



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

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As a value-added exhibitor service, ATS 2022 provided all exhibiting companies with the award winning E³ Exhibiting Effectiveness Evaluation.

While conducting the evaluations, we looked for exhibits throughout the show displaying 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 many effective exhibiting practices observed at ATS 2022. *Enjoy!*



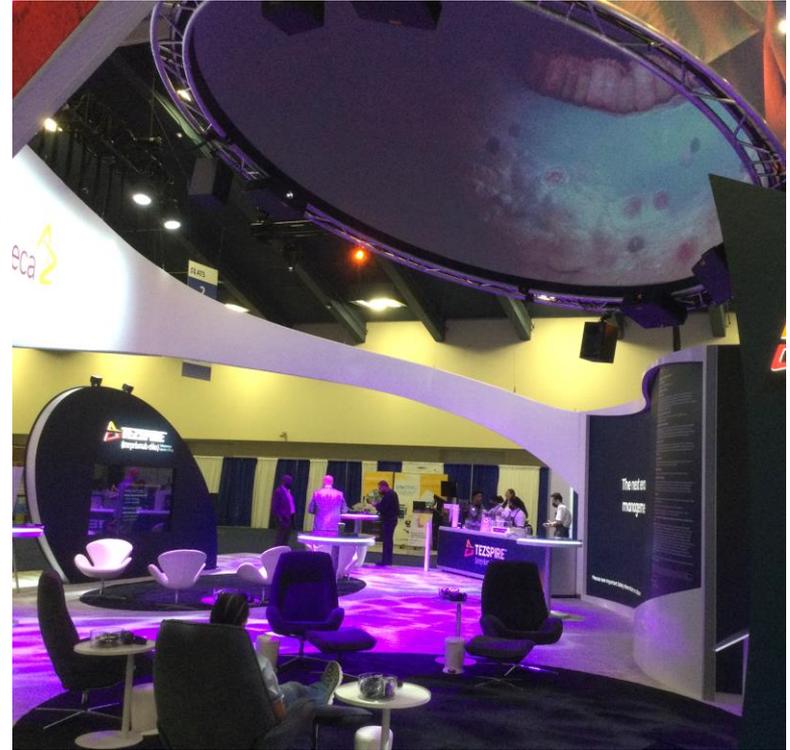
Exhibiting Effectiveness Evaluation™
Improving Exhibitor ROI & Attendee Exhibit Hall Experience



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



Amgen/AstraZeneca

Beyond the eye-catching “wow” factor of this exhibit, Amgen/AstraZeneca featured an amazing and immersive “sound dome” multi-sensory experience. Visitors sat in comfortable recliners and were immersed by the sights and sounds emanating from the large overhead dome. Incredible.

Creative Attention-Grabbing Techniques



Viatris | Theravance Biopharma

This was among the coolest “talk-of-show” things seen at ATS 2022. The hospitality stand at the Viatris / Theravance exhibit not only made you coffee, but put your own picture right in the foam. Visitors were carrying these throughout the show and the buzz it created was Venti-sized “HOT”.

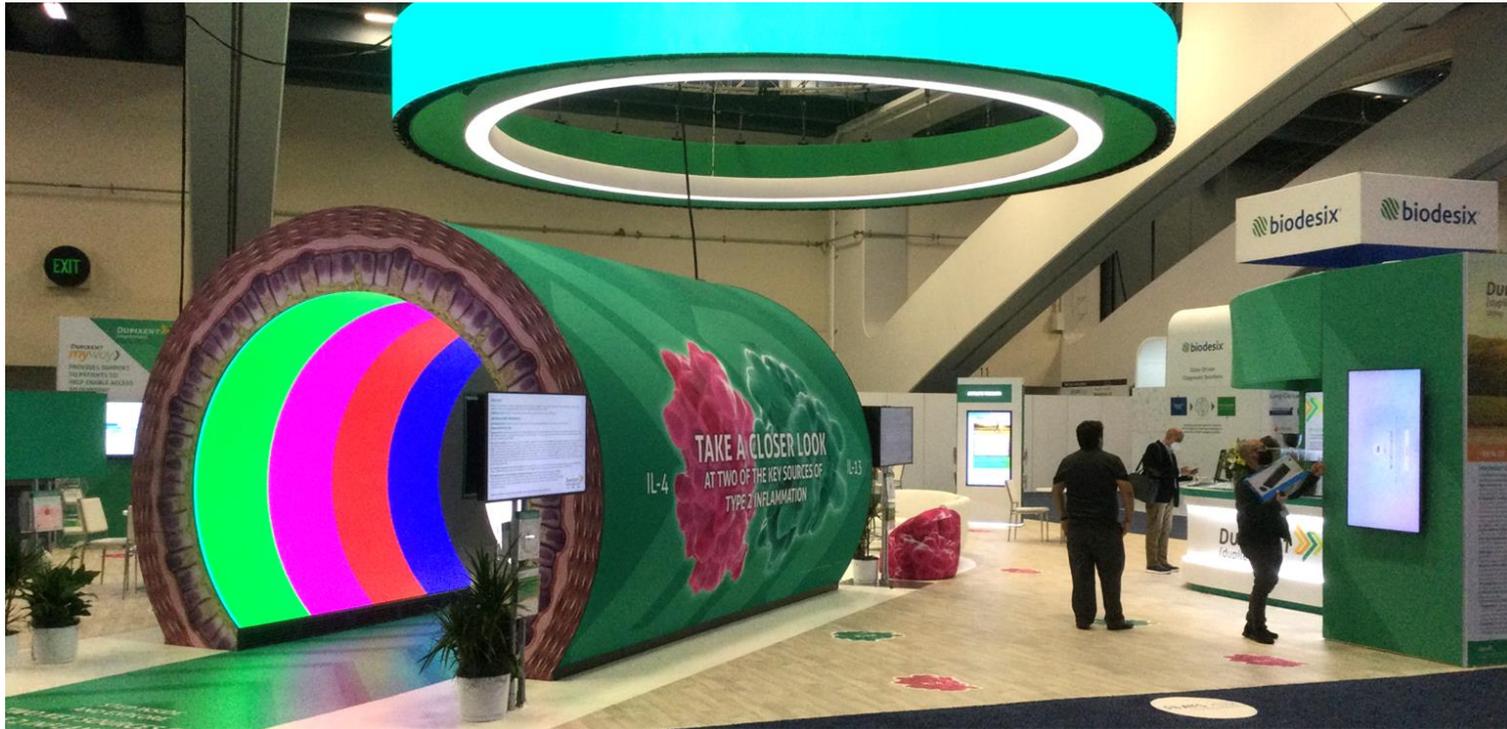
Creative Attention-Grabbing Techniques



Boehringer Ingelheim Pharmaceuticals, Inc.

Appealing to all 5 senses, Boehringer Ingelheim created a stunning experience that transported visitors to a SF/Lombard St. escape. The lighting, props, furniture, and demos were at once relaxing, exhilarating and informative. The experience allowed visitors - many of whom felt overworked from the past two years, to breathe and reset. A spectacular exhibit achievement.

Creative Attention-Grabbing Techniques



Regeneron and Sanofi

The walk through “blood vessel tunnel” at Regeneron and Sanofi was a real showstopper. Live high def animated Led lights completely immersed and surrounded visitors, transporting them inside a blood vessel. Visitors often stopped to pose for photos here -- a sure sign the tunnel experience was worth remembering. After this, visitors learned the details about how the products worked.

Creative Attention-Grabbing Techniques



Mallinckrodt Pharmaceuticals

Mallinckrodt Pharmaceuticals created an entire urban environment to showcase their products, complete with street lamps, park benches, manhole covers, and fire hydrants (cleverly disguised hand sanitizer dispensers). Purple lit glass blocks and faux brick walls completed the look. A unique experience.

Creative Attention-Grabbing Techniques



Genentech

Genentech wanted to feature multiple tidbits of insight relevant to their product story. To accomplish this, they placed each information bit on a 3D bubble which added texture and interest to the display, inviting visitors to come in and take a closer look to learn more.

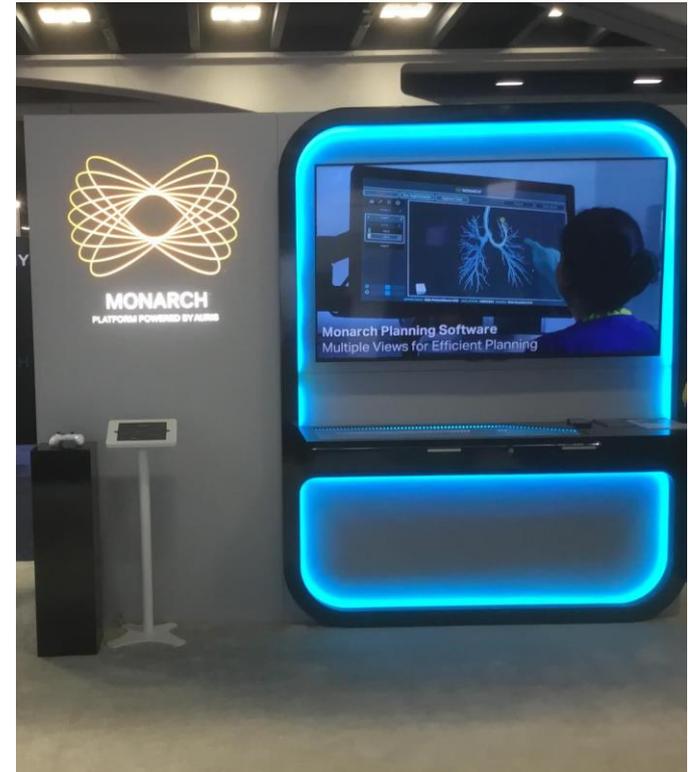
Creative Attention-Grabbing Techniques



Genentech/Novartis

Familiar objects posed in new and interesting ways can be a great way to capture attention. The oversized backlit caplets at Genentech/Novartis did just that. Definitely a “head-turner”.

Creative Attention-Grabbing Techniques



Auris Health

Highlighting their Monarch software, Auris Health used bold edge frame lighting to create a soft glow in their whole exhibit. Their interactive game was supported by unique demos around the booth.

Creative Attention-Grabbing Techniques



Regeneron and Sanofi

Lighting effects can play a huge role in capturing and holding a visitor's attention. The headers above Regeneron and Sanofi were constantly changing, giving the exhibit an entirely different feel from moment to moment. This led your eye into the exhibit and the multiple A/V displays.

Creative Attention-Grabbing Techniques



Vertex Pharmaceuticals, Inc

The Vertex Pharmaceuticals, Inc exhibit had the look and feel of an art gallery. The large central sculpture was perfectly framed against the purple backdrop, and the surrounding podiums subtly invited you to step up and engage their demos by using floor decal footprints.



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



Inari Medical

A clear, brief, succinct headline that says exactly what you do works like a billboard on a freeway - stopping traffic at your booth. Inari's well-placed, bold headline is also set against a purple backdrop to enhance visibility, and placed perfectly at the top of the exhibit. Nicely done.

Effective Visual Communications



Viatrix | Theravance Biopharma

It's tempting to take yourself too seriously in a serious field like health care. So, it's refreshing to see a company having a bit of levity here and there. The Viatrix / Theravance group hopes visitors will smile and remember their headline. Do you think it helped visitors remember them? -- "YUP".

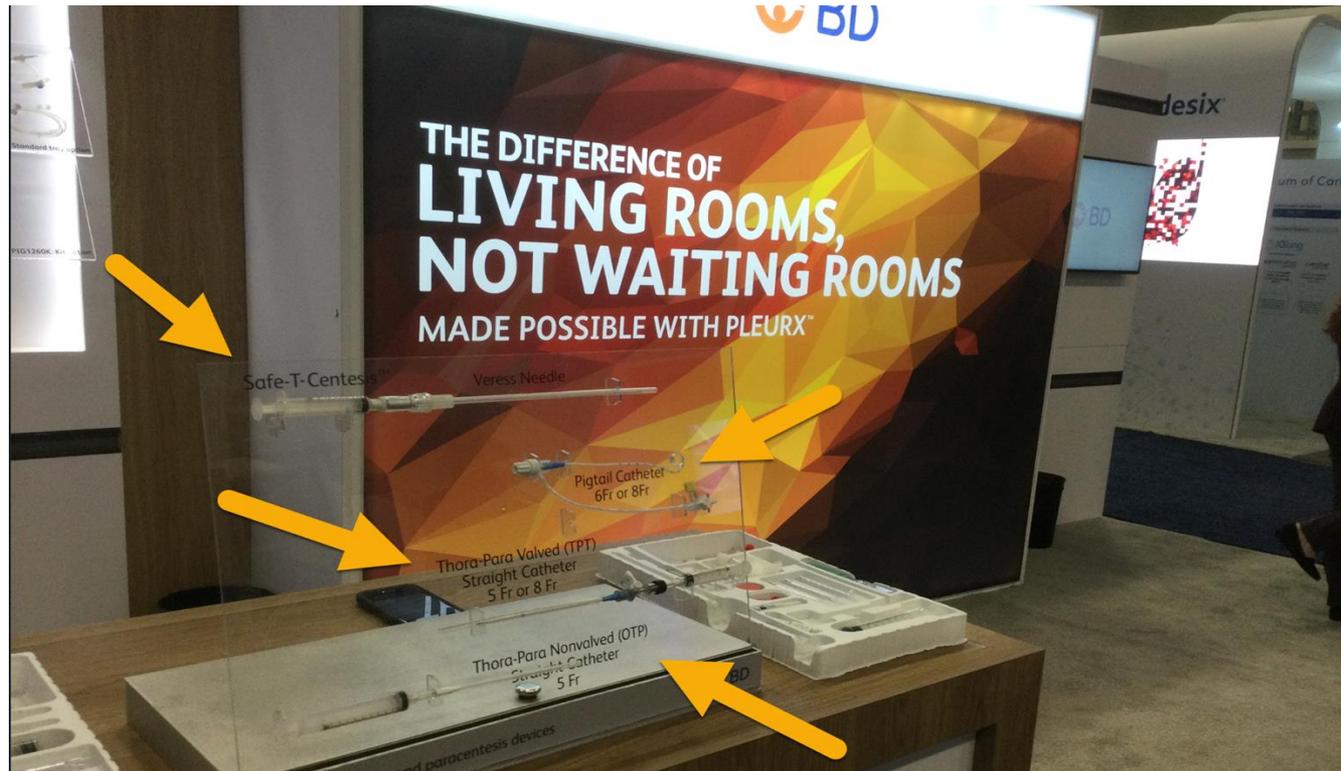
Effective Visual Communications



Regeneron and Sanofi

More and more, exhibitors are utilizing their flooring to deliver key messages to their visitors. Oftentimes, this takes the form of navigating instructions, as Regeneron and Sanofi did to invite visitors inside their “blood vessel tunnel” to explore their product story.

Effective Visual Communications



BD

Although they're hard to see in the photo, BD smartly took the time to label each of the products they brought to ATS. When asked why they did this, they said, "Doctors take photos with their phones, then send text instructions home with this note -- BUY THIS ONE". Very smart indeed.

Effective Visual Communications



Harvard Bioscience-DSI/Buxco

The key information all good graphics should provide are these three points: (1) Who you are, (2) What you do, and (3) Why it's important. HB-DSI/Buxco nails it in clear easy-to-read typeface. They also state the system it was designed for, further helping them zero in on the attendees they truly need to see. This eliminates a lot of wasted time for attendees and exhibitors alike.

Effective Visual Communications



ResMed

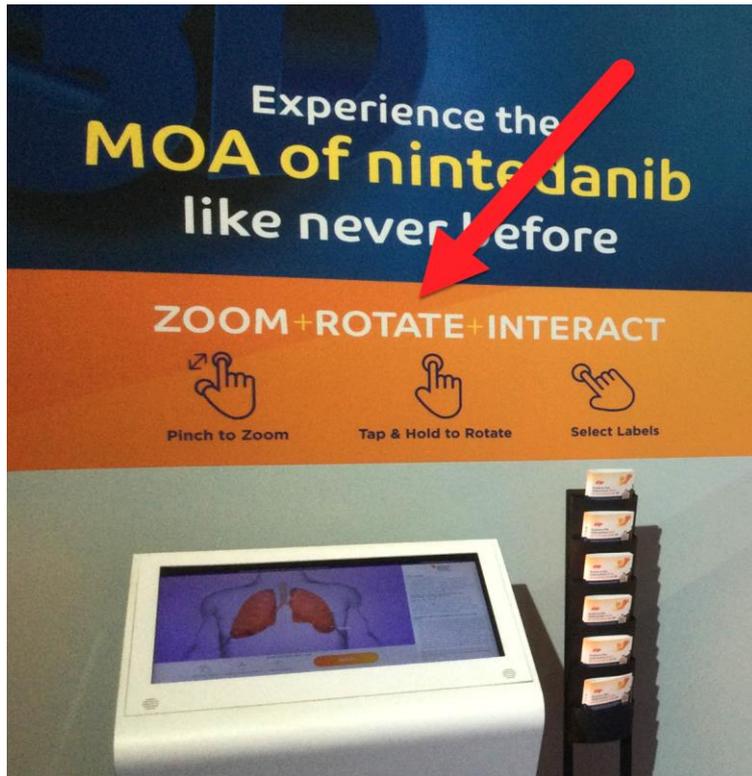
A clear value proposition that strikes a chord with attendees is critical to capturing and holding visitors attention. Then, when you follow that up with easily accessible and well-labeled samples and demos, you've got a sure fire winner. ResMed was right on target with their clear and intriguing main message, supported by demos visitors could easily access.

The logo for ATS 2022 features a stylized blue icon on the left, composed of two overlapping leaf-like shapes. To the right of the icon, the text "ATS" is written in a bold, black, sans-serif font, and "2022" is written in a blue, sans-serif font.

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



Boehringer Ingelheim Pharmaceuticals, Inc.

An often overlooked key to an effective demo is the clarity of instruction. Here, Boehringer Ingelheim Pharmaceuticals, Inc. makes it crystal clear exactly what you're supposed to do. This simple step removes a significant barrier preventing many attendees from engaging with an otherwise intriguing demo.

Engaging & Informative Presentations / Demonstrations



GlaxoSmithKline

The GSK exhibit was outstanding in a number of ways. One thing that stood out was how they planned for engagement and interaction. Theaters, conversation areas and demo stations were scattered throughout the exhibit, and many were placed on the perimeter to subtly invite visitors to stop and engage as they passed by. This often led to impromptu meet-ups and new discussions.

Engaging & Informative Presentations / Demonstrations



Olympus America, Inc.

Olympus America, Inc. staged their demos on large columns placed at the corner of their exhibit. The guided demonstrations brought the endobronchial valve procedure into sharp focus, and allowed visitors to see exactly how Olympus could enhance their surgical practices.

Engaging & Informative Presentations / Demonstrations



Medtronic

Medtronic brilliantly staged a virtual reality experience in the middle of their exhibit. The area was slightly elevated, lit from below, and a clear header sign told visitors exactly what was going on.

Engaging & Informative Presentations / Demonstrations



The Surgical Company Endovision

This exhibitor wanted to show how effective their single use bronchoscope was, so they set up a competition. Then, they used a simple whiteboard easel to keep track of the best times, successfully tapping into the competitive nature of the Doctors who tried it out. A real winner.



Effective Staffing Practices

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

Effective Staffing Practices



Breas

When their shipping company lost their exhibit, the Breas team had to rely on their apparel for brand recognition. Fortunately, they were prepared and dodged a huge bullet in the process.

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Smart Exhibit Access & Attendee Navigation

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

Smart Exhibit Access & Attendee Navigation



United Therapeutics

When you have lots of products, it's important to help visitors quickly find the solutions they're interested in. United did this with 4 edge-lit support columns, with built-in A/V and shelving.

Smart Exhibit Access & Attendee Navigation



Karius

The Karius open layout allowed visitors to see and access the four-sided demo kiosk on the right, while still comfortably meeting in the remaining open space. The consistent colors and unique flooring complemented each other and created the relaxed overall atmosphere.



**In-Line Success:
Small Booths that Rock!**

In-Line Success: Small Booths that Rock!



STEMCELL Technologies, Inc.

An intriguing headline, well-placed, brightly lit, highly visible against the purple backdrop, an open exhibit layout, and an interactive challenge all highlighted the exhibit. This simple yet winning combination insured lots of traffic stopped here throughout the show.

In-Line Success: Small Booths that Rock!



coVita

The small inline exhibit is doing a lot of things very well. Although their backdrop has lots of information, and much of it is placed below the normal sightline, they have done an excellent job to light it well, organize the messages clearly to communicate who they are, what they do and why visitors should care -- and none of it is blocked by other furniture. Very well done.

In-Line Success: Small Booths that Rock!



Signifier Medical

This small booth is very well done. 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.

In-Line Success: Small Booths that Rock!



CAIRE Inc.

The interactive demos and focused product displays highlighted the Caire exhibit. The headline and messages were placed above eye level, to be perfectly visible even while the exhibit was occupied. QR codes allowed attendees to either carry away printed literature or download the information digitally for later use.

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Thank You for Exhibiting at ATS 2022!

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

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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Improving Exhibitor ROI & Attendee Exhibit Hall Experience