



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

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As a value-added exhibitor service, ATS 2019 provided 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 2019.

Enjoy!



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



ATS 2019

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



Ventec Life Systems - #4521

A top sign should say more than just who you are. Ventec used their well-lit top sign very effectively with tiered messaging to convey their value proposition and navigational icons. It even provided additional lighting to the exhibit. Very well done!

Creative Attention-Grabbing Techniques



Auris Health - #613

One of the fastest ways to get your exhibit noticed is to light it up. Based on feedback from last year's E3 report Auris designed a new in-line exhibit with a high-quality build and dramatic lighting that forced every visitor that passed to look at their booth. Well done!



Pediatric Search Partners - #1308

People are people watchers. A great way to draw attention to your business is to use imagery of people, especially when the people in the image are the people that your physicians serve.

Creative Attention-Grabbing Techniques



Morgan Scientific Inc. - #1508

Another way to draw attention to your exhibit is to use motion. Based on their E3 report from last year, Morgan designed a new exhibit with a center tower that included a rotating top-tier sign to seize the attention of visitors.



Novartis Pharmaceuticals - #1500

Color and imagery are powerful ways to draw visitors' eyes. Novartis did an outstanding job with their bright orange and blue exhibit. All the way down to the orange carpet which led you to the well-placed informative flat panel.

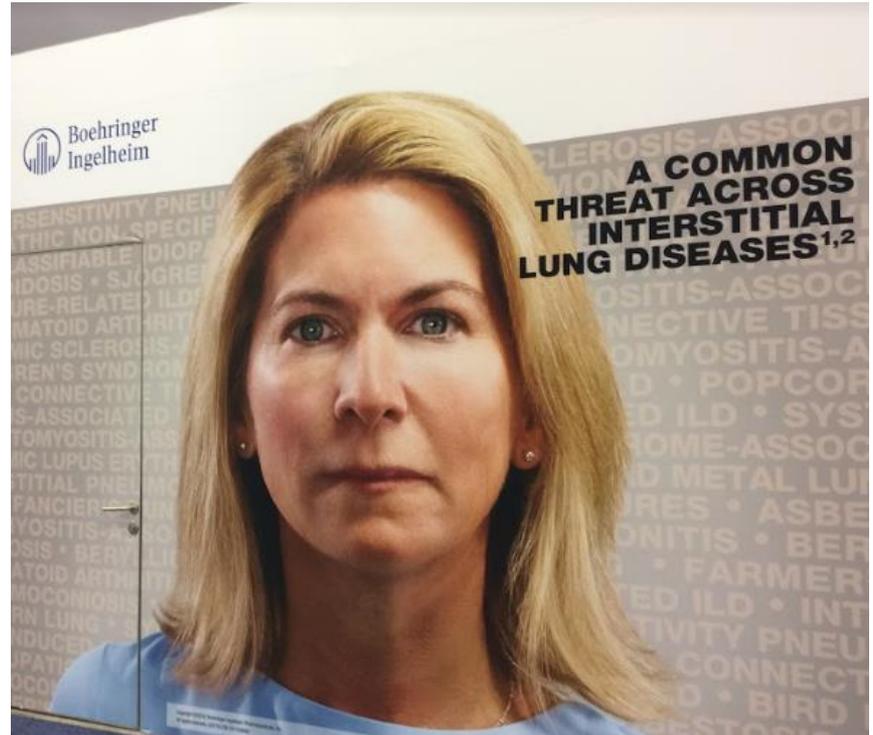
Creative Attention-Grabbing Techniques



Actelion Pharmaceuticals USA Inc. - #3908

Super cool top tier design uses dramatic color and lighting to draw your eye to the center and lead attendees into the exhibit space. Hard to miss, yet easy to remember.

Creative Attention-Grabbing Techniques



Boehringer Ingelheim Pharmaceuticals, Inc. - #2800

The suspects of pulmonary fibrosis were in the line-up in the Boehringer Ingelheim exhibit. The amusing play-on-words was creative and drew attendee attention. Also, the offbeat distressed expressions on the “suspects” faces provided a distinctive contrast to the happy, healthy faces seen in most other exhibits’ photos.

Creative Attention-Grabbing Techniques



GlaxoSmithKline - #3715

GlaxoSmithKline used an over-sized and inventive 'lung' with lighting that reinforced the colors of product packaging. The display was surrounded by tablets that educated attendees regarding GlaxoSmithKline products.



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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



Genentech, A Member of the Roche Group - #2106

Here's an excellent example of using an attention-demanding prop and placing it right in front of a well-designed graphic panel that informs HCP's on how patients can pay for their respiratory products. Very well done.

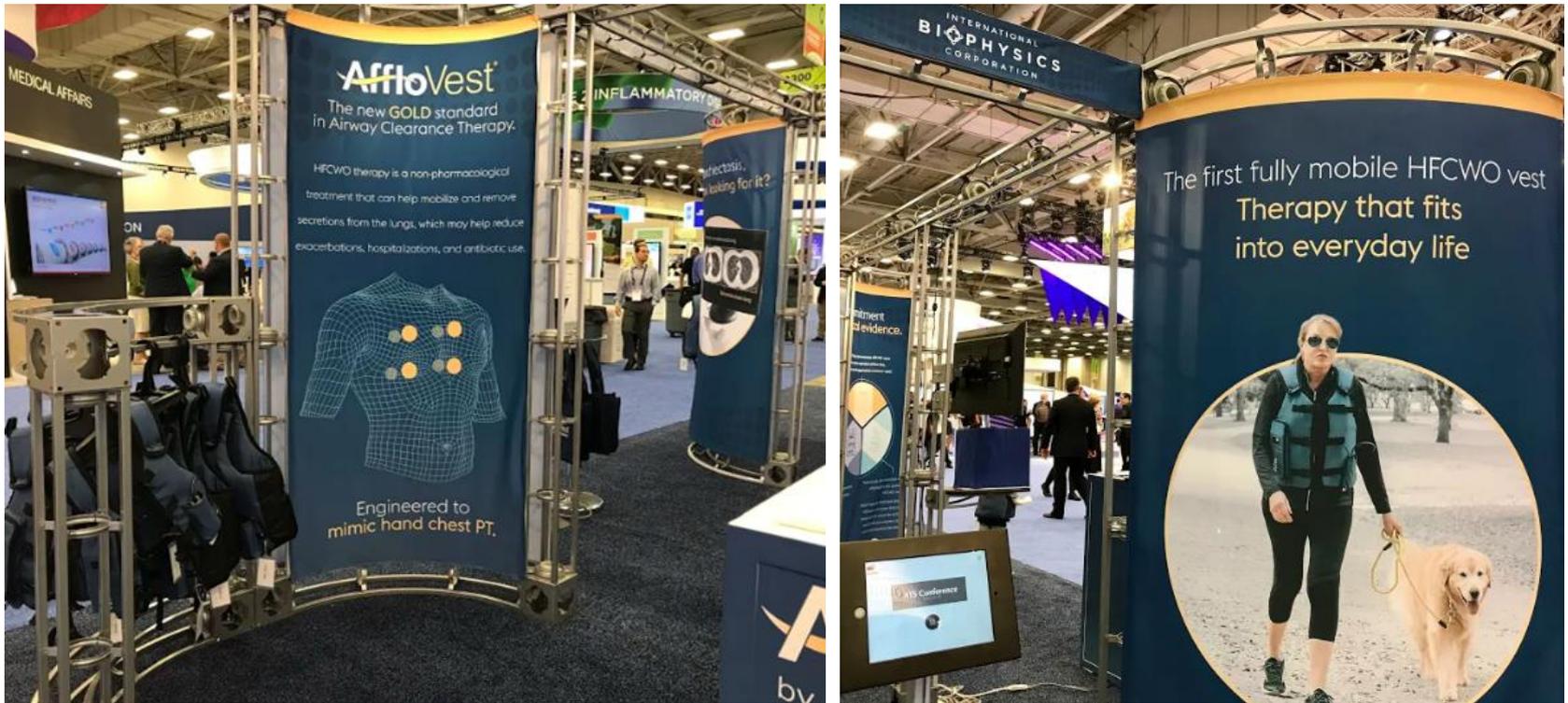
Effective Visual Communications



BioFire Diagnostics - #4524

BioFire had a very unique and attractive exhibit with many effective vignettes that delivered concise and clear messaging. The mischievous 'bugs' throughout the space were also a cute way to draw attendees into the space and were a great giveaway.

Effective Visual Communications



International Biophysics - #3515

At this exhibit, compelling messaging and smart placement of copy on the corners drew interest. Using words such as “new,” and “first,” to highlight accolades or promotions sets exhibitors apart on the show floor. Very effective!

Effective Visual Communications



COOK MEDICAL - #3504

The combination of guided A/V presentations, product kiosks, and larger-than-life photos, placed at multiple viewing tiers, set this exhibit apart from others on the floor. Staff can turn to these features within their exhibit to tell help their story and educate attendees.

Effective Visual Communications



Acceleron Pharma - #808

Acceleron did an excellent job of educating visitors about their solution using a large well-designed flat panel and static graphics to help visitors learn more.



Covalon Technologies AG - #1003

When you're targeting a specific segment of the audience, using a well-placed question to call out the types of facilities you're looking for is a very smart strategy. Covalon did a great job with their call out copy.

Effective Visual Communications



AMBU - #4420

AMBU quickly and clearly presented the solution to a common challenge that attendees face. The staff then gave interesting product demonstrations that supported the solution.



Vyaire Medical - #4315

Seeing new products up close is a prime reason why people visit trade shows year after year. Finding the new product in the Vyaire Medical exhibit was effortless.

Effective Visual Communications



Grifols USA LLC - #1908

A powerful way to build credibility for your solution is to mention the show organizer's recommendation regarding your solution.



TEVA Pharmaceuticals - #1412

The number one way attendees want to engage with exhibits is through interactive presentation and demonstrations. When you have a demonstration it's important to visually let attendees know about the experience and what they can learn. TEVA did an outstanding job with call-to-action signage.

Effective Visual Communications



National Jewish Health - #813

Though bold colors and copy draw interest, the promotional signage highlighting awards earned demands attention. Placed high for maximum visibility, this signage communicates messaging in a smart way.



Scleroderma Foundation - #2917

When it comes to messaging, small structures can have a big impact! This vertical stand presents many facets of the foundation, its research, and public awareness education. Placed on the perimeter, with the ability to rotate, it's positioning, and function offer easy accessibility. For attendees, these pamphlets tell a big story in a small space.



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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



Genentech, A Member of the Roche Group - #2106

Healthcare professionals come to trade shows to learn. Genentech did a great job of making learning fun with their interactive “Test Your Knowledge” experience in their exhibit.

Engaging & Informative Presentations / Demonstrations



Actelion Pharmaceuticals USA Inc. - #3908

Actelion used crowd gatherers, easily identified in brand colors, to guide attendees to an excellent virtual reality experience to educate attendees. Overhead lighting fixtures provided directional clues while supporting branding.

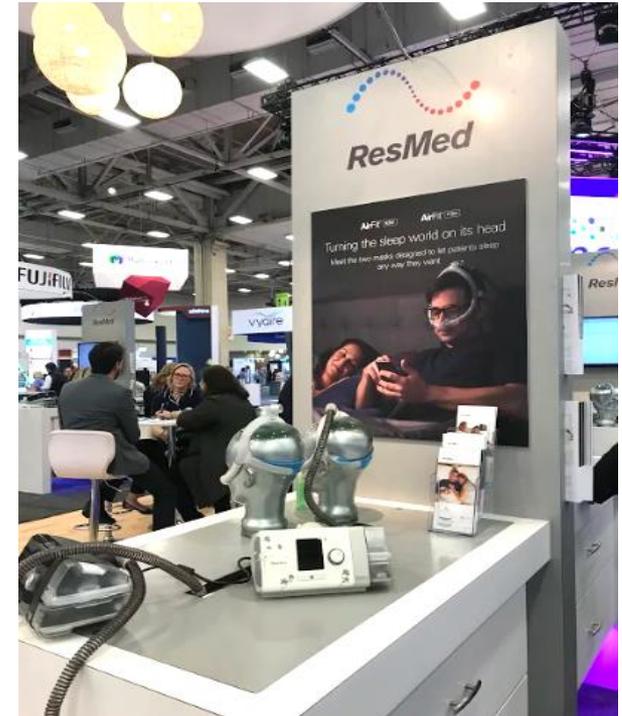
Engaging & Informative Presentations / Demonstrations



THORASYS Thoracic Medical Systems, Inc. - #4133

The demonstrations using realistic models were engaging and welcoming. THORASYS used bright colors and effective lighting to set the stage for these intriguing demonstrations.

Engaging & Informative Presentations / Demonstrations



ResMed - #3726

For physicians, having the opportunity to interact with products on display offers them a deeper understanding of functionality and purpose. At ResMed, product stations placed around the perimeter provided interactive experiences for attendees seeking information beyond what two-dimensional photos could offer.

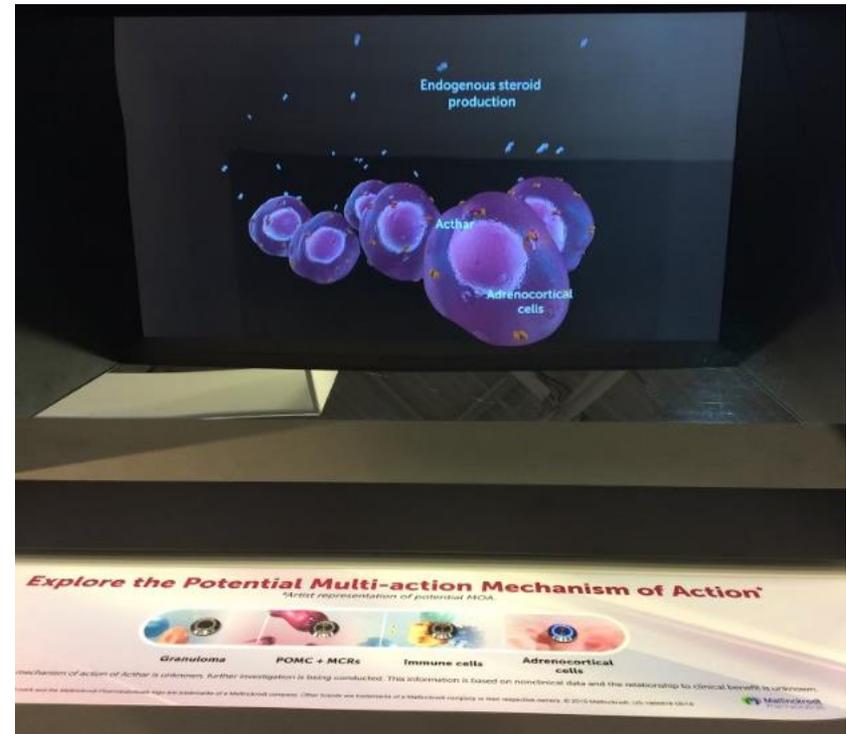
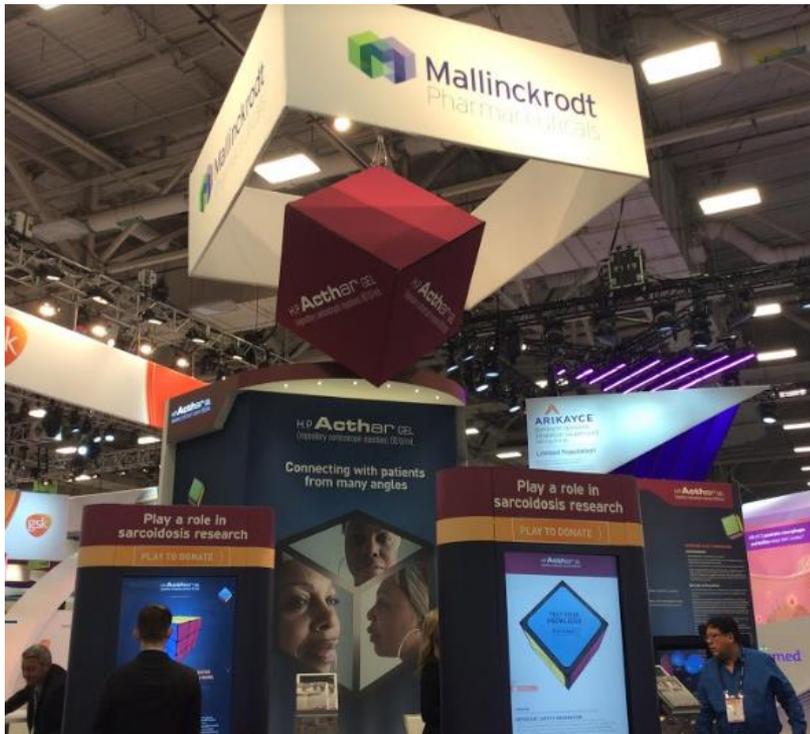
Engaging & Informative Presentations / Demonstrations



Genentech/Novartis Medical - #1300

Dynamic interactive experience! These product stations are unique destinations, offering exciting activities for attendees that are engaging, while at the same time educational, providing messaging that offers product support. The contrasting flooring immediately signals to visitors that something different is happening in those areas. Excellent staging.

Engaging & Informative Presentations / Demonstrations



Mallinckrodt Pharmaceuticals - #4122

Using a unique visual application of their technology, attendees could select the 3D MOD of their choosing in the Mallinckrodt demonstration area. This was a very effective means of delivering on their challenge to “Play A Role in Sarcoidosis Research”.

Engaging & Informative Presentations / Demonstrations



Pulmonx Corp. - #1505

Healthcare practitioners love to see data that proves exhibitors' claims. Pulmonx/Zephyr did a great job with backlit panels communicating relevant data about their treatment option.



Clement Clarke International - #4433

Effectively combining a compelling headline with engaging demos, Clement Clarke showed attendees how inhaler usage training can be interesting and fun.

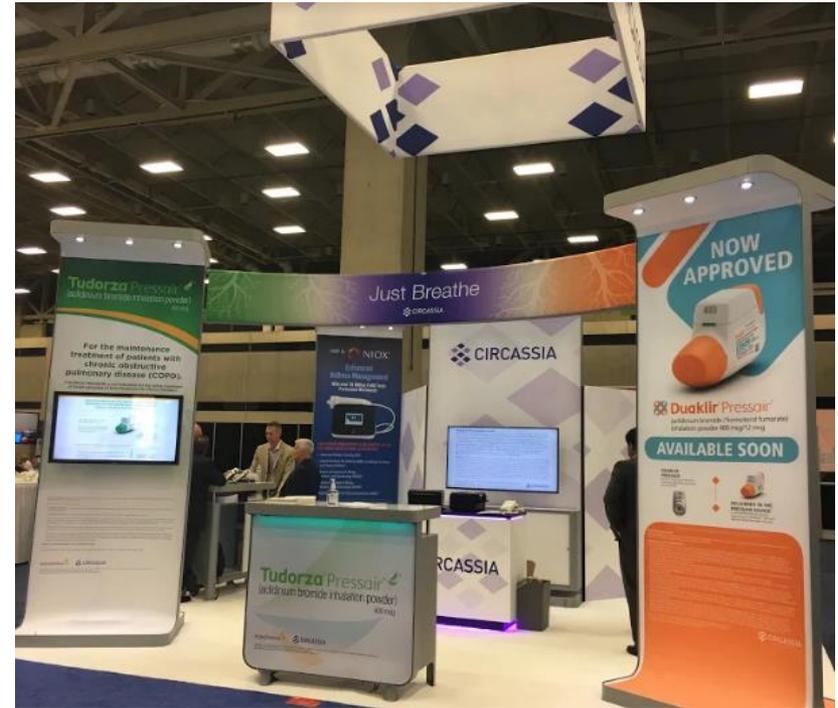


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Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



Circassia Pharmaceuticals - #1912

When presenting multiple solutions, color blocking your messages is a great way to help visitors understand your different solutions. This exhibit also did a great job of connecting their two solutions with the “Just Breathe” header between the graphic panels.



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Before & After: Changes Exhibitors Made

Before & After: Changes Exhibitors Made



BEFORE



AFTER

Lymol Medical Corporation - #3326

Consider all sides of the aisles facing your exhibit when deciding where and how to place your furniture. For Lymol Medical Corporation, simply rotating a table to face the corner, elevates visibility and ease of access for attendees approaching from multiple directions.



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Effective Staffing Practices

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

Effective Staffing Practices



Owlstone Medical Ltd. - #3520

Staffers were walking billboards! Forwards or backwards, staff apparel is easy to identify from multiple viewing points. This smart use of branding connects their brand name with their company name. Very effective!



PF Warriors - #3023

Standing on the perimeter, connected by bright smiles, great energy, and a commitment to offer support, are the PF Warriors. They know what they can offer. Wearing branded shirts, attendees knew who they are.

Effective Staffing Practices



MGC Diagnostics - #3115

So simple, yet so successful! Brightly colored lanyards provide easy identification for staff wearing professional attire. At MGC, the color yellow captures your attention, while the staff captures your interest.



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Inline Success: Small Booths that Rock!

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ndd Medical Technologies Inc. - #3626

The features and benefits of ndd's testing products were very visible, easy to understand, and very straightforward to engage with. Visitors had plenty of room to explore and experiment.

Inline Success: Small Booths that Rock!



Body Vision Medical - #4634

The video and well-pace signage made it very clear what and why attendees should be interested in finding out more about Body Vision Medical.



Envision Physician Services - #3227

Simplicity makes a bold statement. Distinctive colors, bright lighting, and branded staff apparel can be seen across the aisle. Messaging is to-the-point and crystal clear. Together, these present a polished appearance that communicates quickly and effectively.

Inline Success: Small Booths that Rock!



National Heart, Lung, & Blood Institute #4738

This booth used colorful well-lit imagery in multiple areas to deliver information in a variety of ways. Attendees could engage in the way that fit them best.



IDbyDNA, Inc. - #4419

It was easy to understand why IDbyDNA products would be interesting to attendees. One look at this exhibit backdrop invited visitors to stop and learn more.



Thank You for Exhibiting at ATS 2019!

***Mark your calendar now for ATS 2020,
May 15-20, 2020, in Philadelphia, PA***

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



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