



Tech Ideas That Make Your BioTech & Pharma Booth Stand Out





Trade shows are your best opportunity for your company to attract interest from serious leads in person. However, trade shows are not what they used to be. Walk in to any trade show today and you'll find some booths and displays fitted with quirky designs and gimmicks attempting to lure people in (putting greens and prize wheels are fun, but do they elevate or represent your products and services?) There's nothing gimmicky about the life-changing medical or scientific product innovations that lead the biotech and pharma industries. So how do you compete at today's trade shows? The answer: with technology designed to showcase and elevate your company's flagship products while educating key prospects.

Whether you are a trade show veteran or just dipping your toe in the water for the first time, it's important that your trade show booth contains the right mix of tech elements to attract today's tech-savvy customer.

Get started with 6 of our favorite tech ideas that make your booth stand out.

VIRTUAL REALITY



The world knew that as soon as technology caught up to consumers' appetite for experiential content, there would be no turning back; in 2019, the technology has finally arrived. The brain processes images **60,000 times** faster than text, and 90 percent of the information sent to the brain is visual. It's one of the reasons why video has become the most effective marketing resource, and why Virtual Reality takes effective marketing to another level. VR demo apps can help you create unlimited virtual showrooms. You can walk event visitors through endless pavilions (real and imagined) or showcase your latest products.

Fit your booth with a Virtual Reality station with headsets that immerse attendees. Virtual Reality is among the best ways to explain, and show, what your company does and how your products work. Biotech and Pharma companies are constantly challenged with coming up with ways to simplify their pitch; Virtual Reality allows booth visitors to lift, rotate, scale, and pull apart products as they please, gaining a comprehensive understanding of every aspect of your offering.

For Example

1. Immerse your audience into the human anatomy, the life cycle of a plant, or the inside of a testing lab by displaying true-to-life 3D illustrations. This will give them a much clearer understanding of how your product works, from conception to design, and will give you a competitive edge over other companies that are still telling their stories using tri-fold print brochures.



2. Leverage Facebook's 360 photos. Take a 360-degree image and view the photo in virtual reality using a VR device. Photos of your products, manufacturing facilities, office space or staff can instantly transport viewers into the heart of your brand, product or organization.

What if you have a product that's too large or too expensive to bring to your booth? With VR, you can feature any product of any size; simply set up your station and fit a prospect with a headset, and you'll succeed at keeping your visitors engaged and involved in every step of your pitch.

How to set up Virtual Reality at your booth

First, decide on the VR headset you'll use to launch your VR presentation.

Google Cardboard



- Inexpensive (\$5-\$10 not including phone)
- Headset can easily be branded for your own company
- A great giveaway that you can use to remain in your customer's mind long after the trade show
- Portable, lays flat

Oculus Rift / HTC Vive



- Excellent user experience and high definition imagery
- Ability to control for full interaction and immersion
- Positional tracking so customers can walk around the virtual space

Samsung Gear



- More comfortable fit and adjustable focus for less eye fatigue
- Improved interaction via external touch pad
- Better immersion due to less light leakage and better head tracking
- No positional tracking – stationary use only
- Only works with Samsung phones

There are plenty of other options available for you depending on your budget, like Playstation VR, Lenovo Mirage and Google Daydream. Once you test out and decide on your preferred headset, you can launch on the compatible system and be able to create your virtual reality demo experience that can be consumed at trade shows at scale.



In addition to providing incredible functional value by showcasing entire product lines, complete service offerings or an expansive portfolio, virtual technology has the power to generate buzz at a trade show. This emerging technology has novelty on its side, capturing the attention of attendees and creating an immersive experience that keeps booth visitors excited and involved.

AUGMENTED REALITY

If Virtual Reality seems like too much of a technological leap for your trade show booth, try experimenting with its little brother: Augmented Reality. Like the name suggests, Augmented Reality heightens products to give customers a lifelike encounter. Photos, videos, testimonials and experiences can all be incorporated in a 3D or 360-degree view for attendees. Augmented Reality can bring your brand to life and create a memorable experience in a creative manner.

Differences between AR and VR

- **Augmented Reality** (AR) adds digital elements to a live view often by using the camera on a smartphone. Examples include Snapchat lenses and Pokemon Go.
- **Virtual Reality** (VR) creates a completely immersive experience that shuts out the physical world. Users can be transported into a number of real-world and imagined environments.

Part of creating an immersive experience is appealing to different emotions, so using Augmented Reality to add an element of fear or thrill takes it up a notch, and can be particularly effective when dealing with medical or scientific issues that are often addressed at Biotech and Pharma trade shows. By using big LED screens, a focal standing point, holograms, and 3D, you can immerse your booth visitors into any situation.

LIVE INTERVIEWS

You no longer need to invest in an expensive camera crew, lighting, and a high-tech studio to create quality video content at a trade show. A smartphone is all you need to conduct an interview with a prospective customer or potential partner at a trade show. What's more, you can stream your interviews live on your social media platforms, like Facebook Live, Periscope, or Instagram.

Interviews, whether live or recorded, are a convenient and effective way to engage attendees at a trade show while also creating incremental value for months, even years, after.



How Attendees Benefit

Attendees at Biotech and Pharma trade shows can be experts in many topics while often seeking to learn about the latest innovations in their field. Finding the right person to interview can open up co-branding opportunities for your company and provide them with exposure to a new audience, something they would normally have to pay for. This is a great way to build relationships and generate meaningful leads.

Interviews are also a strong alternative to live demonstrations that often cost more time and money to set up. Schedule a quick Q&A interview with an attendee about their company. After you've asked questions about their products and services, explain what your business offers and engage in a conversation that touches on industry problems that your business is trying to solve. Interviews are a great, low-cost way to pitch to potential clients, and can be used as valuable marketing tools.

INTERACTIVE TOUCH SCREENS

A fast-growing segment of exhibitors have employed interactive technology like touch screens to attract, engage, and present to attendees. Interactive touch screens and kiosks create an electronic "bug light" that attracts visitors into your space. Touch screen presentations let visitors drive the discussion and allows booth staff to present and then provide electronic brochures instantly via email, while also tracking engagement with back-end analytics.

Touch screens also allow an unattended visitor to "hang around" the booth long enough for booth staffers to engage and qualify them as key prospects.

Best use for BioTech and Pharma

Using interactive touch screens to display your product and service offerings is a great way to engage your booth visitors. Since BioTech and Pharma companies like yours are often tasked with educating consumers on how scientific or medical products work, deploying an interactive touch screen that helps explain your process and breaks down high-level functions will go a long way toward key prospects understanding your product and service benefits.





VIDEO WALL

Video is considered the simplest and most impactful way to tell a story. For complex Biotech and Pharma products, simple and effective messaging can be a struggle. Video walls can be the most eye-catching and effective way to reach a large audience at a trade show. Display one large image or multiple images across different panels. The sheer size and visual brilliance of a video wall can be seen from afar, making them much more impressive than standard monitors.

What to display

Among the advantages of a video wall is you can display anything you want, from a branded video about your company or products, to your social media feed, interviews with stakeholders, or even lighter content like a contest leaderboard.

Pro Tip: If your video wall content uses text, make sure you keep the text large and readable from afar, and keep your messaging short and easy to digest.

CHARGING STATION

There are times at trade shows where you just have to accept that your attendees don't have much interest in your business, but they are thirsty and will gladly take the free bottle of water you're offering them—because everyone loves free swag. But Biotech and Pharma companies are often restricted from giving away the promotional items and gifts that companies in other industries use to drive booth visits. A charging station, while not exactly a testament of your product's effectiveness, is an effective way of addressing a real pain point for your customers: a dying phone or tablet during a serious time of need. It also presents an opportunity for you and your booth staff to forge a relationship with a prospective client.



People are desperately searching for outlets to keep their devices up and running at trade shows. Install a charging station at your booth and you'll not only have attendees posted up at your booth while their smartphones charge, but they'll spread the word to other attendees throughout the show, attracting even more potential customers that you and your staff can talk to. For an even more effective charging station, add some snacks and drinks so attendees can also recharge their bodies.

**Want more tech ideas for your next trade show booth?
Contact Apogee Exhibits today, or call (315) 986-4600.**