



"Best of Show" Contest Award Winners
Selected by the E³ Exhibiting Effectiveness Evaluation Team

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ATS 2022 wants all exhibitors to showcase their products and services
in the most creative and effective ways possible.

The "Best of Show" awards were created to encourage and support the efforts of exhibitors who go above and
beyond normal expectations to deliver outstanding exhibit experiences to our visitors.

Winners were selected based on careful examination of critical exhibiting criteria, and awards presented to
exhibits in the following categories: Large Island Exhibit (400 sq ft+), Peninsula Exhibit (200-300 sq ft), and
Inline Exhibit (100-300 sq ft)

Congratulations to each winner for being selected as "Best of Show"



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



Judging Criteria

- **Attention Grabbing:** Exhibit design grabs visual attention of visitors. Use of color, lighting, imagery, A/V, motion, compliant sound, materials, and props.
- **Clear Value Proposition:** Graphics and/or A/V clearly and visually communicate what the company offers and why visitors should be interested.
- **Interactive Visitor Experience:** Products/services thoughtfully displayed in an appealing, interactive and informative manner, compelling visitors to engage.
- **Exhibit Staff Behaviors:** Booth is staffed at the proper level, and behaviors are proactive and positive.



Large Island Exhibits

Winner: **Boehringer Ingelheim
Pharmaceuticals, Inc.**

Runner-Up: **Regeneron and Sanofi**

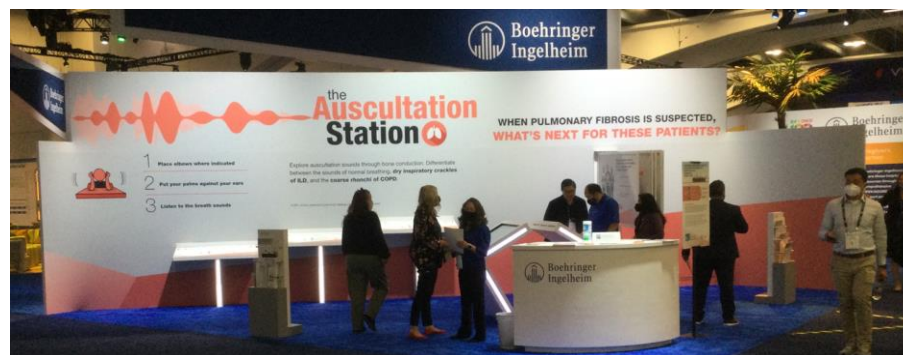
Best of Show: Large Island Exhibits
Winner : **Boehringer Ingelheim Pharmaceuticals, Inc.**



Boehringer Ingelheim Pharmaceuticals, Inc. : A primary key to success in any trade show is the ability to capitalize on key trends. Boehringer Ingelheim recognized that Thoracic Doctors would likely welcome an “escape’ following the stress of the past two years, so they created one using warm colors, textures, tastes and smells (fresh flower beds) to welcome their guests. Then, they engaged them with unique and interactive storytelling vignettes around the exhibit, and facilitated all types of meetings through smart selection of comfortable furnishings in both private and open settings.

Best of Show: Large Island Exhibits

Winner : **Boehringer Ingelheim Pharmaceuticals, Inc.**



Boehringer Ingelheim Pharmaceuticals, Inc. (Cont.): The impact of this exhibit was indeed far-reaching, and even the back corner vignettes brought attendees into the middle of the action with cleverly designed information stations like the “Auscultation Station” seen above. Here, visitors touched, listened and felt as the interactions brought each message point to life. Finally, as a backdrop to their intimate conversation areas, Boehringer Ingelheim placed relevant statistics in bold typeface on the wall behind each area to spark further interest and conversation. All brilliantly done.

Best of Show: Large Island Exhibits Runner-Up: **Regeneron and Sanofi**



Regeneron and Sanofi: Absolutely unforgettable. The blood vessel walk-thru tunnel was simply a show-stopper. But there was far more to this outstanding exhibit. Floor decals pointed visitors to explore many aspects of the exhibit, and open relaxing conversation areas were supported by unique hospitality beverages, created right before your eyes. A/V monitors were sprinkled throughout the exhibit, enticing visitors to ask more questions and explore deeper, and the animated LED displays were constantly changing on both the tunnel and overhead sign. Superb.

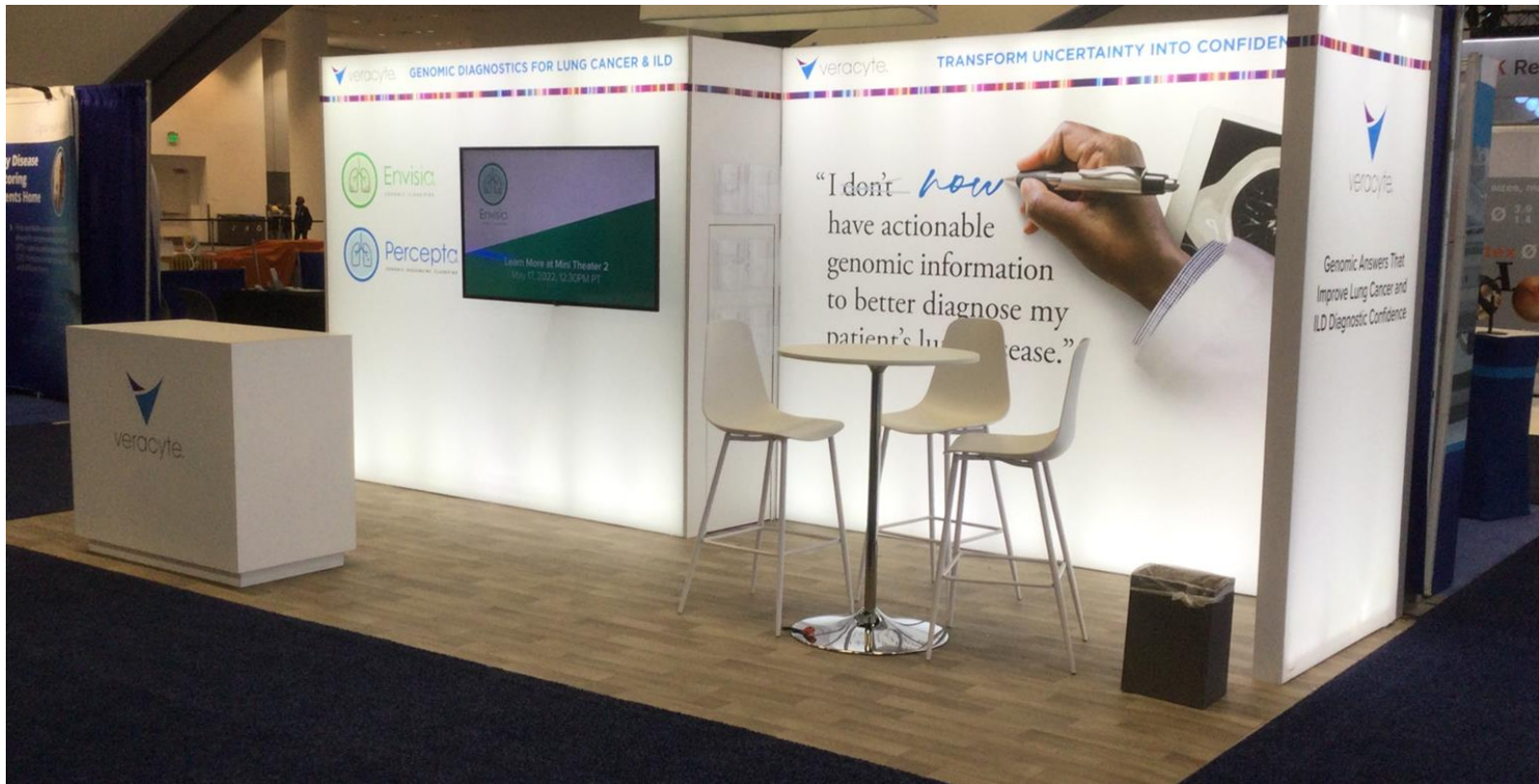


Peninsula Exhibits

Winner: Veracyte, Inc.

Runner-Up: Liquidia

Best of Show: Peninsula Exhibits Winner : **Veracyte, Inc.**



Veracyte, Inc.: This peninsula exhibit was clean, brightly lit, and displayed clear & concise headlines with an intriguing value proposition. Their statements were backed up with an eye-level A/V display that went into greater detail about their product breakthrough, and the hidden closet accommodated personal items -- nothing interfered with their powerful brand statement.

Best of Show: Peninsula Exhibits Winner : **Veracyte, Inc.**



Veracyte, Inc. (Cont.): Trade shows are all about “making memorable face time” with visitors, and Veracyte did that, and more. By teaching important points, and showcasing their innovative product breakthrough, Veracyte created memories visitors will more easily recall after the show. And by keeping their demonstrations simple and brief, visitors were left wanting more.

Best of Show: Peninsula Exhibits Runner-Up: **Liquidia**



Liquidia: the Liquidia exhibit was immediately striking and beautiful with its clean lines, red & blue accent lighting, and perfectly placed A/V monitor. The open space was welcoming for visitors and all clutter and personal items were kept out of sight, allowing the strong brand statement to come through. Visitors were welcomed with tasty treats and invited to linger for further exploration.

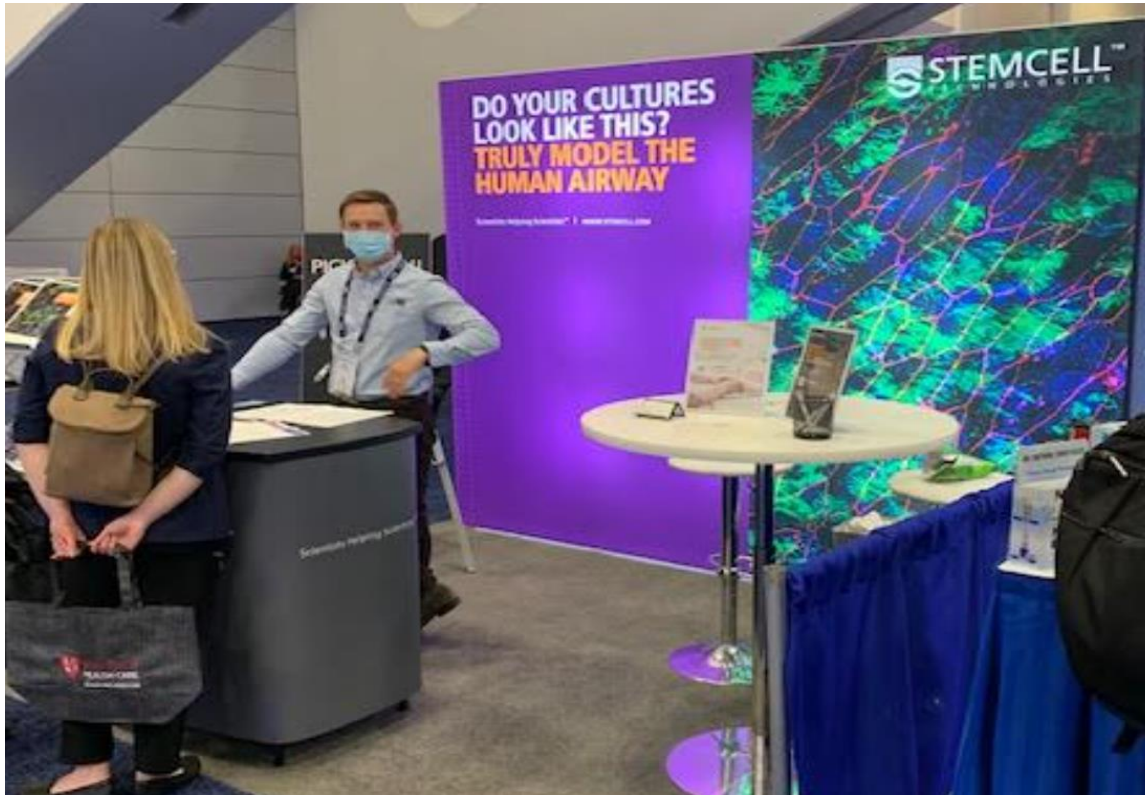


Inline Exhibits

Winner: STEMCELL Technologies, Inc.

Runner-Up: Signifier Medical

Best of Show: Inline Exhibits
Winner : **STEMCELL Technologies, Inc.**



STEMCELL Technologies, Inc.: It can be challenging to have your value proposition clearly understood in a small compact booth space. Stem Cell Technologies used a probing question as a headline, and placed it at the top of their colorful backlit backdrop for maximum visibility. Their color choices were both unique, yet appropriate to the company and the industry, and they kept their corner location open and inviting for visitors to stop by, and explore their concepts deeper.

Best of Show: Inline Exhibits
Winner : **StemCell Technologies**



STEMCELL Technologies, Inc. (cont.): In addition to their intriguing and attractive exhibit, they featured an interactive activity that challenged visitors to evaluate how much they knew about visualization. This simple activity, promoted on an inexpensive easel, caught the attention of many visitors, and brought the company's story to life in a way that could not be duplicated except live and in person.

Best of Show: Inline Exhibits Runner-Up: **Signifier Medical**



Signifier Medical

This small booth is firing on all cylinders. They use light and movement in A/V to attract attention. The time lapse video helps communicate their expertise and establish credibility in the industry. In addition, they have products on display both in and out of the packaging and demonstrated the products on a staffer. The back wall is clear and concise and the messaging is well placed.



Thank You for Exhibiting at ATS 2022!

***Mark your calendar now for ATS 2023,
May 19-24, 2023, in Washington D.C.***

We hope this contest and report inspires you to bring your creativity and great execution to next year's show so we can recognize your company too.



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