

# Stand-Out Exhibits at AAO 2019

AAO 2019

## 32 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team

*By Jefferson Davis and Bob Milam of Competitive Edge Training*

As a value-added exhibitor service, the Academy provided new exhibiting companies with the TSE Gold 100 award-winning E<sup>3</sup> Exhibiting Effectiveness Evaluation.

While conducting evaluations, the evaluators 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 AAO 2019.

*Enjoy!*

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



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# Creative Attention Grabbing Techniques

AAO 2019

- Attractive Imagery & Graphics
- Dramatic Lighting
- A/V & Technology
- Unique Exhibit Property
- Attractive In-Booth Promotions
- Outside the Booth Promotions

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# Creative Attention Grabbing Techniques

AAO 2019

## Novartis - #1149

Novartis did an outstanding job of creating visually stunning themed exhibits that broke the mold of all the blue and white medical exhibits in the hall. Their nature themed exhibit was the talk of the show!



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# Creative Attention Grabbing Techniques

AAO 2019

## Alcon Laboratories, Inc. - #539

Alcon used a bubbling water motif throughout their exhibit, and capped it with a flavored water refreshment station, inviting visitors to linger a little longer.



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# Creative Attention Grabbing Techniques

AAO 2019

## Duke Eye Center - #7109

With the aroma drawing attention from across the exhibit hall, Duke reinforced their presence with a simple sign stating “Baked in the Booth Cookies”. A great attention grabbing device.



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# Creative Attention Grabbing Techniques

AAO 2019

## Topcon Medical Systems, Inc. - #5343

The light tube elements led your eye from the top tier sign down to each themed kiosk, a beautiful way to grab attention, integrate their brand and help visitors navigate their exhibit.



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# Creative Attention Grabbing Techniques

AAO 2019

## Alphaeon Credit - #7739

How important is it to light up your exhibit? Just look at these four neighbors and ask yourself, “Which one do you notice first, and which one grabs your attention?”



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# Creative Attention Grabbing Techniques

AAO 2019

## Horizon Therapeutics - #7053

Horizon's top tier signs delivered three distinct messages in perfect sequence, top to bottom. Smart use of their hanging sign.



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# Creative Attention Grabbing Techniques

AAO 2019

## Medicel AG - #7153

Another great use of top tier sign space is to tout your news. Medicel let everyone know they have something NEW to show you.



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- Crystal Clear Value Propositions & Messaging
- Answering Attendees' 3 Major Questions: What – Why - Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration

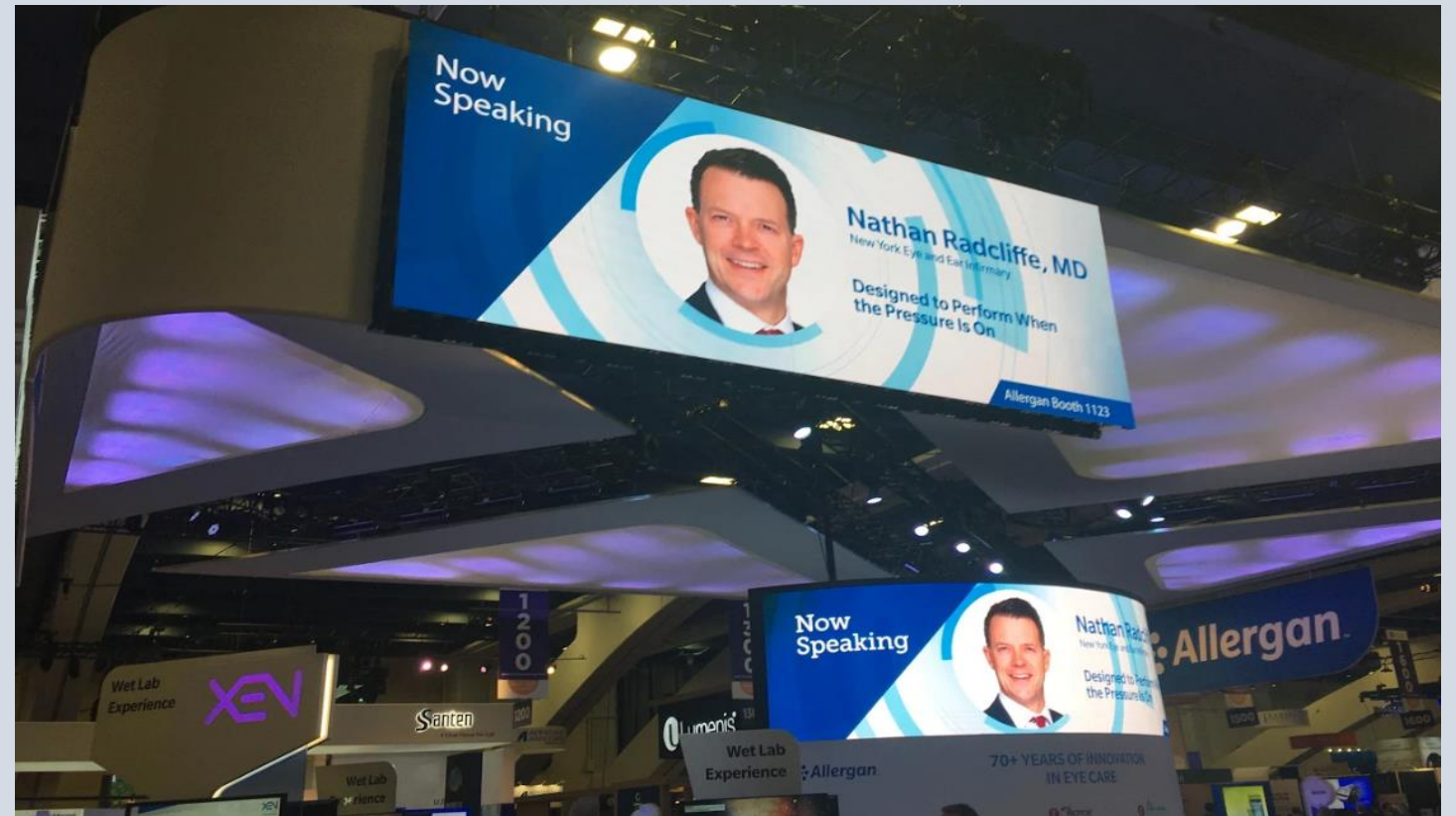
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# Effective Visual Communications

AAO 2019

## Allergan Inc. - #1123

When offering in-booth educational experiences it's important to let visitors know about the topic and speaker. Allergan did an outstanding job of using both their top-tier LED and their mid-level LED sign to promote sessions being presented.



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# Effective Visual Communications

AAO 2019

## Novartis - #7609

Now this is how you activate a sponsorship! Novartis leveraged their sponsorship investment by using a problem-based question with a clear call to action to drive traffic from the sponsored charging station directly to their exhibit.



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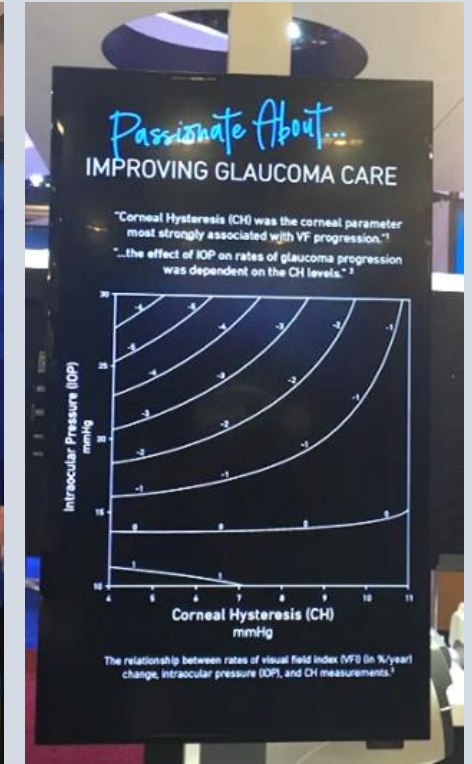
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# Effective Visual Communications

AAO 2019

## Reichert Inc. - #1028

A well conceived and executed theme can do a great job of improving your brand in visitors minds. Reichert did an outstanding job with communicating their “Passionate about...” theme at all visual tiers of the exhibit.



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# Effective Visual Communications

AAO 2019

## Avellino Labs - #6670

Attendees want an exhibit to quickly say what makes their solutions different than the competition. Avellino did a great job of differentiating their solution with a well-placed graphic stating their key point of difference.



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# Effective Visual Communications

AAO 2019

## Solutionreach - #7227

A major reason attendees visit the exhibit hall is to find solutions to their problems. Solutionreach brilliantly summed it up in six words, with icons beneath to support how they do it. Direct and effective.



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# Effective Visual Communications

AAO 2019

## Marco Ophthalmic - #239

Marco brilliantly boiled down their message into three simple ways they can address the dry eye problem. A very straightforward way for visitors to understand their message by investing only a few seconds to look.



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# Effective Visual Communications

AAO 2019

## LENSAR - #2246

Augmenting their live speakers, LENSAR added a self-activating kiosk to allow visitors to access their experts in pre-recorded videos. This allowed visitors to get a sneak peak at the experts who would later speak in their exhibit.



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# Engaging & Informative Presentations & Demonstrations

AAO 2019

- 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

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# Engaging & Informative Presentations & Demonstrations

AAO 2019

## **SurgiCube International B.V. - #6543**

Surgeons like to be able to visualize how your solutions fit into their practice. SurgiCube did an outstanding job of using a scale model along with well-placed A/V to help visitors understand.



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# Engaging & Informative Presentations & Demonstrations

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## Biogen - #7463

Biogen's augmented reality experience allowed visitors to see the problems their patients face. A direct invitation to participate made this demo a winner.



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# Engaging & Informative Presentations & Demonstrations

AAO 2019

## Horizon Therapeutics - #7053

There was a lot to like about the Horizon exhibit. This kiosk invited visitors to try simple tasks while vision challenged, like driving a car or opening a lock. Engaging and fun to do.



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# Engaging & Informative Presentations & Demonstrations

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## EnChroma Inc. - #7828

EnChroma had a perfectly staged color blindness simulator that drew people in like a magnet. The focused lighting and clear headline let visitors know what to do.



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# Engaging & Informative Presentations & Demonstrations

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## Bascom Palmer Eye Institute - #7244

The staging of a group presentation is an important factor in its success. Bascom Palmer provided headphones for all visitors. This kept the noise level down and removed other audio distractions. Very clever and effective.



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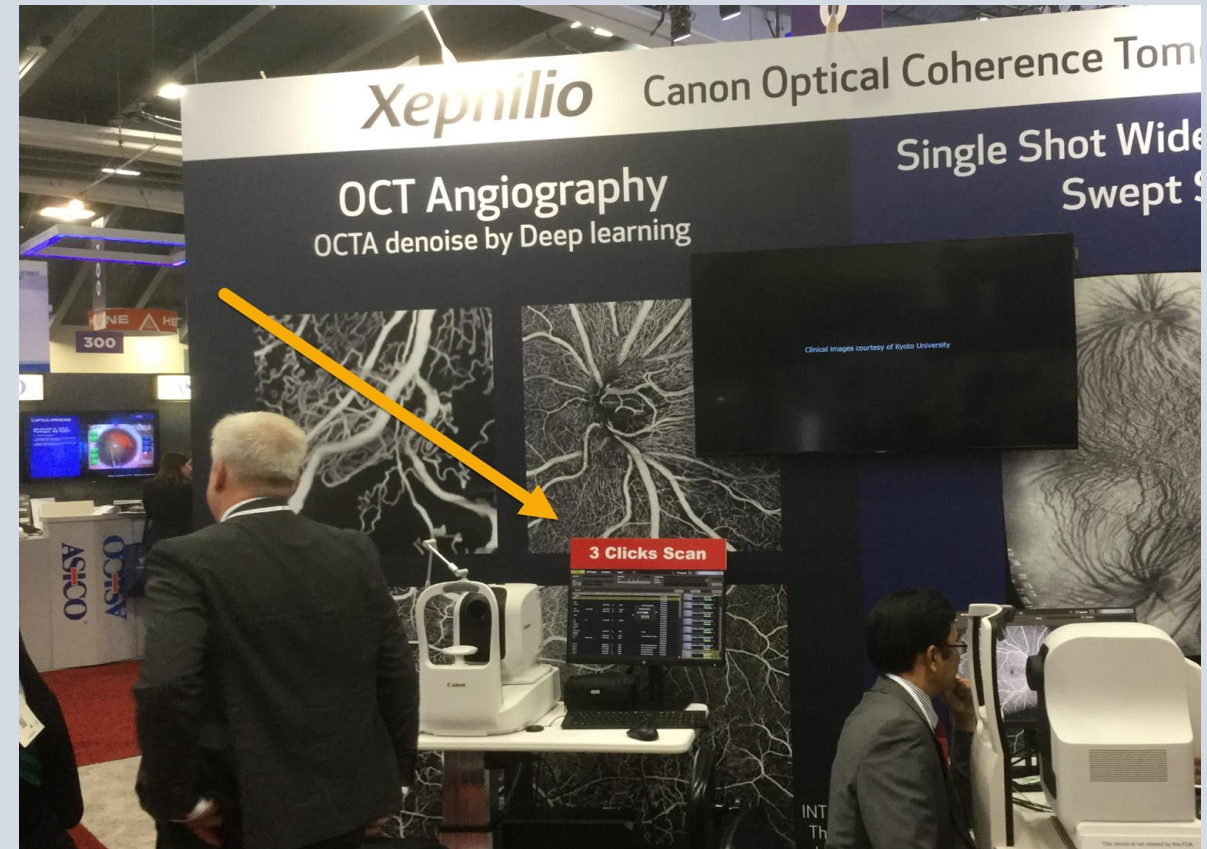
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# Engaging & Informative Presentations & Demonstrations

AAO 2019

## Canon U.S.A. Inc. - #633

Often visitors don't realize the main point of an exhibitor's demo. Canon took care of that with a bright red sign telling guests that with "3 clicks" they could see the benefit of their demonstration. Very clear and concise.



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# Engaging & Informative Presentations & Demonstrations

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## Santen Inc. - #1139

Peer to peer is a strongly influential communications strategy. Santen did an outstanding job of creating their interactive presentation area using great copy and flat panels to encourage people to hear from their peers.



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# Effective Staffing Practices

AAO 2019

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

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# Effective Staffing Practices

AAO 2019

## Aerie Pharmaceuticals - #2339

A very effective practice for every exhibitor, is to fully prepare your staff to work your exhibit. Aerie held an “all-hands on deck” pre-show meeting in their exhibit to review important details and ready the team for the event ahead. A great idea every exhibitor should consider.



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# Before & After: Changes Exhibitors Made

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- Putting New Ideas into Practice
- Making Changes During the Show
- Adaptations and Improvements
- Improved Exhibits from Past Shows

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# Before & After: Changes Exhibitors Made

AAO 2019

## illuminix Industries - #6637

In response to their Exhibit Effectiveness Evaluation last year, illuminix learned that “NEW” is a powerful attention grabbing device. They did a great job of integrating “NEW” into their product kiosks on the perimeter of their booth.



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# Before & After: Changes Exhibitors Made

AAO 2019

## Virtual Field - #6325

In response to their E3 report from last year, Virtual Field went back to the drawing board and not only went from a single 10x10 space to a double 10x20 space, but created an exhibit backdrop that demanded attention and quickly communicated their messaging.



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# Before & After: Changes Exhibitors Made

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## Acuity Eye Group / Retina Institute of California - #7527

After reviewing their E3 report from last year, Acuity focused their communication into a well crafted statement of who they are and what they do, and a straightforward call to action letting visitors know exactly what they wanted them to do.



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# Before & After: Changes Exhibitors Made

AAO 2019

## Keen Sight Inc. - #2522

Here's yet another example of an exhibitor who took his E3 Exhibiting Evaluation seriously. After speaking with our evaluator, he made a sign and got an easel to display his ultra clear business value proposition. Impossible to ignore, we're sure he benefited from increased show traffic.



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# Before & After: Changes Exhibitors Made

AAO 2019

## Andersen Caledonia Ltd. - #7328

In a 3D environment like a trade show, placement of your messages is critical to their visibility. By simply re-positioning themselves, the staff at Andersen Caledonia made their important message much more visible to their visitors.



BEFORE



AFTER

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# Smart Exhibit Access & Attendee Navigation

AAO 2019

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

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# Smart Exhibit Access & Attendee Navigation

AAO 2019

## Quantel Medical - #1315

Because attendees are time pressured on the show floor, the ability to quickly find the solutions are looking for in your booth is critically important. Quantel Medical did an outstanding job of using angled header signs to quickly point you to the different solution centers in their exhibit.



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# Smart Exhibit Access & Attendee Navigation

AAO 2019

## Surgistar Inc. - #221

The perfectly placed, color coded and brightly lit product category icons helped visitors immediately learn about Surgistar's range and variety of products, then helped them find their products of interest quickly and efficiently. Well done.



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# Inline Success: Small Booths that Rock!

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- Outstanding Small Exhibits
- Big Impact on Small Budgets
- Proof that Good Things Can Come in Small Packages

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# Inline Success: Small Booths that Rock!

AAO 2019

## advice media - #2524

A smart use of bright colors, lighting and accent furniture made the advice media booth an attraction for visitors. Their clear headline told visitors exactly why they should stop and engage to learn more.



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# Inline Success: Small Booths that Rock!

AAO 2019

## ESCRS - #7631

ESCRS combined varied and brilliant lighting and mixed in shadows to create distinctive areas of attention in their exhibit. Coupled with a well-placed video, it rocked!



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# Inline Success: Small Booths that Rock!

AAO 2019

## Eschenbach Optik of America - #820

Here's another example of the power great lighting effects can bring to a small exhibit. They combined backlit panels with black lights to enhance their message and attract visitors.



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# Thank You, Exhibitors!

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**Thank You for Exhibiting at AAO 2019!**

***Mark your calendar now for the upcoming AAO 2020,  
October 12-15, Sands Expo Center / Venetian, Las Vegas, NV.***

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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