



The following is Marketech's competitive show audit at ATS of ABC, Co. plus 3 competitors - DE, Alconor and MLN. The report includes observation of the exhibit and staff at all exhibits, and recommendations for ABC, Co.

ABC, CO.

Exhibit

Size and location

ABC, Co. used a 20x20 exhibit located slightly to the right and in the mid-center horizontal aisle in the hall. The size was comparable to that of Alconor, but better positioned than Alconor who was in the same horizontal aisle but over to the far left of the hall. The exhibits of DE and MLN, both 50x80's, were both located opposite entry doors to the hall in the front aisle.

Recommendations:

A more central hall location might be beneficial.

Structure

ABC, Co. used a traditional hardwall tower structure that supported the overarching header with the name ABC, Co. prominently displayed on two curved panels. Light wood tones within the exhibit contrasted well with the corporate blue. There were three 2 sided detail areas within the exhibit as well as three enormous fabric panel graphics, an easel and a literature rack on the back aisle. A reception desk was positioned internally within the center of the exhibit.

Recommendations:

The hardwall tower took up a fair amount of the limited space. Consider some type of lighter weight structure (a truss system) that could provide the height you are seeking for distance recognition, yet allow you to hang your header, take up less footprint and open up the rear corner. Continue the use of the graphic panels. They were very effective due to their size and use of people making eye contact with the approaching audience. I am not certain if you need the two-sided detail areas, as traffic was never that heavy. Use of the reception area on the inside of the exhibit did not work effectively. If you feel the need for such an area, move it out to one of the corners and put the actual detail station behind it.

Focus

It was very obvious the major focus within the exhibit was on the product DuoNeb, enhanced by the larger than life graphics, as well as the graphic messages on the detail stations. ABC, Co. and Alconor both offered products for nebulizers in liquid form, while DE/PEF and MLN offered inhalers in powder form. All were suitable for bronchial issues

but only ABC, Co. and Separacor were suitable for inflammation and rescue situations as well.

Flow

The flow of traffic into this exhibit was fairly non-existent due to the design and placement of the detail stations on the corners, which made walking in from the aisle unnecessary. Limited space was open on the interior.

Recommendations:

Consider changing the detail area placement. The objective is to get visitors in off the aisle into your space. Bringing them in increases their buy-in to your communications. Think of your exhibit as your office away from home. And if you feel it serves a purpose, place your reception area on one of the front corners.

Graphics

ABC, Co. utilized a hierarchy of graphics very well within the exhibit, with the highest level telling who you are, the second level describing what you do and eye level communicating your offer in terms of products. The large picture images on the fabric panels worked well in terms of drawing the eye as they were easy to see and read, and utilized large people images. These were the same as the ones used on your collateral as well. Messaging on each panel was limited, but communicated key messaging beginning with- "The easier way To keep patients active - Time spent nebulizing or..... managing COPD"

The graphic panels on a light orange back ground at the two DuoNeb detail stations, on the front corners did not work as well. They were hard to read with the screened background. This screened imaging intruded when trying to read the text particularly from a distance and although the messages were good, they had too much text. On the other hand, the graphics at ASBETTA and ESIVENT were excellent. They clearly stated the product name and the key benefits in simple one word messages- Easy, Effective, Durable, Affordable, Accurate, Portable These were the best graphics I observed in any of the exhibits where I was conducting a comparison.

Recommendations:

Eliminate the screened background and use fewer words. Keep benefits easy to assimilate with key points such as - More convenient.... Less time nebulizing.....Eliminate mixing..... Nebulizing efficient delivery for COPD.

Sponsorships

ABC, Co. sponsored the COPD survey. This information was communicated on a poster on the back aisle of the exhibit.

Recommendations:

I am not sure this back aisle location was ideal. I would reposition this information to show your commitment or perhaps place an ad in the show daily which communicates your support and booth information. Your competitors used sponsorships which generated higher visibility.

Detail areas

Three detail stations were positioned on the two front corners and the one back right corner of the exhibit. Products were placed under glass but could be used as talking points. Unfortunately none could be handled. I thought this was a disadvantage particularly with ASBETTA with one of the key benefits being the fact that it is made of aluminum and therefore lasts longer. The visitor could not feel and touch it to do a mental comparison of products that may be recommending.

The stations were small enough that staff naturally stood to the side of them, making them more approachable and removing the tendency staff have to stand behind larger detail areas putting a barrier between them and the audience.

Recommendations:

Move the stations in off the aisle a bit further and make them single sided except for ASBETTA and EABASO.

Promotional products and literature

Promotional products included a pad with DuoNeb product name and packets of jelly beans which I only observed out in the afternoon. Literature was out for the taking at each detail area as well as on a literature rack at the back of the exhibit on the hardwall structure.

Recommendations:

In general, items out for the taking have little to no lasting value. It is better to use a higher value item and give it selectively to qualified visitors. Once consumed, food products have no lasting value, and there was no effort to any type of tie-in or link to your products or messages with this item. Consider bringing less literature and offering to send it to the physician. Literature is heavy and 90% of it gets left in the show city.

Reception

A reception counter was on the interior of the exhibit but due to the limited open space, it was virtually unused and seemed redundant. It appeared to be only sporadically staffed throughout the day.

Recommendations:

Evaluate the need and purpose for this area. If the decision is to keep it, then it needs to be staffed for all show hours and relocated so it works.

Staff

Number

Staff ranged from 3-6 at any given time during the day, varying with high and low traffic times.

Recommendations:

More consistent staffing needs to occur to assure that all areas are covered even when hall traffic is slow.

Position

The staff did appear to have relatively fixed positions near particular detail stations with a floater or reception person as well. Maintain this approach.

Attire

Staff wore business attire.

Communication skills - engagement, qualification, messages, non-verbal communication and disengagement.

Skill sets varied depending upon the staff. Yours was the only exhibit where first thing in the morning as I walked by, a staffer greeted me with a friendly hello and smile. The staff on the left front corner did a very good job positioning themselves on the front aisle so as to be close to visitors as they walked by. Staff on the right side of the exhibit tended to hang back and hovered on the interior.

Qualification varied and was inconsistent. I was qualified twice- once at the beginning of one dialogue, and later, in a another dialogue by a different staffer, at the end. On two occasions I was not qualified at all.

Staff were very knowledgeable in terms of communicating key message points and benefits of your products. I did inquire about the competition and received information that was questionable (cost much higher, double the price, etc), for when I went back to Separcor and commented about what the ABC, Co. staffer had told me, I was told that was off label information and the staffer then took me to Medical Information. At the EABASO location I asked a question that the staffer could not answer, and he brought over the floater to assist.

Non-verbal communication indicated some discomfort among staff. I observed staff pacing, standing on the inside of the exhibit rather than the aisles and corners, talking with each other when traffic was light. One staffer was eating in the exhibit and then proceeded to talk to me with a mouthful. In terms of disengagement, my badge was never scanned, even by those who did qualify me. Nor, did I see any badge scanning at any time during the day.

Recommendations:

Staff could benefit from training to learn how to be more effective engaging and qualifying visitors. These are not skills that are intuitive and even highly effective sales staff feel discomfort in this environment when most of the visitors are strangers. It is often uncomfortable to approach and greet such visitors as staff do not always know how to begin the communication. Qualification should come close to the beginning of the dialogue so staff do not waste their time or the time of visitors. It should not be a product dump first followed by qualification at the end. Be certain staff know what can and cannot be said, what is considered off label, so that you do not have problems with the FDA.

Nonverbal behavior indicated discomfort by a number of the staff, perhaps those less experienced with working meetings. Again by preparing them for the differences in this environment, by providing them with the skills needed, they will serve you better.

The lack of any lead capture concerned me. How do you follow up? If you are not generating any type of leads, whether electronic, those designed by you, or business cards, then I believe you are missing a critical ingredient in your exhibit plan and should re-examine why you are exhibiting. It is all about feeding your pipeline and increasing sales.

COMPETITON

Alconor, DE/PEF and MLN

Location

Hall location of Alconor was less than desirable, over on the far left of the hall and adjacent to one of the refreshment areas. Both DE and MLN were on the front aisle opposite hall entry areas.

Structure

Alconor used a central tower with panels that angled out to the aisle with their product name, Zepenia, the image of a woman and the message *Freedom to believe* on two sides of the graphics, enhanced by variable gobo lighting on the two other sides with lighting of the tagline. The corporate name appeared on the tower base area.. Three detail stations and a MI area were positioned on each of the 4 corners. The detail stations used rather unusual fixtures- backlit half circles curving upward with the corporate name and logo on each. There were two game stand areas, one located on the front aisle and one on the right side aisle between detail stations.

DE/PEF used a hardwall side aisle floor to ceiling tower about 30 feet tall, enhanced with fabric panels which communicated the co- branding of the product in a very visible manner. A circular fabric header communicated product name - Breatheright- HandiHaler- and the tagline was "open up and breathe" . The header used gobo graphics of clouds on the interior of this fabric header. Graphic messages were communicated by the use of backlit freestanding graphic panels on the floor area. The significant message was "once daily" and "now available". Images of open windows, curtains blowing, and blue and green tones were used throughout. The exhibit included 10 detail stations and a MI area on the left side aisle as well as a coffee bar and 5 café tables as well as two video kiosks showing a training video for use of the HandiHaler.

MLN used a combination of center towers with the product name and an entrance type archway. The entire exhibit was in purple and white with black accents. They were the only exhibitor to use a rotating sign hung from the ceiling with the V of Beware as the focus. It was difficult to see however, contrasted against the black hall ceiling. No lighting was used to play across the V. The exhibit used 4 large reception/detail areas on each of the 4 corners, which were raised and semi-circular, a 2 sided central prize redemption/reception area and 10 graphic backlit panels with product messages as part of their game. Additional smaller backlit panels (like wings) were on each side of each of the detail areas as well as the reception, prize area. MI was on the middle of the right side aisle

Focus

The focus of *Alconor* was Zepenia. - breathing right with their nebulizer formula. They attempted to create additional interest with their game, but this was not very successful. Positioning of the game and graphic messaging was poor and it did not seem to connect with the visitors. The game allowed the visitor to travel through the bronchial passages in an effort to score points with highest point count winning a major prize.

The focus of *DE* was Spriva- the HandiHanler, with the key message - Once Daily and Now available. This is the only such product on the market that offers this benefit so it had great appeal.

MLN's focus was on Beware and the new indication, as well as the playing of their Test Your Knowledge game. The game playing meant reading 12 different graphic panels and responding on a game sheet with the correct answer to receive a prize. They had Beware sample devices out at each station.

Flow

There was little to no flow of traffic into the *Alconor* exhibit with all the key areas positioned on the aisles.

DE utilized detail stations around the perimeter of the exhibit so that visitors did not have to walk in, but could do so if they were drawn by the refreshment area, the need to sit down at the café tables or to watch the videos at the kiosk areas. The interior space was wide open so that visitors could walk through in a comfortable fashion.

MLN's exhibit appeared to be very cluttered and flow was awkward particularly in the morning with many visitors playing their game and a vast number of staff at each panel graphic areas as well. The game did force visitors to walk through the entire exhibit- a clever concept but it fell short in effectively communicating with visitors.

Graphics

Alconor used a hierarchy of graphics, with their product name prominent focused at the highest point. The corporate name was in a lower position on the central tower so that one almost had to search to see who they were. They used a theme to promote memorability. *Freedom to breathe right* appeared in multiple exhibit locations as well as on their collateral. Smaller graphic panels at the detail stations were difficult to see and read from the aisle as they had far too much text, font size was too small and in some cases, they were positioned awkwardly, such as on the back wall of Medical Information. A flat screen plasma screen played a closed loop piece but again it was hard to see due to its location on the MI wall, behind a detail area. Graphic messages were used well in the game but did not appear elsewhere. Staff prompted visitors with the correct answers and often answered the questions.

DE used an outstanding hierarchy of graphics, with their co-branding efforts displayed along with the product name- Breatheright- the HandiHaler. *Open up and breathe* was graphically displayed with images of windows open and curtains blowing. This was reinforced on their tower with the fabric being the curtains. Colors throughout the exhibit used blues and greens - the outdoors- and were very consistent even to ties and scarves worn by staff. Other key messages included...now available, once daily, greater control over COPD, maintain more freedom, maintains efficacy long term, first line of therapy, etc. Consistency in readability varied, with some graphic panels highly readable even from a distance and others with far too much text, and graphs and charts too small.

MLN's messaging focused on the Beware Diskus was " Win and Test Your Knowledge". They have a new indication 250/50 for use with COPD. Again with so many graphic panels, many lifted from other collateral, it was difficult to walk away with a primary message about their product. Some panels were text laden and hard to read while

others designed for this environment worked more effectively. They were the only ones not to use a specific tagline.

Sponsorship

Alconor sponsored the "Lung Run" and had a booth prominently placed in the entry hall. They received very good visibility.

DE/PEF was a multiple sponsor, including being a member of the corporate advisory roundtable. As a result they benefited by having a large fabric banner hung over the internet café area. They also sponsored a number of educational sessions, the show bag and banners on show busses.

MLN was one of 4 to sponsor the ATS research program and was duly noted on hall entrance towers. Additionally they too sponsored the corporate advisory roundtable, had a banner at the internet café. They were the only ones to have a full-page ad on the back of the show daily. They were sponsors of educational sessions.

Detail stations

The *Alconor* detail stations were angled on each corner - the two front sides and the back right side. Staff tended to stand behind the station areas keeping a barrier between them and the visitors. The only time they moved was when a visitor opted to try their game. Medical Information was located on the back left corner of the exhibit and tended to be a gathering spot for staff with often as many as 4 staff in this area.

The *DE/PEF* detail areas were located along the perimeter- 3 across the front and back aisles and 2 along each side aisle. The size of the areas made it necessary to have 2 staff at each area. Staff tended to stand or sit (later in the day) behind their stations.

MLN had 4 major areas primarily to give out entry forms to play their game. They were at least 10 feet across and were staffed by 2-3 persons. They did not work well as a detail station or selling station per se, as the objective appeared to be to push as many people through the game and their booth as possible. During the afternoon when it got very quiet on the floor I did actually have a staffer ask if I had any unanswered questions and we had a brief conversation.

Promotional products and literature

I do not recall any promotional products at *Alconor*, but there was a profusion of literature at each detail area. More often than not it was given rather than simply taken. Highest game score was posted. The winner was to receive a gift but I have no idea as to what it was and if they were doing one winner a day or total show as graphic messages so poor they did not resonate.

DE gave enormous white bags which were given rather than taken and staff cleverly put other bags inside giving *DE/PEF* enhanced visibility. The only piece of literature was a PI at the detail stations.

MLN had water bottles with purple font advertising Beware, and large bags out for the taking, similarly branded. The water bottles were in bins. Once the visitor completed the game they were directed to the central area where a staffer looked at the answers to assure they were correct and advised changes if needed, in some cases asked the

visitor to be certain their name was placed on the front of the form and other times never asked or checked, and then gave each participant a business card holder with a pad. Literature was out for the taking.

Staff

Number

The number of staff varied from 4-7 throughout the day at Alconor.

DE had between 16-18 at any given , and MLN ranged from 10-20 during peak times.

The drop in staff was significant at MLN particularly in the afternoon were there were so few staff on the floor they could not be found.

Position

With all the exhibitors, staff had relatively fixed positions with some floaters.

Attire

Alconor staff wore business attire- suits, as did DE.

MLN was the only staff in business casual- a long sleeve blue shirt and sleeveless sweater vest.

Communication Skills

In all instances the staff at all three exhibitors were weak in engagement skills and were reactive rather than proactive. They only communicated if the visitor stopped and approached the staff. The only exhibit where I was actively engaged was *DE* while I viewed the video. The staffer was quite subtle, but did an excellent job getting me to hold the inhaler, giving me a demo, keeping it brief, but feel short by not qualifying or capturing any information from me.

I was only qualified at *Alconor* at the end of the communication and my badge was scanned. None of the others qualified or scanned. And in fact I played the game at *MLN* several times without putting my name on the form and it was never detected. I found staff at *DE* and *Alconor* product knowledgeable, but cannot say the same for *MLN* as they never really discussed the product. They simple prompted or answered the quiz questions. There was truly no engagement or dialogue within this exhibit.

Non-verbal communications displayed some discomfort for all. I observed staff clustering and talking during quiet times in the afternoon at *Alconor*, staff sitting at *DE* later in the day, and an acute absence of staff at *MLN* in the afternoon. Lead capture was less than ideal at *MLN*, *Alconor* did not only scan my badge but checked to see if the information was accurate. *DE* did lead capture at detail sites but were selective in their capture.

This concludes my show audit report at ATS for ABC, Co.. I am including literature that I gathered. I believe that ABC, Co. has the capability to generate greater success with such knowledgeable staff, if they do a better job of preparing and training their staff to work in this different environment. I would be happy to discuss this report and answer any questions you may have.

Thank you for selecting Marketech to conduct your competitive show audit. We look forward to working with you in the future.