



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

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As a value-added exhibitor service, ATS 2023 provided all exhibiting companies with the award-winning E³ Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. We want to congratulate the 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 we observed at ATS 2023. *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



Astra Zeneca

With a backdrop of DC landmarks on the large panel, photos were taken of attendees breathing freely atop the motorcycle. They received their photo memory with branded banners, becoming walking brand ambassadors. When not in use, the large AV panel scrolls to a blank branded page to support product messaging.

Creative Attention-Grabbing Techniques



Inmed: Rethink Bronchiectasis

The large tornado, made from 100's of small spheres was a show stopping attention grabber. It created curiosity to find out more, which was delivered in their in-booth theater, where experts presented relevant in-depth presentations about the products and their benefits.

Creative Attention-Grabbing Techniques



Illuminate

When your product name is “Illuminate” you’d better not show it in a dark booth. Illuminate effectively harnessed the power of backlighting to make their 10x20 exhibit really shine.

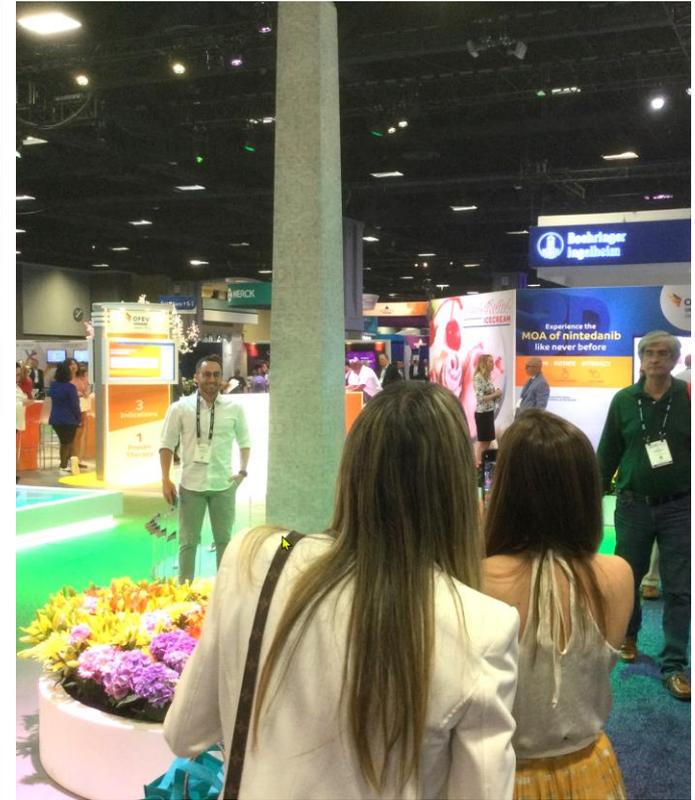
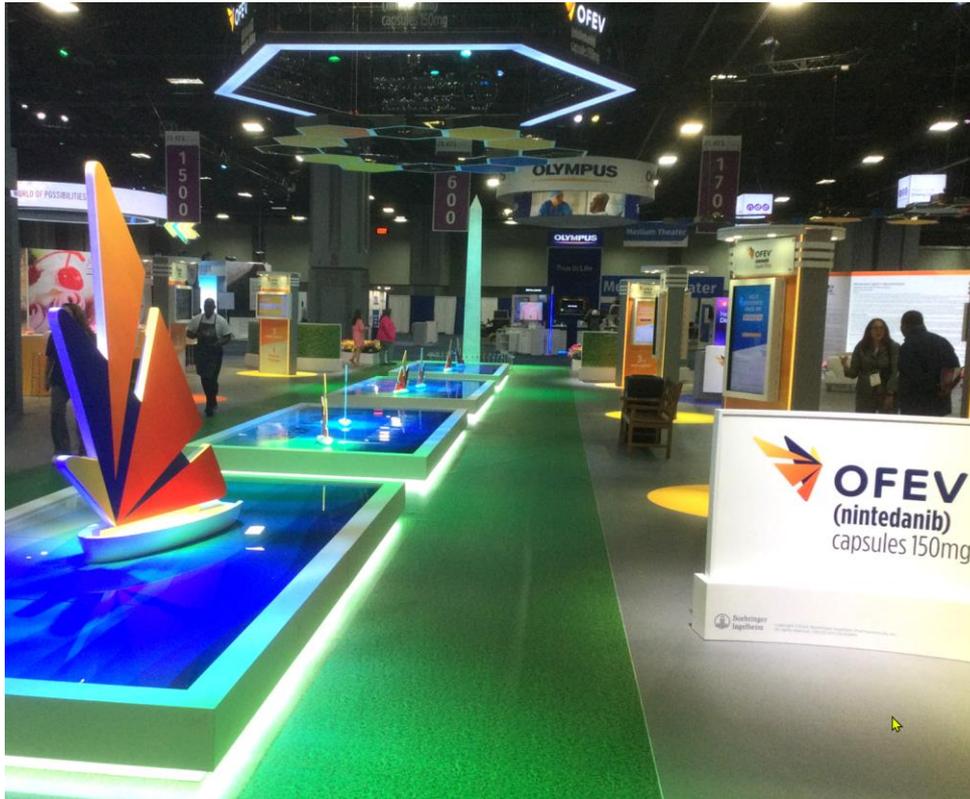
Creative Attention-Grabbing Techniques



Regeneron/Sanofi

Wow. The experience of being in the Regeneron/Sanofi exhibit was transforming. Soothing music and lighting accompanied the multiple vignettes that delivered informative product data amid relaxing, almost spa-like ambience. Every detail of the exhibit was focused on how the patient feels after successful treatment. A unique approach, executed with great flair and style.

Creative Attention-Grabbing Techniques



Boehringer Ingelheim

One good measure to judge whether your exhibit attracts attention, is by the number of attendees who take selfies there. The BI exhibit provided a ton of photo ops, and visitors took full advantage, extending the exhibit's impact well beyond the confines of the show.

Creative Attention-Grabbing Techniques



Inspire

When designing attention grabbing exhibits, simpler is usually better. Here's a great example of a simple, yet stunning small exhibit that turned heads throughout the show. And they only used three words.



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



Polarean Imaging

Effective use of scale and technology. Large AV screens are highly visible and draw attention across the aisles. Side screens present messaging, while center screen presents a full scale image to reference for discussions. Copy showing FDA approval is effective for product promotion.

Effective Visual Communications



Astra Zeneca: Breztri

The side of the booth was dedicated to a trio of 3x6 backlit graphics that morphed into different sets of messages. The copy helped attendees focus on important company data and ideas.

Effective Visual Communications



Genentech/Novartis

Big visuals are always an effective way to make your messages larger than life. The oversized video wall at Genentech/Novartis cycled through a series of animated messages and drew the attention of lots of eyeballs at the show.

Effective Visual Communications



Fungitell

Fungitell created an outstanding combination of illustrations and copy to deliver a compelling visual. The graphics were effective at attracting prospects to the booth and educating them about Fungitell offerings.

Effective Visual Communications



GSK

With a red ribbon in place, in front of a 3 dimensional brick wall, first day excitement was created in the GSK exhibit, as a ribbon cutting ceremony was held for a new product introduction. This was an effective way to present unique product features to their target audience in the moment.

Effective Visual Communications



Phoenix Children's Hospital

Bright bold primary colors on a white background perfectly convey the playful mood of “Childhood.” The simple message to “Grow With Us” implies exactly what Phoenix Children’s Hospital was here to do -- recruit. This direct message was then perfectly supported by the A/V.

Effective Visual Communications



BD Medical

Recognizing and highlighting a key point of difference can make all the difference in the success of an exhibit. BD Medical's headline communicated exactly where their products are used, and by so doing, the benefits to patients of this one point of difference. Excellent work.

Effective Visual Communications



Vyaire Medical

Large scale messaging, placed in the center and above the exhibit is highly visible because of the unique font choice. Messaging is creative, drawing interest, while at the same time supports the product goals.



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



Yupelri

Yupelri focused on multiple educational opportunities around the booth in addition to gamification that ended in generous corporate contributions to charity. The staff was engaged in the strategies as well.

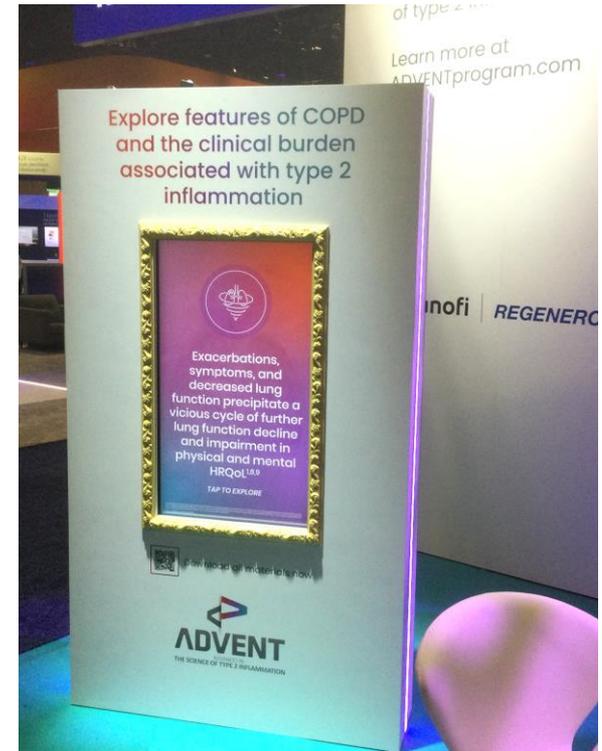
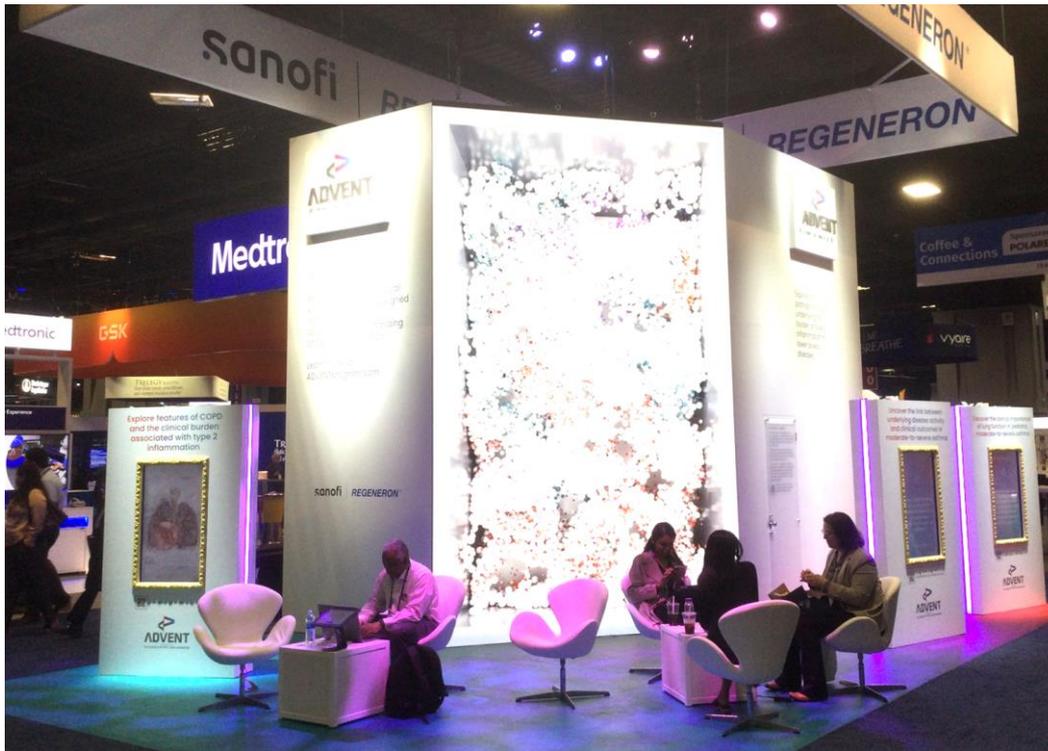
Engaging & Informative Presentations / Demonstrations



GSK

When designing a interactive demo, you can't assume visitors will know what to do or how to start. GSK's virtual reality experience demo began with a touch screen panel, clearly labeled "Touch Here to Play." This effectively bridges the gap between the presentation and the potential visitor, who might otherwise hesitate to get involved. A simple, yet essential step to fully engage them.

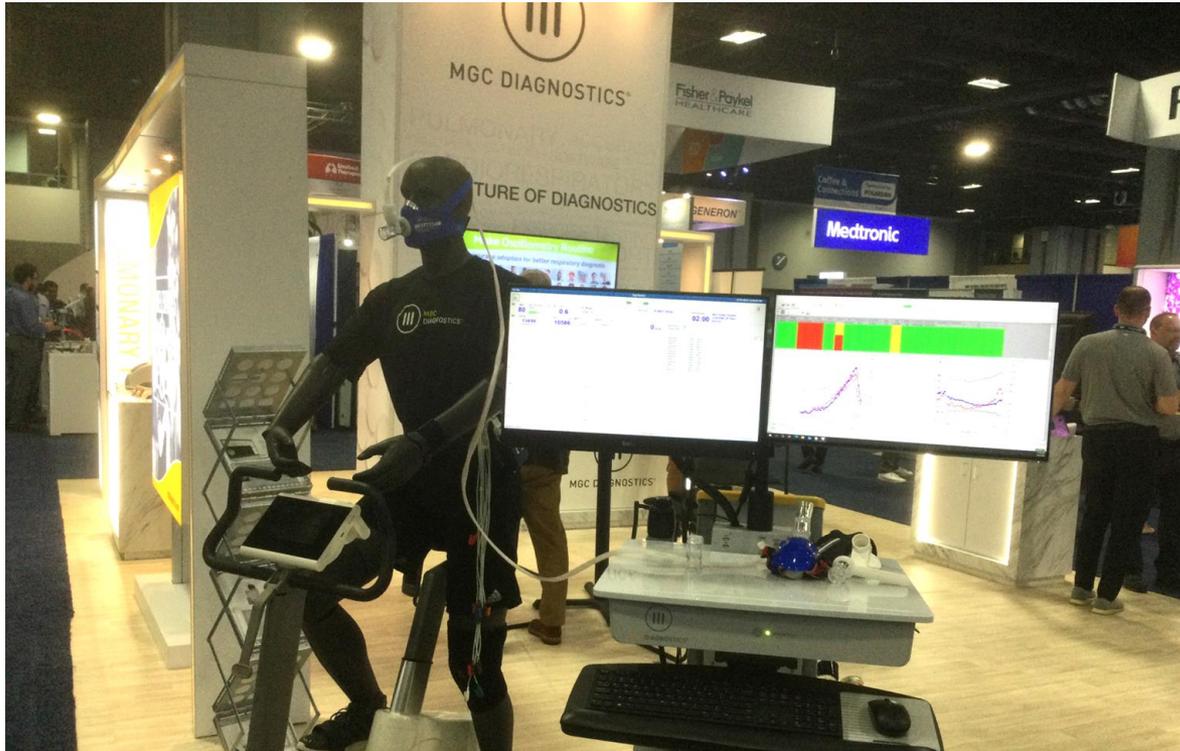
Engaging & Informative Presentations / Demonstrations



Regeneron/Sanofi

Notwithstanding the spectacular exhibit design, the real stars of this exhibit were the interactive “artwork” frames, beautifully framed and placed to mimic fine art in a museum gallery. Not merely inviting guests to interact, but elevating the value of the product to the status of artwork.

Engaging & Informative Presentations / Demonstrations



MGC Diagnostics

When staging a demonstration, often times it's helpful to show exactly how and where the product will be used. MGC Diagnostics did a fabulous job of communicating these important aspects of their products, with a silhouette mannequin perched on the exercise cycle. Brilliant.

Engaging & Informative Presentations / Demonstrations



Fujifilm

AV demonstrations and image board are very effective in showing unique features of the products. Demonstrations are placed well facing the aisles, adding ease for attendees to review information, while staff address attendees interests.

Engaging & Informative Presentations / Demonstrations



Flexicare

AV and product demonstrations were very effective, conveying information in a useful and memorable way. Stations placed in the front of exhibit offer ease for access for attendees to use and view products presented. AV messaging offers product support and are very effective in showing unique features of the products. Demonstrations are placed well facing the aisles, adding ease for attendees to review information, while staff address attendees interests.

Engaging & Informative Presentations / Demonstrations



Ethicon

Thoughtful placement of products and AV screens, allows enough room and visibility for both staff and attendees to access products and participate in the demonstrations.



Effective Staffing Practices

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

Effective Staffing Practices



GSK

With multiple business units featured throughout this large island exhibit, the staff added great visibility by wearing apparel coordinating with each brand and section.

Effective Staffing Practices



MGC Diagnostics

The exhibit team wore bright yellow branded lanyards to support the company's color scheme. This small accessory made it easy for visitors to find and identify the staff as they entered the exhibit.

Effective Staffing Practices



Precisionary Instruments

Sporting their black and gold color scheme, the team at Precisionary Instruments were also actively qualifying and capturing leads at a breakneck pace. Their enthusiasm and upfront demo placement created a “buzz” that extended throughout the hall. A great effort by this new exhibitor.



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

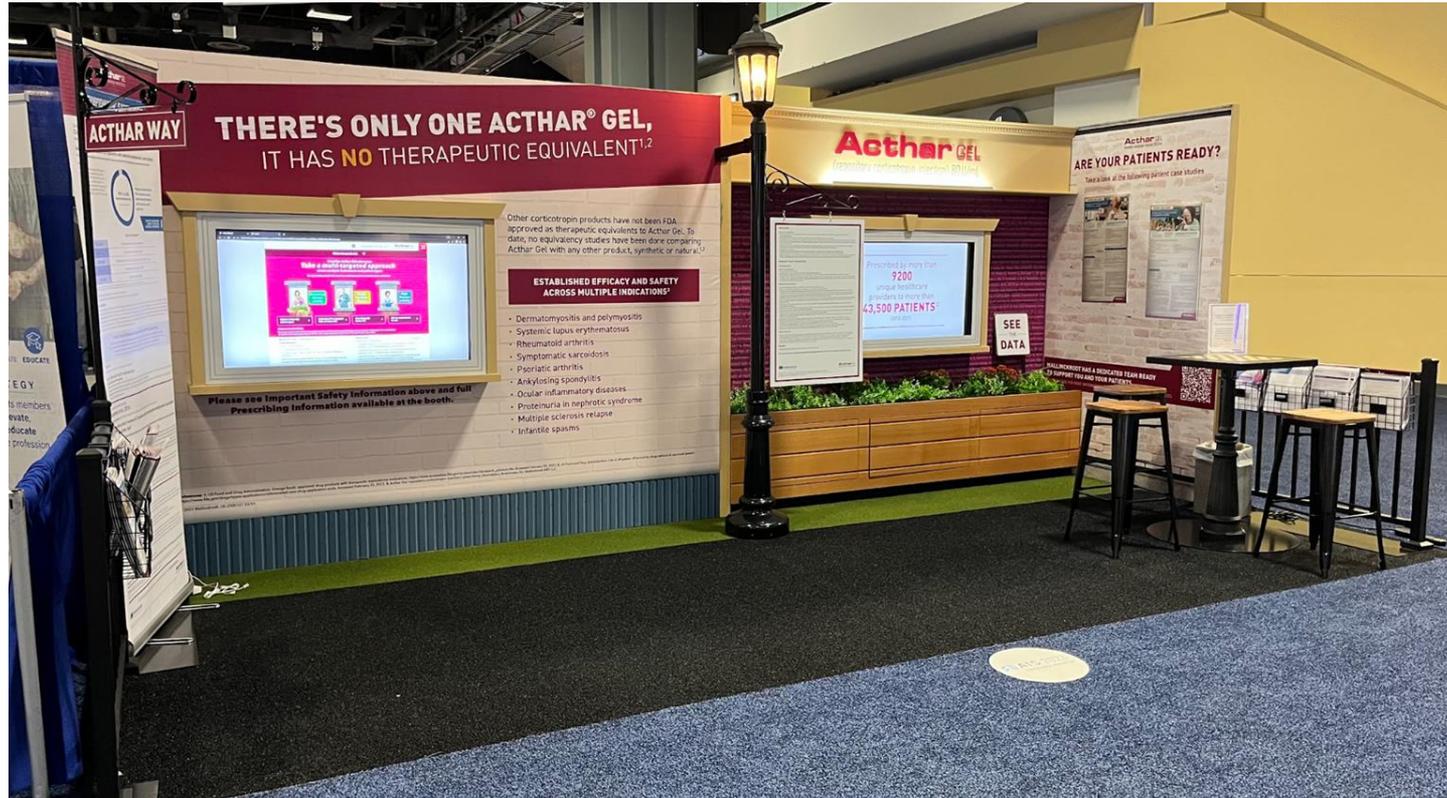
In-Line Success: Small Booths that Rock!



Enzyvant

Effective use of imagery, branding, and dramatic lighting made this 10 x 10 exhibit stand out. Soft colors and finishes add depth, without diminishing sense of scale within this inline exhibit.

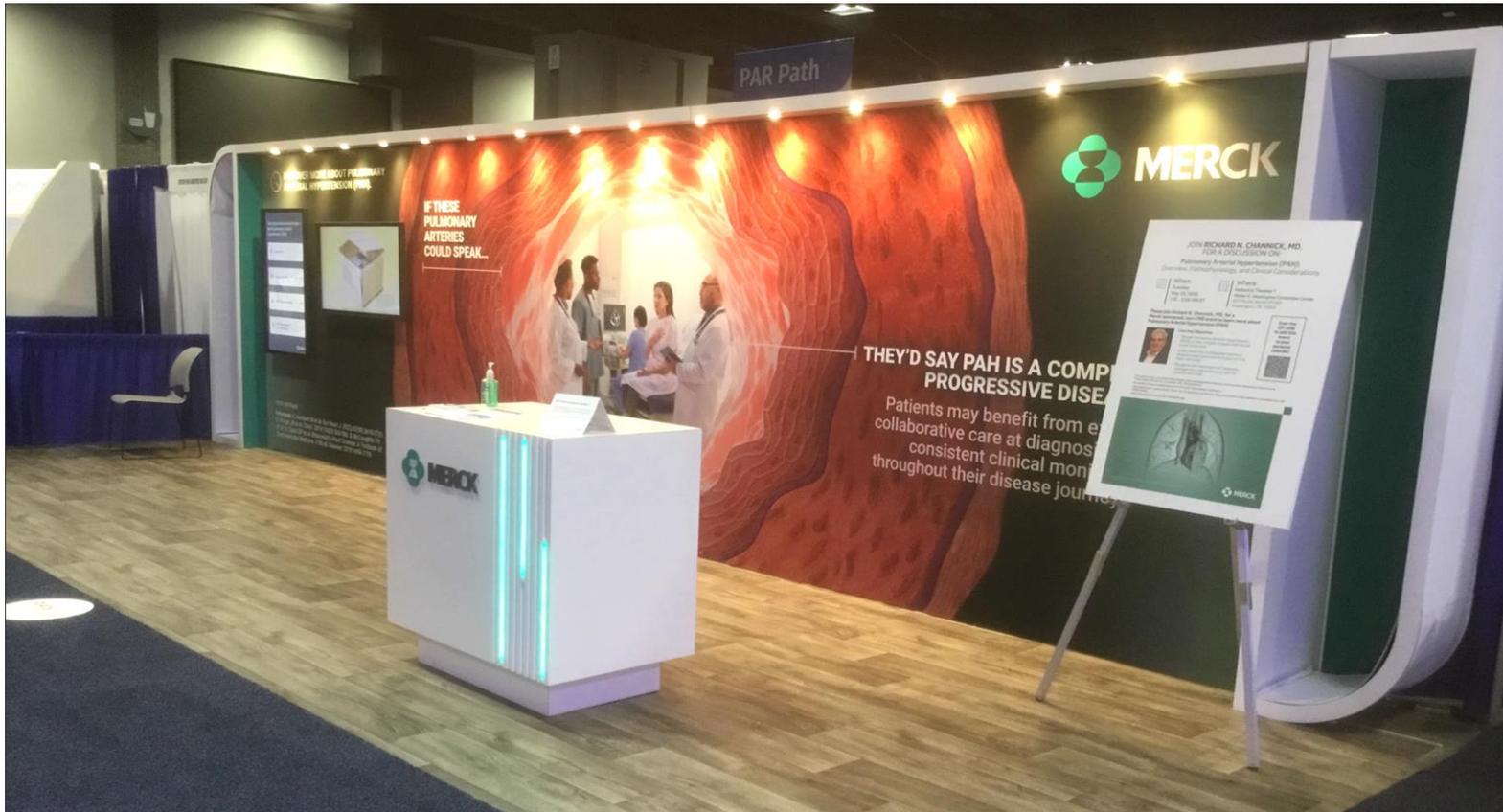
In-Line Success: Small Booths that Rock!



Mallinckrodt Pharmaceuticals

The presentation of Acthar Town provided a theme and motif for this eye catching exhibit. The use of finishes and lighting were purposeful and compelling. Placement of banner messaging offers great visibility. Exhibit is inviting and easy to enter and navigate.

In-Line Success: Small Booths that Rock!



Merck

The brightly lit back wall was both captivating and intriguing to visitors, who then found interactive touchscreens when they entered this clean and professionally stunning exhibit. Well done.

In-Line Success: Small Booths that Rock!



PracticeLink

PracticeLink had an outstanding booth especially considering its 10x10 footprint. The booth was packed with information including video, graphics, a game and gift reinforcement.

In-Line Success: Small Booths that Rock!



American Academy of Sleep Medicine

Structures and product information, placed diagonally within this corner exhibit are highly visible and easy to access from both sides of the aisles. Consistent color placement and branding adds to exhibitor identification in the hall.

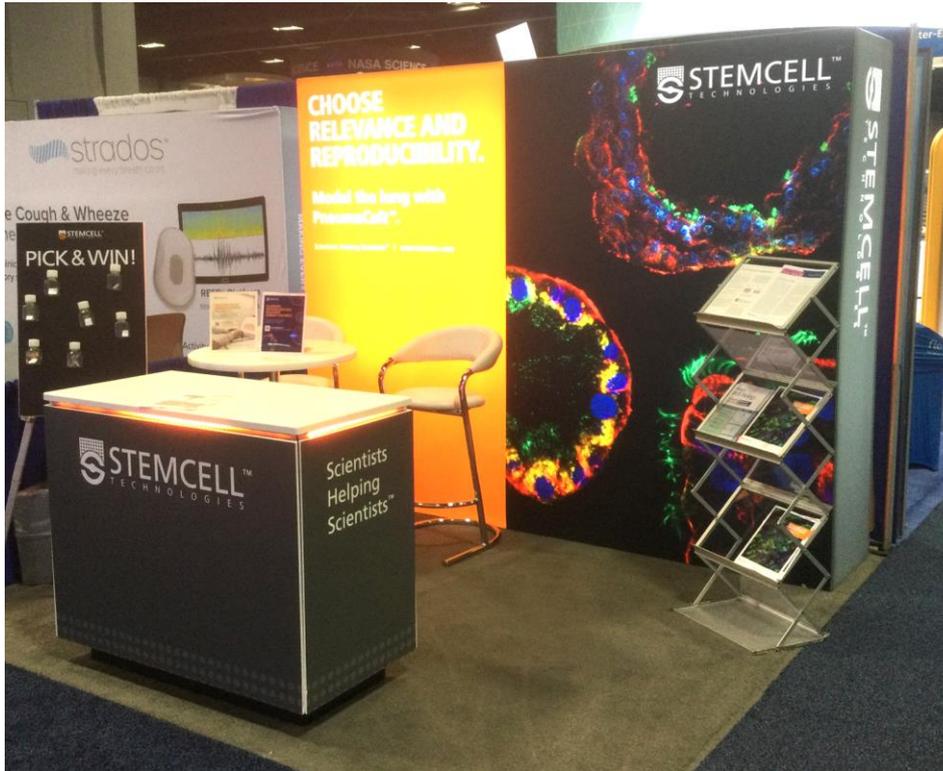
In-Line Success: Small Booths that Rock!



Clario

Here's yet another example of a beautiful professionally designed and built small exhibit. The choice of colors was perfectly complemented in the design and composition of the A/V display, which immediately drew your attention with its purple motif.

In-Line Success: Small Booths that Rock!



Stemcell Technologies

Wow. Here's another brilliant example of how to make a small exhibit stand out using lighting effects. Stemcell's 10x10 corner exhibit took full advantage of colorful imagery and orange/gold lighting to bring their small exhibit to life.



ATS 2023

**Thank You for Exhibiting at
ATS 2023!**

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

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