



ATS 2018

*Where today's science
meets tomorrow's care™*

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

By Jefferson Davis, Jill Ann Down, and Bob Milam

As a value-added exhibitor service, ATS 2018 provided all exhibiting companies with the TSE Gold 100 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 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 ATS 2018.

Enjoy!



Exhibiting Effectiveness Evaluation™

Improving Exhibitor ROI & Attendee Exhibit Hall Experience



ATS 2018

*Where today's science
meets tomorrow's care™*

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



Veracyte

Lighting is a powerful way to make a small exhibit grab attention. Here's a great example of using backlighting along with clear messaging to capture and hold attention.

Creative Attention Grabbing Techniques



Genentech

A show stopping exhibit, Genentech's lung sculpture, infographics, and smoothie bar drew visitors throughout all hours and days of the show. A definite "must see" destination.

Creative Attention Grabbing Techniques



Actelion

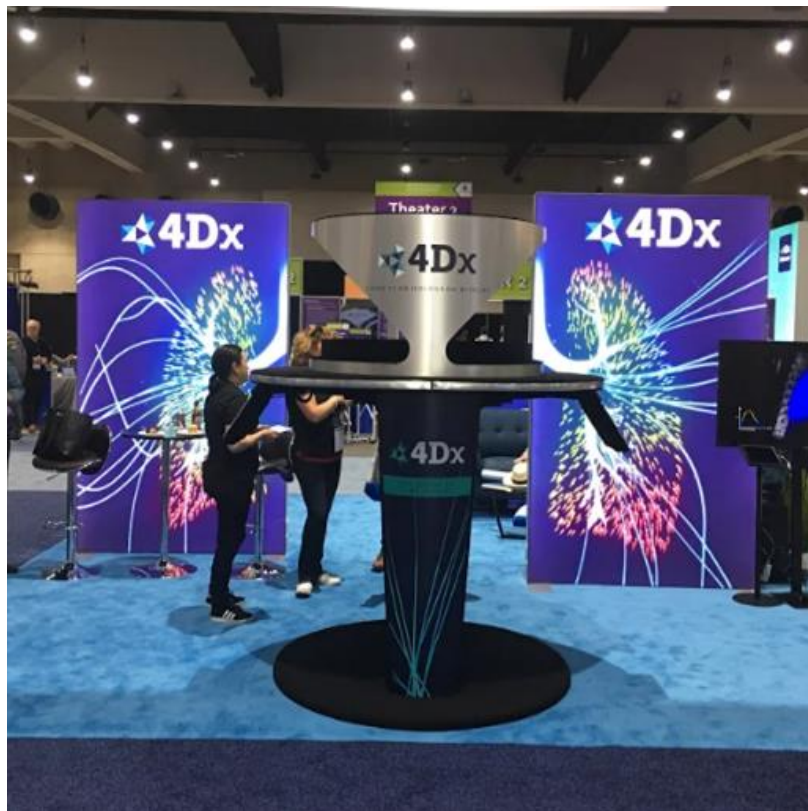
Actelion did an excellent job of focusing visitors attention on the middle of their immersive exhibit. From overhead to underfoot, all roads lead to the center arena where an engaging Augmented Reality experience took place.

Creative Attention Grabbing Techniques



Somnomedics

Grabbing attention in a small booth is difficult. Here's a great example of how to use a large well-placed prop to make sure people notice.



4Dx

People quickly notice imagery that is familiar. By combining imagery with color and a unique look -- you can grab a lot more attention.

Creative Attention Grabbing Techniques



Mallinckrodt Pharmaceuticals

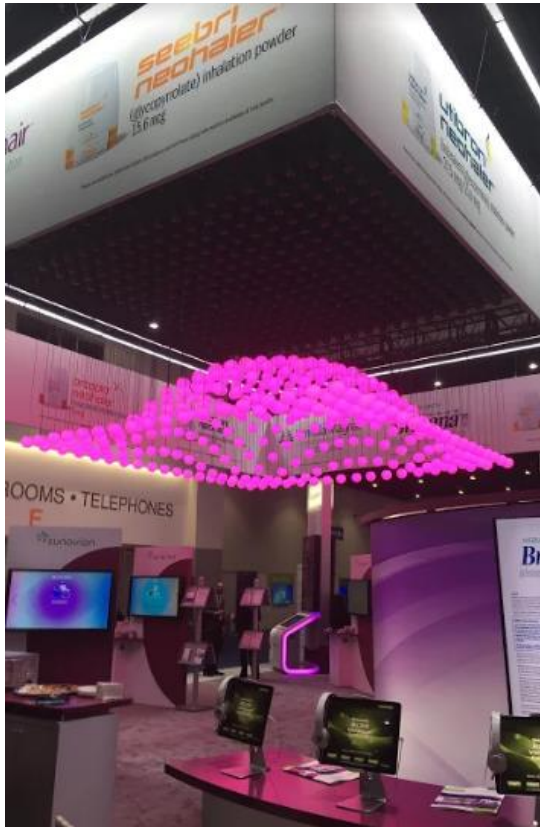
Here's a great example of carrying a theme through to a creative attraction getting device. They had an artist who used Rubik's Cubes to build a lung into their wall. Their theme: "Connecting patients from many angles".



ResMed

An open exhibit plan, outstanding lighting and a great floor plan made the ResMed exhibit stand out from others. Further, the brand impression was carried by the staff throughout the exhibit. Great work!!

Creative Attention Grabbing Techniques



Sunovion

Talk about an attention grabbing device. Sunovion's shape-shifting color-changing lighting was an absolute showstopper that couldn't be ignored. Light plus motion is visually impossible to ignore.



ATS 2018

*Where today's science
meets tomorrow's care™*

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



Associates of Cape Cod, Inc.

The human brain has a hard time resisting questions. Especially when they're relevant, visual, and well-placed. Here's a great example of using AV to do more than just present your products.



Curetis

Using feedback from 2017's E3 report, Curetis did a great job of integrating A/V to help tell the product story. Announcing their FDA approval both on the back wall and via a free standing sign was a smart strategy to draw attention.

Effective Visual Communications



Endoclear

The primary questions the visitor asks are: who are you?; what do you do?; and why should I care?. Endoclear did an outstanding job of answering all three in this colorful well lit exhibit backdrop.



ERT

Using colors and icons, ERT gave visitors an overview of how they function, through a simple back wall communication. Coupled with video, this was a winning combination.

Effective Visual Communications



TSI Healthcare

This exhibitor knows exactly who they want to talk to -- and they aren't shy or clever about it. This helps both the exhibitor and the attendee decide quickly whether the exhibit will be a worthy destination. It's a smart way to practice selective attraction.



Christus Trinity Clinic

Clear communication about who they want to see, and why. This helps visitors self-qualify themselves. Signs like these allow exhibitors to spend more time talking to their best prospects and less time trying to find them.

Effective Visual Communications



Methapharm, Inc.

A question that creates a re-examination of the facts was an effective strategy for Metapharm. Their message was echoed and amplified by their counter card - "Is it Asthma?" A thought provoking exhibit.



IDbyDNA

Explify does a great job of focusing their message on their news. The exhibit backdrop is simple - with a an effective message explained perfectly by supporting copy.

Effective Visual Communications



Boehringer Ingelheim

Boehringer Ingelheim's theater did a great job communicating in a number of ways. Between performances, videos played showing touching human interest stories, while nearby factoids they presented relevant and informative data on Idiopathic Pulmonary Fibrosis.

Effective Visual Communications



Bayer

A new alternative, a different path. These concepts come through clearly and powerfully in the Bayer exhibit, which cleverly combined flooring and back wall graphics to bring their story right out of their backdrop in a unique way. Very unique and very interesting.

Effective Visual Communications



Grifols

"Coming Soon" is a simple yet effective way to generate interest for products not yet ready for market. Grifols teases this very well.



GSK

If you want visitors to do something -- ask them. GSK invites visitors to touch the screen and begin the experience, otherwise visitors might not know what to do. Excellent!!



ATS 2018

*Where today's science
meets tomorrow's care™*

Engaging & Informative Presentations & Demonstrations

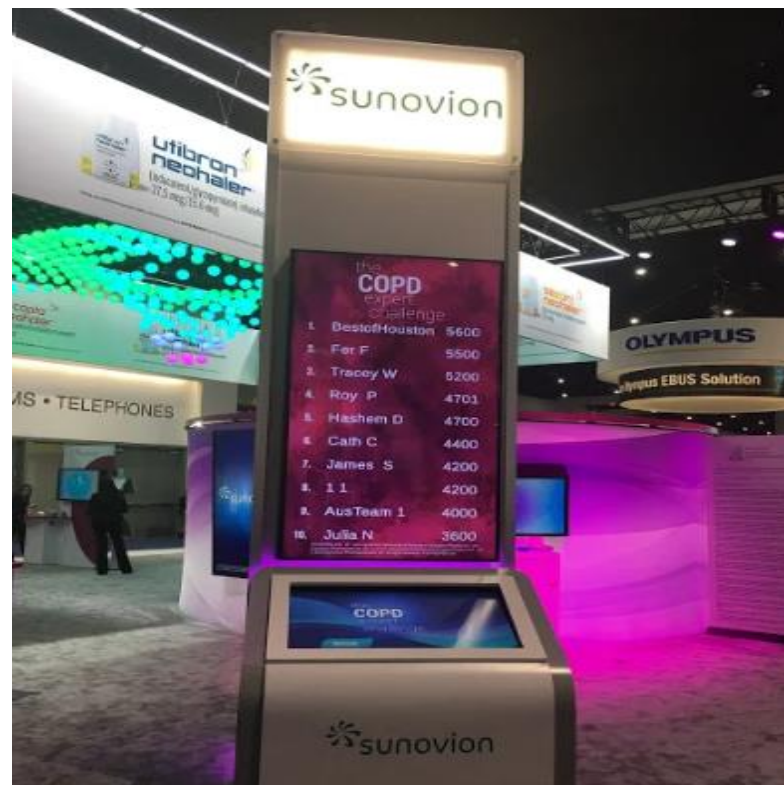
- Visual Support of Key Messages
- One to Many Theater Presentations
- Use of Interactive A/V
- Cool Stations & Kiosks
- Gamification
- Unique Ways of Providing Takeaway Information for Visitors

Engaging & Informative Presentations / Demonstrations



Jazz Pharmaceuticals

Visitors want to learn through immersive and interactive presentations. Jazz used a unique interactive touch-screen to educate visitors.



Sunovion

Gamification is a hot way to engage and educate attendees. Sunovion did this with an added twist -- an expert challenge on COPD with a published leaderboard.

Engaging & Informative Presentations / Demonstrations



Actelion

The #1 way visitors want to engage with exhibits is through interactive presentations. Actelion hit the mark with their Augmented Reality experience.



AstraZeneca

Using interactive AV is an effective way to educate visitors. Positioning the AV on an angle near comfortable seating is an even better strategy to get visitors to engage.

Engaging & Informative Presentations / Demonstrations



Regneron / Sanofi Genzyme

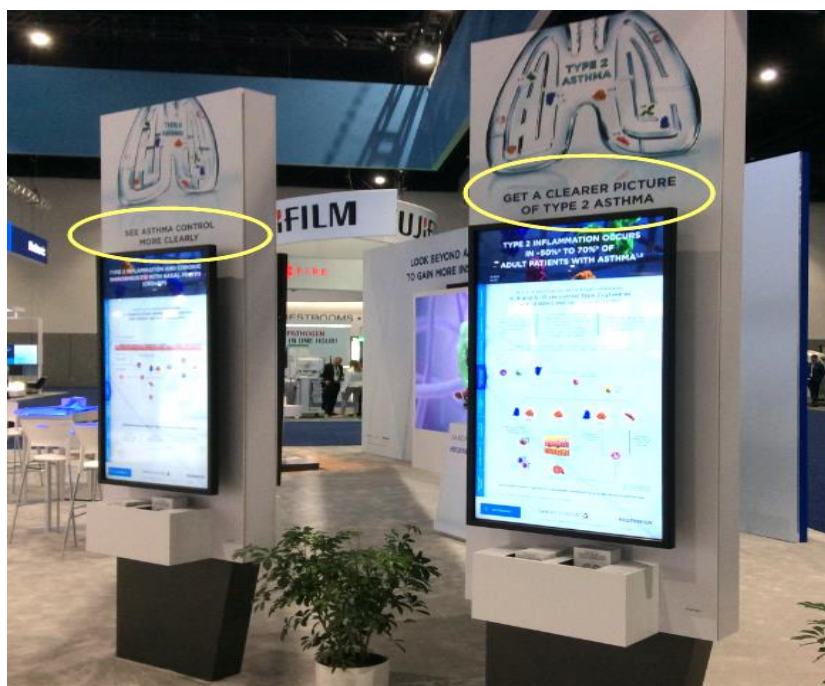
This incredible exhibit featured a ton of interactive demos that even Walt Disney would have appreciated. Their asthma augmented reality activity even played out like a life-sized board game. Amazing !!



GSK

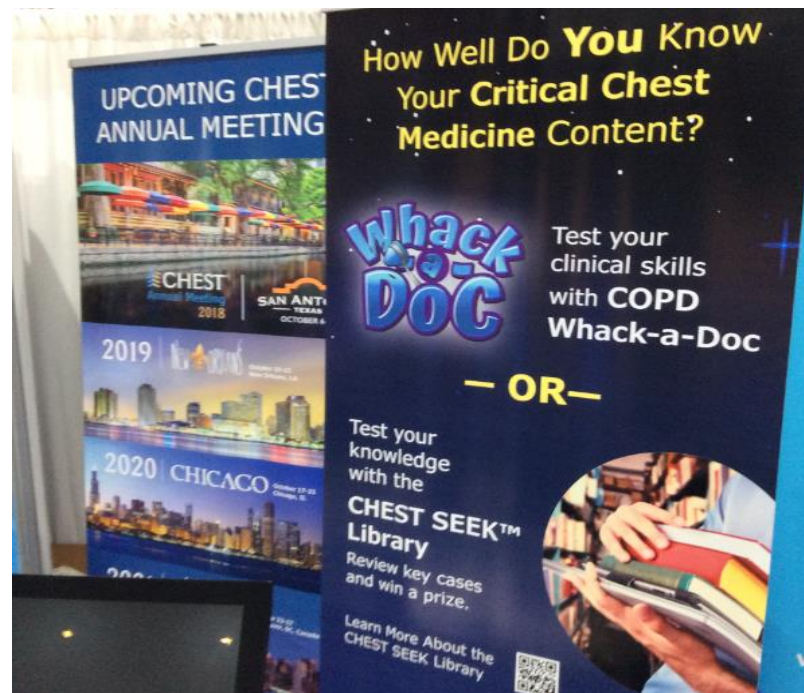
So many great things were seen in the GSK exhibit. A highlight was the range of interactive demos available to explore. Each demo tied in neatly to their color-coordinated product line, adding to the sticking power of their messages.

Engaging & Informative Presentations / Demonstrations



Regeneron / Sanofi Genzyme

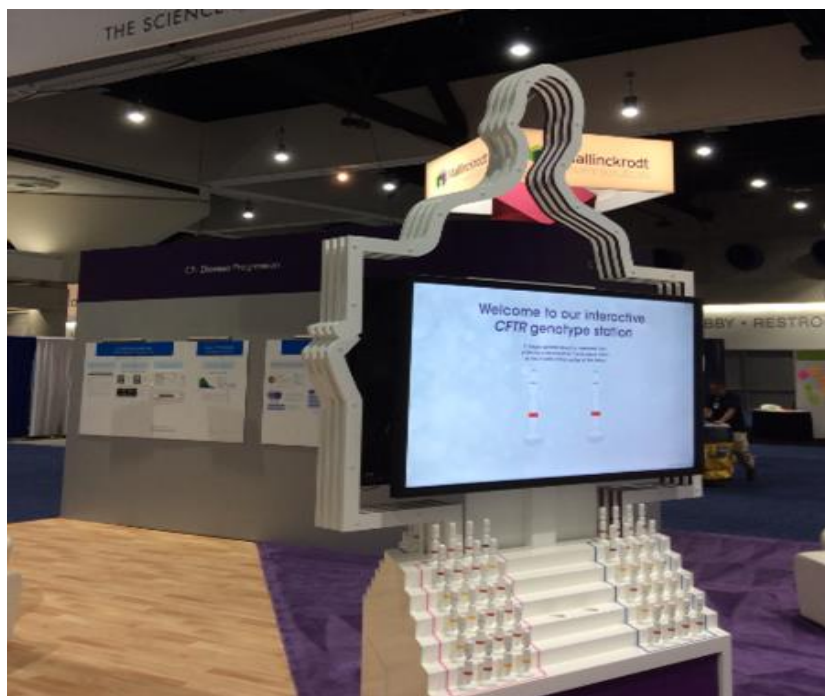
To encourage visitors to engage with your demo, it helps to tell them what they'll learn. Sanofi Genzyme does this effectively using static messages above their video demos.



American College of Chest Physicians

“Whack-a-Doc”!! Games can be a great way to engage visitors on “less interesting” topics. If your company struggles finding ways to break-the-ice with visitors, consider a game.

Engaging & Informative Presentations / Demonstrations



Vertex Pharmaceuticals

A creative design brought immediate attention to this great in-booth self-administered demo. Vertex used multiple 3D outlines to uniquely stage their CFTR genotype station.



Insmed

An innovative visual style coupled with intriguing demo stations - complete with headphones - combine to make the Insmed experience a worthy destination.

Engaging & Informative Presentations / Demonstrations



Boehringer Ingelheim

Visitors will linger longer if they have lots to do. B/I gave them tons of stuff: (1) a milk shake bar; (2) a Ghirardelli brownie bar; (3) larger than life product models; (4) a green screen for fun selfies - that were projected on (5) a huge interactive LED wall. Finally, once exhausted and well fed, visitors could rest and re-charge their devices (6) while resting on comfortable lounge seats.



ATS 2018

*Where today's science
meets tomorrow's care™*

Before & After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made



CHI Mercy Health Sleep Center

This exhibitor came to ATS to recruit physicians to join their team in Oregon. Following the E3 evaluator's suggestion, they added two simple signs to their banners. This helped them clarify who they were looking for. Once visitors saw this, they knew immediately whether they should stop to talk. They were very excited about the increased quality of their traffic after this one small change.

Before & After: Changes Exhibitors Made



Restor3d

Restor3d is a new start-up company making their first trade show appearance. Although they had a great story to share, their exhibit wasn't helping them communicate anything. By adding 3 simple "New" signs, they were able to attract curiosity about at least their "new-ness", which sparked other discussions. Leveraging this powerful word opened many more conversations.

Before & After: Changes Exhibitors Made



Johns Hopkins Medical

Many exhibitors set their tables at the front of their exhibit. However, this renders most of the exhibit unusable by the visitors. By simply rearranging the furniture, more of the expensive booth real estate can be dedicated to your visitors. And isn't that the whole purpose of the exhibit anyway? Nice job by Johns Hopkins to make their space more welcoming.

Before & After: Changes Exhibitors Made



Providence St. Joseph Health

This exhibitor made two changes. Can you spot them? 1st - they moved their table to the side. 2nd - they brought out their tall counter for stand-up discussions. Their low-height table was too uncomfortable to conduct standing discussions, and they realized how awkward it was to be seated while talking to a standing visitor (a big “no-no”). So they raised their game - literally.



ATS 2018

*Where today's science
meets tomorrow's care™*

Effective Staffing Practices

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

Effective Staffing Practices



Emka SCIREQ

Why are these guys smiling? They know that by using their custom-designed lead capture forms, and writing EVERYTHING down, they won't have to remember it later, and the company will have great information for follow-up. This company left ATS with valuable leads they could easily follow.



GSK

When visitors arrive at an exhibit, they often have a hard time distinguishing who the staff is. Not at GSK. GSK's strategy kept all areas of the exhibit well-staffed with attentive people wearing orange buttons to identify themselves as experts. They went out of their way to make all visitors feel welcomed.



ATS 2018

*Where today's science
meets tomorrow's care™*

Inline Success: Small Booths that Rock!

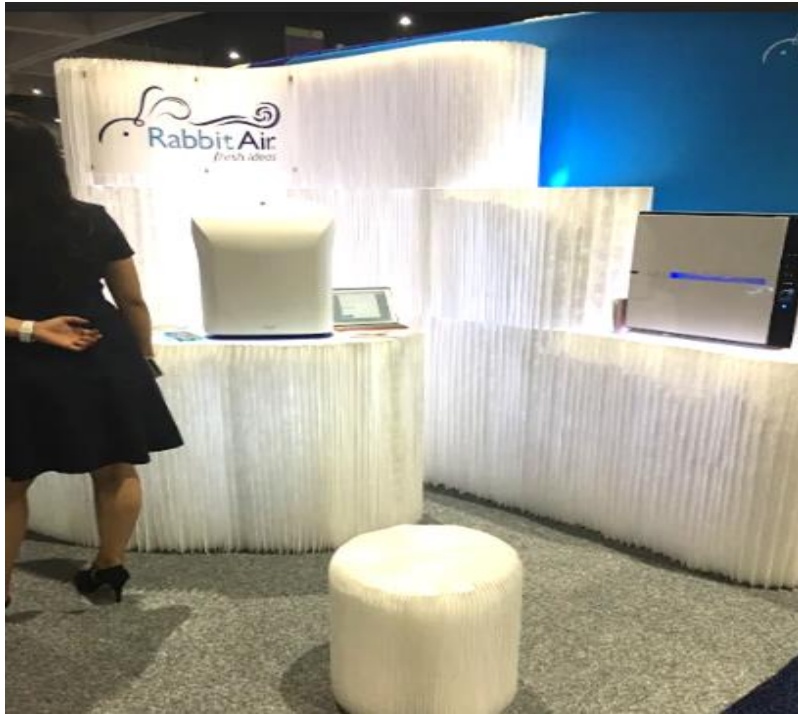
Inline Success: Small Booths that Rock!



Masimo

Here's an example of an excellent small inline booth. Using a high-quality exhibit property with edge-lighting around both their logo and their product panel -- combined with red stripe lighting -- helped make Masimo stand out from the crowd.

Inline Success: Small Booths that Rock!



Rabbit Air

This unique exhibit property really stood out. Rabbit Air did a great job of using white feathery material to catch the attention of nearby visitors.



HCMed

This little exhibit had it all. A welcoming layout, good lighting, clear messages, well placed video and just the right touch of softness.

Inline Success: Small Booths that Rock!



Cohero Health

This exhibitor took their 2017 E3 advice seriously and made many changes. The upgrades were noticed by many visitors and the exhibit was crowded throughout the show.



Inspire Medical Systems Inc.

A four-word question prompts visitors to consider alternatives to CPAP. This exhibitor leverages the innovative solution they've brought to ATS in a straightforward way.



Your E3 Evaluation Team (L-R): Bob Milam, Jill Ann Down, and Jefferson Davis

Thank You for Exhibiting at ATS 2018!

***Mark your calendar now for the upcoming ATS 2019,
May 17-22, 2019, Dallas, TX***

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



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