations / Demonstrations



### Novartis

Roving throughout the exhibit, this clever robotic staff member engaged attendees and delivered answers and product presentations in a unique, fun and engaging way. A great way to make sure your messages stick.



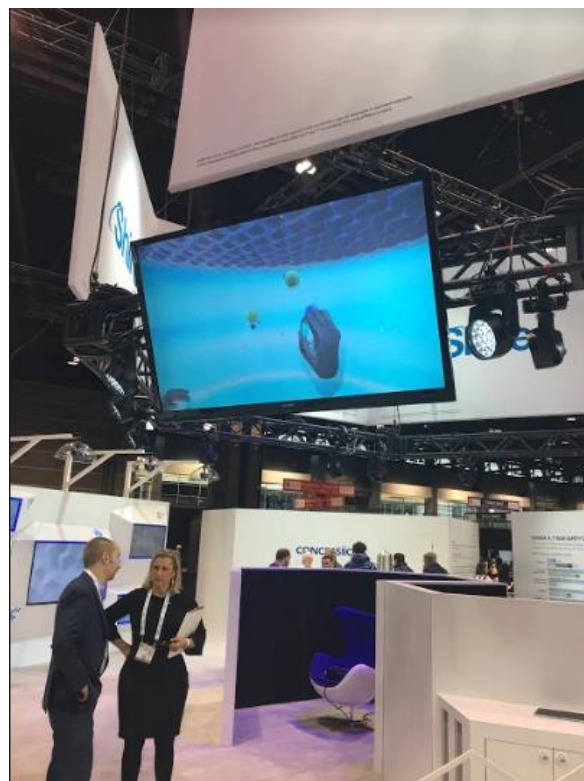
### Johnson & Johnson

J&J knows that the #1 reason visitors come to the exhibit hall is to continue their learning. They delivered with their "Ask The Experts" Brilliance Bar giving surgeons a chance to talk to experts in a one to one setting.





## Engaging & Informative Presentations / Demonstrations



### Shire

Now here's a high tech immersive educational experience. Shire used VR to educate attendees on how the drug works. The surgeon had to grab drug molecules and get them to stick to green T-Cells. To top it off, surgeons scoring the highest were featured on a digital leaderboard.





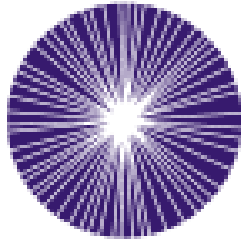
## Engaging & Informative Presentations / Demonstrations



### abbvie

Excellent informative, interactive and engaging exhibit along with a giveaway that ties to the theme of the exhibit. The graphics educated, the game ball toss helped attendees learn to target the bad cells of the eye and the giveaway helped them remember the experience. A great, fun and well - designed experience for attendees.





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# Effective Staffing Practices

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

## Effective Staffing Practices



### Katalyst Surgical, LLC

Great staff apparel. Their shirts really caught your “eye” and made it easy to locate staff for help. The matching purple ties were also distinctive and appropriate for the gentlemen.





## Effective Staffing Practices

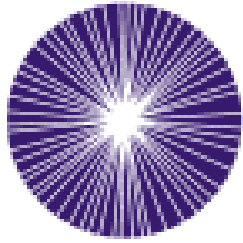


### Pelion Surgical

Great attention grabbing staff attire. The staff themed their attire to Halloween. It really made attendees turn heads and drew people over to see more. Great job!





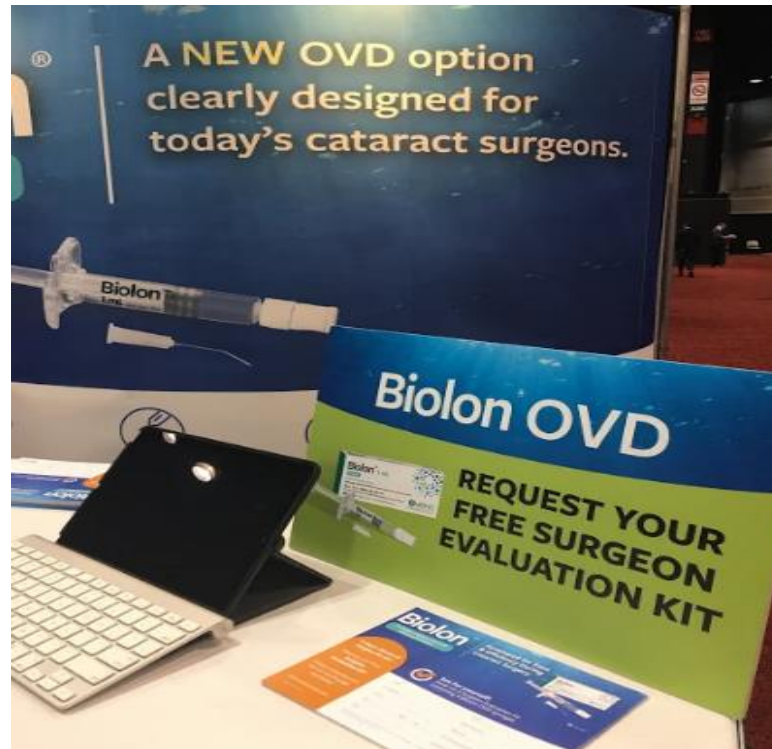


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# **Before and After: Changes Exhibitors Made**

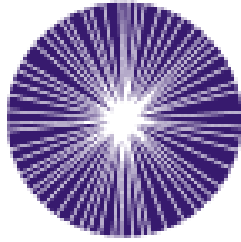
## Before and After: Changes Exhibitors Made



### Amring Pharmaceuticals, Inc.

By attending the preshow webinar, Biolon realized the need to have a call-to-action sign. They did a great job of placing a "Request Your Free Evaluation Kit" right on the perimeter. During the show we talked about the importance of "NEW" to grab attention, so Biolon colored the word "NEW" yellow to draw more attention. Traffic on day #2 showed a marked increase.





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# Smart Exhibit Access & Attendee Navigation

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

## Smart Exhibit Access & Attendee Navigation



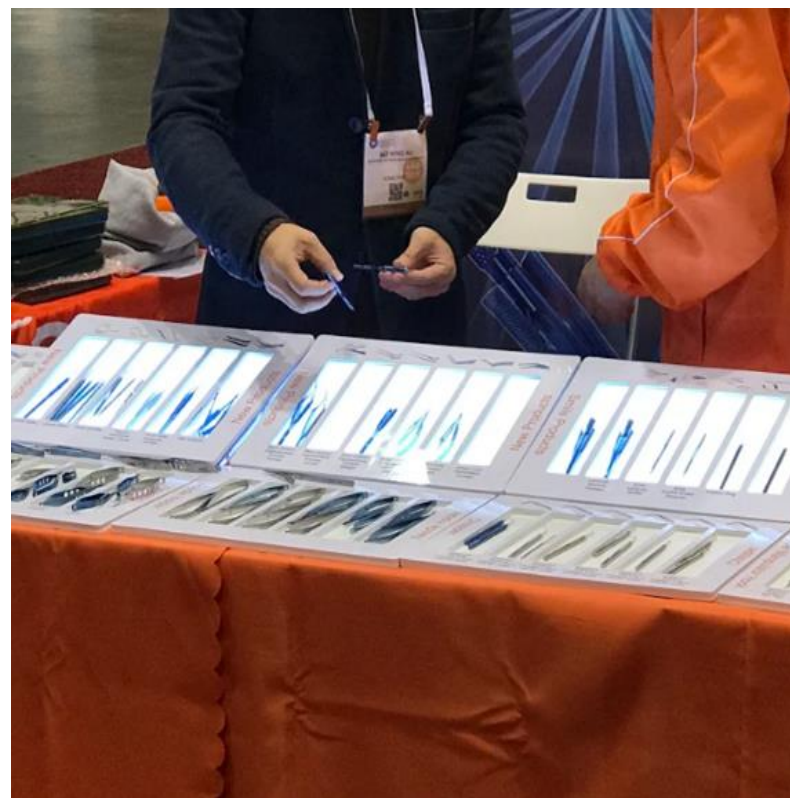
### Quantel Medical

Awesome use of unique architecture, colors and large headers helped attendees easily and quickly navigate to product areas of their interest. And the quirky shapes added a touch of “fun” to their exhibit.





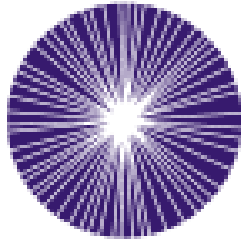
## Smart Exhibit Access & Attendee Navigation



### **Network Technology Development, Ltd.**

Uniquely shaped well-lit instrument displays caught your attention and the labels made it easy to navigate around the various products on the table. The angled display brought the instruments up to view as they were easily seen far away as well as close up.





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## **Inline Success: Small Booths that Rock!**

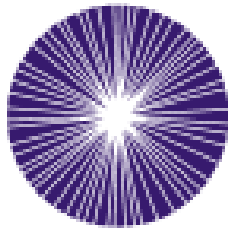
## Inline Success: Small Booths that Rock!



### Welch Allyn

Now here's a small booth that is firing on all cylinders. From a unique exhibit backdrop, strong lighting, interactive product demonstrations, to a clear call to action about their show specials.





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## **Thank You for Exhibiting at AAO 2018!**

***Mark your calendar now for the upcoming AAO 2019,  
October 12-15, Moscone Center, San Francisco, CA.***

And be sure to bring your creativity and excellent execution  
so we can feature your exhibit in this report next year!



**Exhibiting Effectiveness Evaluation™**  
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