

## APPLYING A MODERN APPROACH IN A HISTORIC SETTING

Converting a Century Old Town Hall Space into a Display Area for Antique Medical Instruments

### HIGHLIGHTS

ICS Conference

#### VENUE ACCESS

Access into the Old Town Hall was via a narrow & steep staircase, intended for deliveries of food service items, not long and heavy exhibition materials.

#### THE HOTTEST SUMMER

Since the venue was >100 years old, no air conditioning was available during what was the hottest summer in the last 50 years.

#### LUNCH TIME CRUISE

The ICS organizers invited all meeting attendees out to a lunch cruise on the Neckar River. This resulted in the exhibitors staring at each other for two hours.

#### LESSONS LEARNED

Old venues pose challenges. In this case the issues were too numerous to plan for in advance. In the end, ISC staff addressed the issues as they arose and overcame them to achieve a modern exhibit presentation within a historic venue.



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**The 28th Annual Meeting of the International Conference Society (ICS) was held at the Old Town Hall in Heidelberg, Germany. This event provided Pfizer with a unique exhibition opportunity for a therapy they had under development for the treatment of overactive bladder. The exhibit focused on the historic aspects of the therapeutic area and featured a range of antique medical instruments. This is the story of the issues encountered and how ISC addressed them in order to achieve a successful meeting on behalf of our client.**

**Contextual Significance:** Globally focused specialty medical meetings are always unique events. In the case of the 28th ICS meeting, the event proved to be more unique than most.

ISC staff worked closely with Pfizer on communications in support of a new therapy under development. Because the product had not been approved in the USA or Europe, ISC suggested that Pfizer take an educational approach to the event.

**ISC's Solution:** A grouping of antique medical instruments, specifically from in the area of urology, were borrowed so they could be displayed at the ICS Meeting. The overall concept behind the exhibit was to present the historic path which has led the medical community to the treatments and therapies that are available currently and those that may come in the future.

ISC staff was responsible for moving the instruments from New York and marrying them with the locally secured exhibit equipment, as well as the exhibit operation which included three LIVE presentations to be made by Key Opinion Leaders directly from the Pfizer exhibit booth.

**Challenges Overcome:** The Old Town Hall, was not the ideal meeting venue. Being in the "old city," the surrounding streets were narrow and never intended for large trucks delivering exhibition materials. Also, as the building did not have an elevator, all items had to be uncrated outside on the street and carried up three flights of stairs. All this took place during the hottest summer on record in Germany in the preceding 50 years.

The opening morning of the ICS meeting was well attended but the increasing temperature inside the venue began to be too much for many attendees. This changed at midday when the meeting organizers scheduled a hastily arranged river cruise lunch for the attendees as a

way to escape the heat of the venue. This resulted in the exhibitors staring at each other for two hours - with not an attendee in sight.

By the time the cruise ended and attendees returned to the Old Town Hall, ISC staff had taken steps to draw visitors back to the Pfizer exhibit: portable air conditioners were put in place supported by the placement of numerous fans to keep the air circulating. This effort ensured that all presentations at the Pfizer booth were well attended for the balance of the ICS meeting.

**THE FINAL PRODUCT:** In the end, ISC staff developed a plan to address the circumstances encountered, gathered the necessary resources, and executed the plan to return focus to the client exhibit and all supporting activities. Both Pfizer and the ICS organizers were pleased that the attendees stayed inside the venue and actively participated in the event.



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