



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

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ATS 2023 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: Best Island Exhibit (500 sq ft+), Medium Exhibit (200-400 sq ft), and Inline Exhibit (100-300 sq ft)

Congratulations to each winner for "Raising the Bar" and 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.

 **ATS 2023**

Large Island Exhibits

Winner:

GSK

Runner-Ups:

**Boehringer Ingelheim
Regeneron Sanofi**

Best of Show: Large Island Exhibits Champion: **GSK**



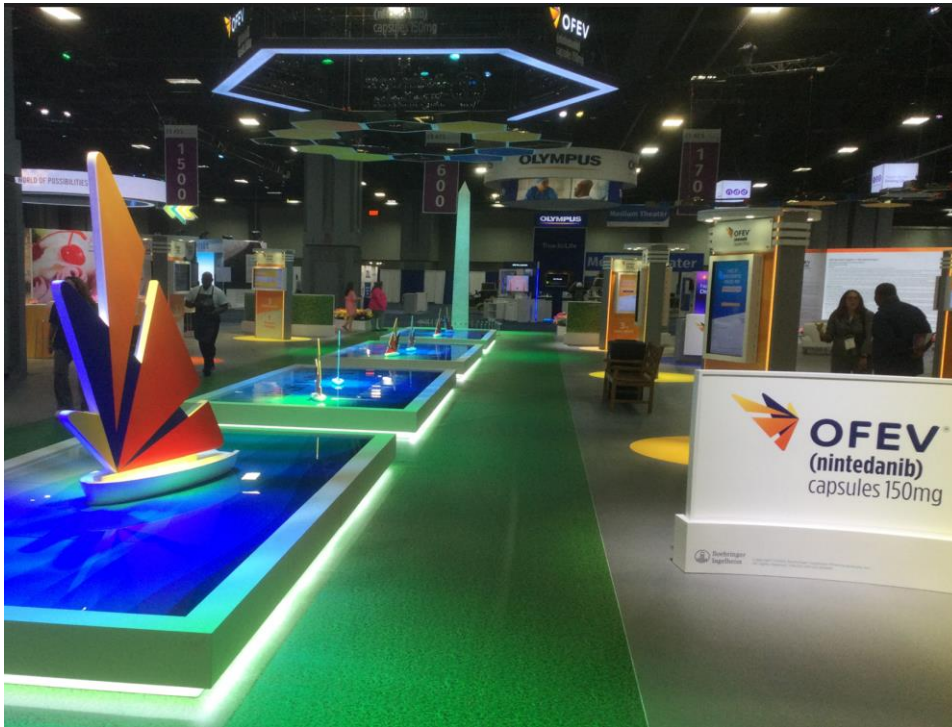
GSK: The GSK exhibit was outstanding in so many ways. Starting from the top, the entire exhibit space was ringed by a large orange, hanging banner, which clearly defined the space, and controlled the sight lines of visitors within their exhibit. The space itself was divided into many different and intimate vignettes, each of which served to communicate a specific product or concept. Many of these vignettes were designed to be interactive demonstrations and included everything from virtual reality to 3-D graphic holograms, and interactive puzzles.

Best of Show: Large Island Exhibits Champion: **GSK**



GSK (Cont.): The front of the exhibit was highlighted by a large purple new product introduction area, also several meeting areas, defined and set aside for in-depth discussion. The impact of this exhibit was both visually stunning, yet each individual part of the exhibit provided in-depth individual learning opportunities for visitors -- delivered with imagination and clarity. For a large company like GSK, this exhibit represented an outstanding effort to communicate the breadth and depth of its product line and offerings.

Best of Show: Large Island Exhibits
Runner-Up: **Boehringer Ingelheim**



Boehringer Ingelheim: Wow. Outstanding theming and attention to detail transported guests right into DC during springtime, complete with the Washington monument and blossoming cherry trees. Once immersed, guests could learn about the products via touch screen panels, and even be treated to cherry flavored ice cream. There was ample space for both exploring (with tons of photo ops) and sit-down meetings for in-depth discussions. An outstanding all-around exhibit.

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



Regeneron Sanofi: This was another outstanding example of how to transport guests to a whole different way of looking at the product. Instead of focusing on the clinical data and technical aspects of their product, Regeneron Sanofi instead decided to focus on how their treatment would make patients feel -- and breathe easier. Their immersive theater experience included a cool breeze effect that intentionally encouraged visitors to breathe deeply and feel the relaxation, exactly how patients feel after successful treatment. A brilliantly designed and executed exhibit.



Small Island Exhibits

Winner:

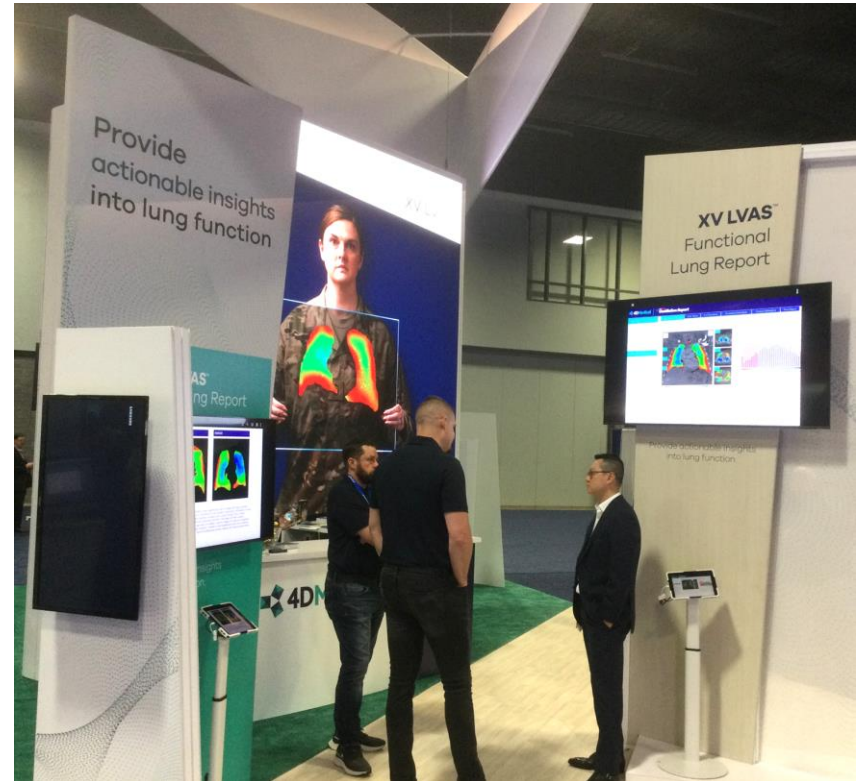
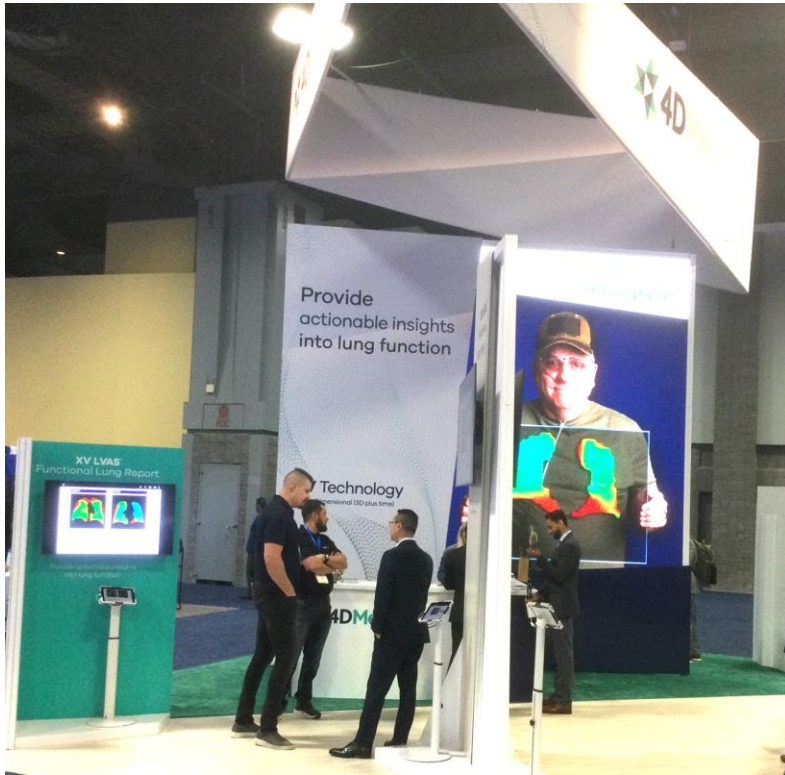
4D Medical

Runner-Ups:

FujiFilm

Insmed: Re-Think

Best of Show: Small Island Exhibits Champion: **4D Medical**



4D Medical: 4D Medical used height to their advantage, making a small footprint appear much larger. The tall walls featured high definition video on a larger than life scale, to demonstrate exactly how their product helped relieve their patients' symptoms. This presentation attracted passersby from all across the show floor. Then, once inside, 4D cleverly designed kiosks to ...

Best of Show: Small Island Exhibits Champion: **4D Medical**



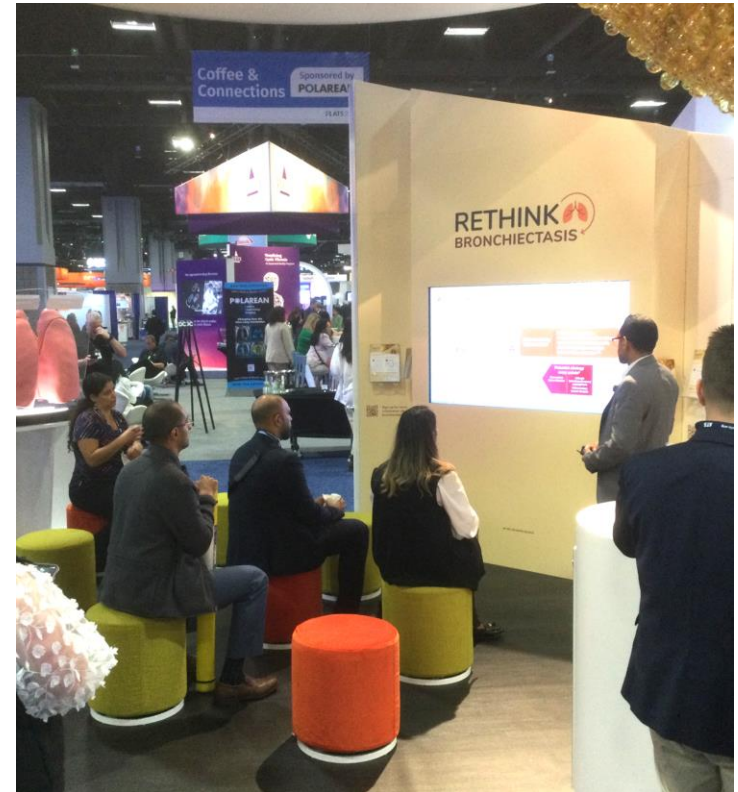
4D Medical (Cont.): show key information via touchscreen tablets linked to larger displays. Areas for longer in-depth meetings and discussions were also facilitated on this efficient small island footprint. But the star attraction at 4D Medical was the tall video display and creatively designed visual content that captured everyone's attention. A real show stopper in every sense of the word.

Best of Show: Small Island Exhibits Runner-Up: **FujiFilm**



FujiFilm: From the top down, this was an excellent example of an exhibit that delivered their message through an excellent hands-on demo. The rotating top sign drew visitors' attention, and the well-staged and well-placed demo at the front of the exhibit delivered the message. The walls brought the message of "Imaging Innovation" to life using quick hits of info to intrigue visitors.

Best of Show: Small Island Exhibits Runner-Up: **Insmed: Re-Think**



Insmed: Re-Think: You couldn't walk past this exhibit without noticing the large gold tornado made from 100's of small spheres, spiraling down into the center of the exhibit space. In this interior space, an intimate theater was staged, with superb interactive demos surrounding it on the perimeter on all sides. A stellar example of how to stage multiple activities in a limited space.



Inline Exhibits

Winner:

Merck

Runner-Ups:

**BD Medical
Niox**

Best of Show: Inline Exhibits Champion: **Merck**



Merck: Beautifully lit, with a clean and open space, Merck effectively communicated their message using a visual that immediately drew your eye into the exhibit. Once inside, interactive panels helped explain and demonstrate the product features and benefits, while maintaining the exhibit's clean and open atmosphere. Exactly what a small exhibit needs to do. Well done.

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



BD Medical: The keys to success for smaller exhibits are summed up by BD Medical's outstanding small booth. First, great lighting to make sure they get noticed. Second, an intriguing headline to captivate passing visitors and give them reasons to stop. And finally -- great interactive demonstrations that allow visitors to touch, see, and learn about all the features and benefits of the products. BD Medical hit a home run with this beautiful inline exhibit.

Best of Show: Inline Exhibits Runner-Up: NIOX



Accurately assess
airway inflammation
at the point-of-care

NIOX: It's rare to see a small (10x10) exhibit that shines like a jewel, but Niox definitely nailed it. The colors, accent lighting, downlighting, and placement of the messaging and video monitor all work together without making the space feel cluttered. Smart uses of QR codes allow interested visitors to access more information instantly, and the side panel (facing the open cross aisle) delivered a clear and concise message about what their product does and why a visitor should be interested. A beautiful example of how to create an effective exhibit in the smallest of spaces.



ATS 2023

Thank You for Exhibiting at ATS 2023!

***Mark your calendar now for ATS 2024,
May 17-22, 2024, in San Diego, CA.***

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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