

THREADING THE NEEDLE PROGRAMMATICALLY

Hologic



PROGRAM GOALS

Work with a strategic partner with dedicated account management.

Seeking flexibility, openness, consistency, and responsiveness.



Full property audit revealed many unused components

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Rental properties used when needed

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Modular inline properties

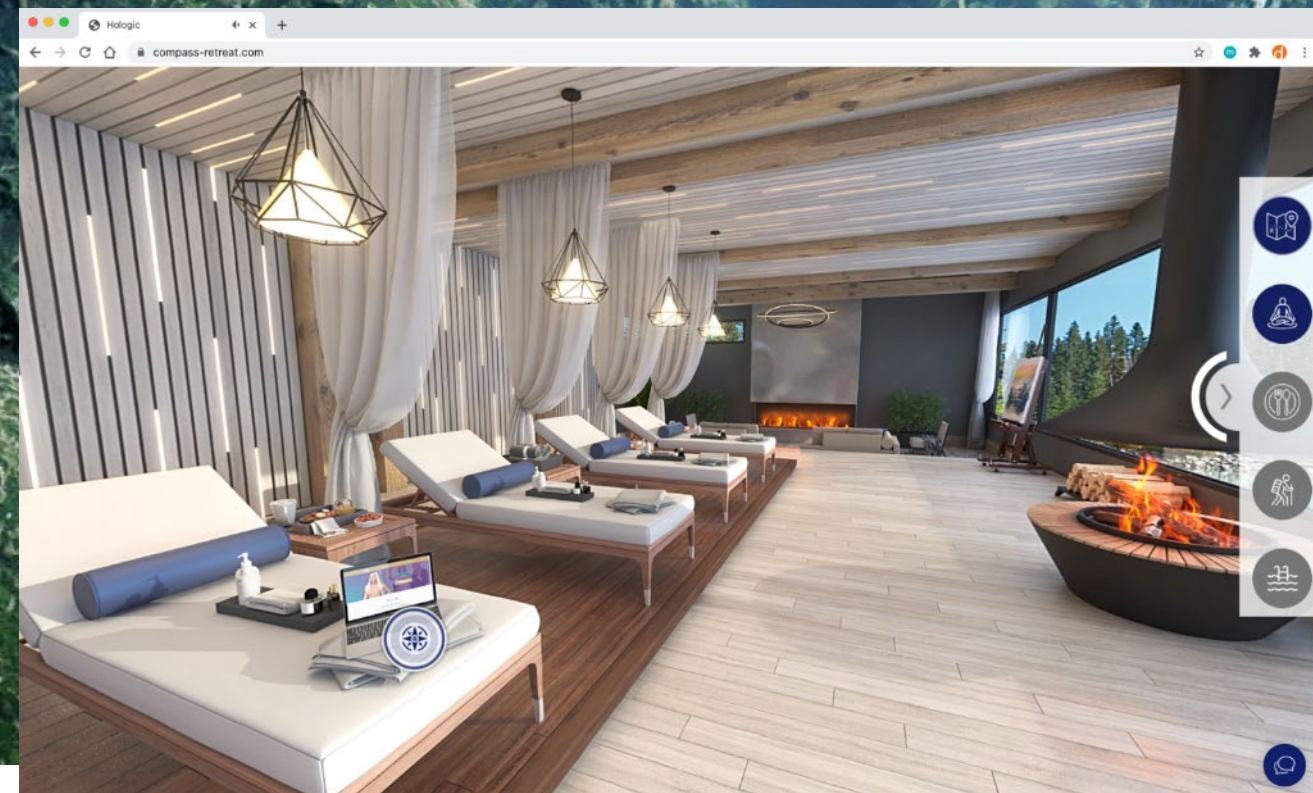


Heavily themed, experiential booths for key shows

HOLOGIC

COMPASS

Hologic helps MACW attendees find their way in this virtual wellness retreat.

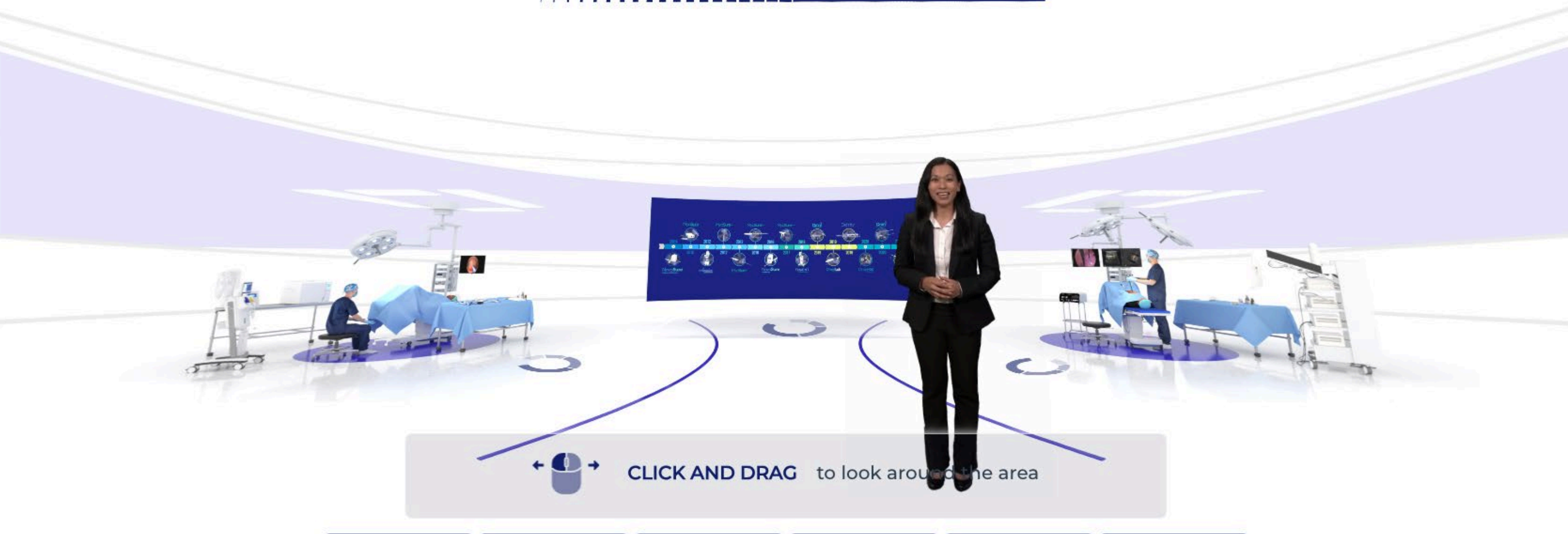


Virtual journey for Diagnostics division in 2020

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The Science of Sure



RESULTS

We have developed a true strategic partnership with Hologic across all business units and achieved the following savings for their program:

- Discarded six (6) trailers of un-used or outdated properties.
- Saved thousands of dollars in unnecessary storage fees.
- Reduced program costs by using existing components where rentals were used in the past.
- AAGL Virtual Surgical suite had more than 100 unique visits over 5 days with average visit lasting 3 minutes.
- MA Breast Conference virtual wellness site has more than 800 visitors with 750 moving into the environment. More than 700 visitors came from the conference site versus direct traffic. Average dwell time was just under 3 minutes.