

TradeShows **PLUS!**

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CASE STUDY:

Cardinal Health

Case Study:

*Trade Show Creative,
Execution and Follow-up*



Company Description:

Cardinal Health, Inc. is an American multinational health care services company, and the 14th highest revenue generating company in the United States. Its headquarters are based in Its headquarters are based in Dublin, Ohio and Dublin, Ireland. The company specializes in the distribution of pharmaceuticals and medical products, serving more than 100,000 locations.

At the time of the AAPS conference (American Association of Pharmaceutical Scientists) the company had more than 1,000 patents and patent applications for drug delivery systems. These provided an unprecedented opportunity for Cardinal Health to identify how its drug delivery systems addressed the needs of pharmaceutical scientists throughout their products commercial lifespan.

Trade Show/Event/Other:

AAPS PHARMSCI 360 - The American Association of Pharmaceutical Scientists Annual Meeting and Exposition brings together attendees from:

- The academia, government, and research institutes worldwide involved in pharmaceutical sciences
- Health professions
- Biomedical and biotechnological community

The AAFP Exposition covers topics such as:

- Drug Design and Discovery
- Large Molecule Product Development Strategies
- Analytical Methodology
- Drug Delivery - Pharmaceutical Technologies (Small Molecule)
- Drug Delivery - Biopharmaceutics

Client Challenge:

- Concerned about the ROI from the exhibit program
- Accomplishing objectives including contacting new potential customers



- Needed a more strategic creative approach for pre-show, on-site and post-show to enhance retention for the attendees visit

Business Objectives:

Branding:

Product Positioning

- Communicate key message about the oral, inhaled, topical and sterile delivery systems that offer multiple manufacturing options to pharmaceutical companies
- Communicate unique selling propositions

Sales

- Attract 200 Attendees (10%-20% qualified for follow-up)

- Educate prospects (scientists) from pharmaceutical companies in research and development
- Also educate executives/buyers about the benefits of Cardinal Health delivery systems

What did TradeShows Plus add to the program?

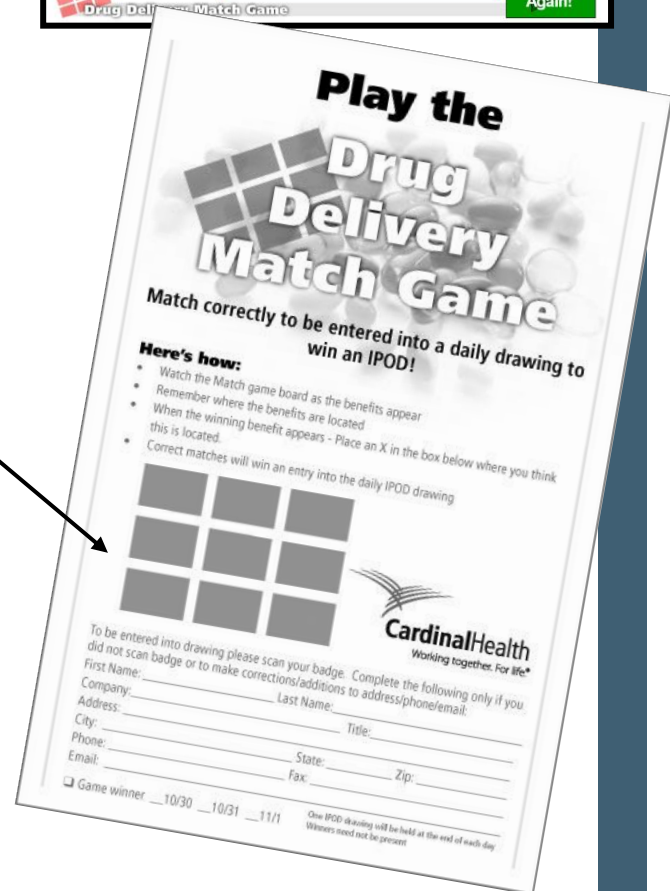
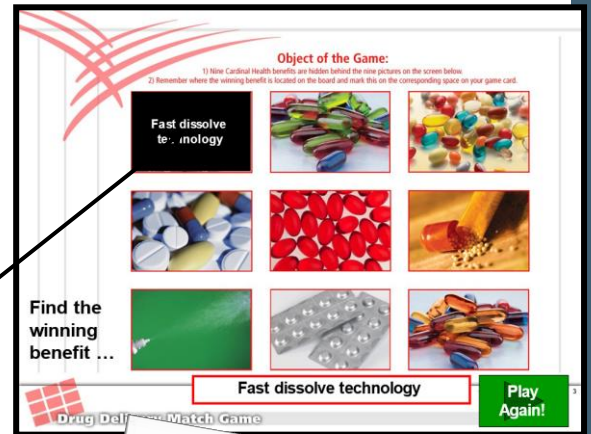
- + TradeShows Plus consulted with Cardinal Health on everything from pre-show planning, onsite support and post show follow-up with superior results
- + Developed the creative idea "Delivery Match Game Challenge", to communicate the depth and breadth of delivery systems including more than 1,000 patents and patent applications
 - 1) Reinforce the tagline of "Cardinal Health; Working Together for Life"
 - 2) Optimize the game to educate the audience about how the company supported the target audience

TSP Responsibilities and Results

- + Develop creative strategy and ensure effective execution:
 - 1) Strategy and creative ideas for client selection
 - Concept, design and production of promotional graphics and promotional signs

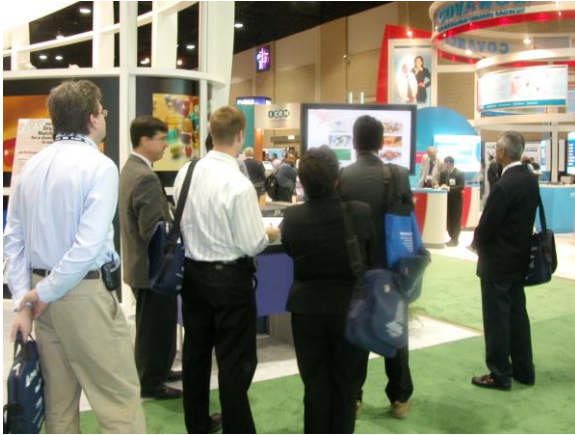


- 2) Recommendations for promotional approach to attract attendees to the booth, encourage interaction and capture information to expedite post-show management reporting
- 3) Custom educational game developed to engage the audience and communicate the theme
 - Develop a customized version of a "Match Game" style entertainment
 - First screen consisted of 9 pictures from Soft Gels to Gel Strips. Each picture had a message hidden behind the visual (9 messages in all)
 - During the game, each visual dissolved, one at a time, to reveal a message about Cardinal Health delivery systems. After 2 seconds, the message was covered by the visual. This occurred until all the messages were revealed & covered
 - At the end of the game, the winning message was revealed at the bottom of the screen and players had to indicate on their game card where the message was positioned on the grid
 - The game card also included instructions on how to play, a place to fill in name, address, email and phone and a grid with nine blocks resembling the screen where players could indicate where they believed they saw the winning message
- 4) The information on the card was used to facilitate follow-up including lead management and quantification
 - This was used to create post show management summary reports demonstrating improvement from previous shows



CFA Goals and Results

- + Attract 200 attendees to the booth with 10-20 percent qualified for follow-up
 - 1) Actual: Attracted 300 plus total attendees (150% over objectives)
 - 2) Actual: 45 out of 300 were considered qualified for follow-up (15%)
- + Encourage 50% to participate in activity
 - 1) 99.5% of attendees participated and completed a lead/game card
- + Urge attendees to spend at least 5 minutes or more in the booth
 - 1) Mission accomplished and more
- + Ensure that attendees provide valuable data for follow-up
 - 1) The game facilitated a longer than usual visit in the booth
 - 2) Most attendees completed the card therefore facilitating fast and accurate follow-up



Top Left: Promo sign, reception desk and game set-up at high traffic corner of booth

Top Right: Attendees approached to learn when the game was starting and how to play

Center Left: The game consistently attracted a moderate size crowd

Center Right: The game host helped attract a crowd in between shows

Bottom Left: Players told other attendees about the game to ensure consistent crowds