

# PORETTA & ORR INC.

Exhibits. Events. Strategic Marketing.



Agencies are no strangers to the fact that conventions are a vital part of a company's successful marketing plan. But do you know what goes on behind the scenes after all your hard work?

Recently our client PolarityTE, developers of a revolutionary platform to induce cell and tissue polarity, approached us with a visual concept for their product and company launch at Plastic Surgery The Meeting. Their vision for their booth design was to showcase a massive silver sphere, visible throughout the exhibit hall, glistening like the ever-changing element mercury, as the visual cornerstone of their booth.

### ***The Challenge(s).***

The most pressing challenge was bringing the sphere to life, but additionally, while approval was expected by the time of Plastic Surgery The Meeting, Poretta & Orr had to be prepared and flexible for either a corporate launch or product launch, as well as how to drive traffic to the booth in either instance.

### ***The Solution(s):***

The sphere was a grand behemoth. It had to be created so that sightlines and Plastic Surgery The Meeting exhibit hall regulations were adhered to. It had to be a secure structure and off the floor, and it had to be magnificent. Working together in a true partnership with both designers and installers, creating PolarityTE's vision was meticulously accomplished. One of PolarityTE's taglines is Welcome to the Shift™. This is exactly what Poretta & Orr had to be prepared for if their product was not FDA approved by the time of Plastic Surgery The Meeting. Utilizing a digital signage solution allowed for last minute flexibility of messaging with a flick of switch, while still providing visually engaging options for both product and company branding.

"I can honestly say Poretta & Orr was mission-critical relative to our very successful product launch. We couldn't have done it without their strategic direction."

- Ned Swanson, MD, COO, PolarityTE

A cleverly developed game of golf was added to the booth to drive traffic. It brought out the competitive side of the HCPs and encouraged them to visit the booth each day to increase their chances in the drawing. Images of HCPs

participating in the game were shown on the digital signage and visible throughout the hall, creating excitement and interest and quite the crowd of HCPs in the booth.

Watch the time-lapse video demonstrating the sheer number of skilled hands required to create this successful and unique marketing environment. From digital billboards, catering with a coffee barista, and an interactive golf game, the PolarityTE's booth was a well-executed marketing environment that surpassed objectives and clearly demonstrates that a successful exhibit booth is a true partnership.

[Watch the Video](#)

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