

OMNICARE INTERACTIVE GAME

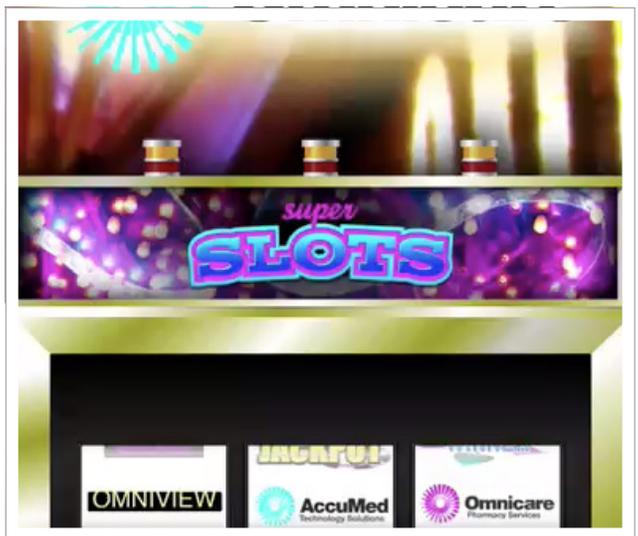
Challenge

Doctors and other health care professionals do not typically allow product providers to spend time with them. Gone are the days of long office visits for pharmacy and health care providers to share the latest and greatest product information with doctors and physicians. Tradeshows; however, can provide a high level of engagement and interaction from attendees because they're taking the time to attend the shows and corresponding educational sessions to learn more. It is with this in mind that Omnicare asked 2020 Exhibits to help drive booth traffic in an engaging, high-energy, impactful way. It was time to help Omnicare light up their environment and make some noise on a crowded, competitive show floor.

Solution

2020 Exhibits designed and delivered a custom-branded slot machine – the perfect attention grabber, engaging and interactive, a creative way to increase dwell-time while delivering a high-energy vibe and strong visual impact. Once in the Omnicare environment, there was a significant uptick in dwell time, leading to higher quality interactions and ultimately, resulting in more qualifying leads for Omnicare.

Keenly aware of the competitive nature of the health care attendees, the Omnicare Slot Machine was pure entertainment with a dash of product branding and education (featuring product categories on the slot machine.) Fun always trumps dull and boring. Even doctors love interaction; engagement and the chance do something. From 3D animated, interactive touch screens to touch tables and motion sensitive interactive, the possibilities are endless. Is there a chance to win a prize? Even better, who doesn't love a prize?



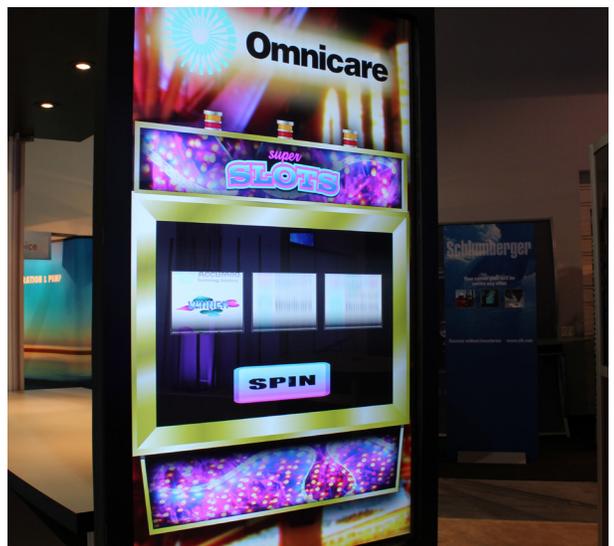
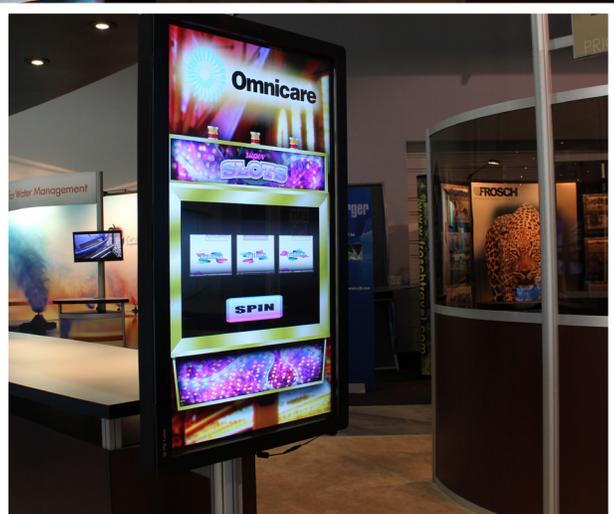
800.856.6659 ■ 2020exhibits.com

2020 exhibits
Exhibits ■ Events ■ Environments



About 2020 Exhibits

Headquartered in Houston, TX, with offices in Chicago, Cincinnati, Cleveland, Las Vegas, Toledo and Salt Lake City, 2020 Exhibits provides total trade show and event management, including the design, fabrication and installation of trade show exhibits for clients locally, nationally and internationally. With a laser-sharp focus on the delivery of dynamic interactive experiences to build brand engagement, 2020 Exhibits proven expertise in the integration of custom rental exhibits and multi-screen, A/V rich environments helps global brands drive results. Since 1987, the company's award-winning team has worked collaboratively with clients to provide optimum exposure and offers the total event package of services and support including interactive technologies; lead retrieval; audio visual and digital multimedia; in-house production and printing; experiential marketing; event furnishings; graphic and creative design; brand marketing.



800.856.6659 ■ 2020exhibits.com

2020exhibits
Exhibits ■ Events ■ Environments