

Congress Booth Innovation for the Gilead Oncology/Hematology Pipeline Team

Date: July 2014



BUSINESS GOAL

To raise awareness and educate healthcare professionals (HCPs) attending the 2013 ASCO (American Society of Clinical Oncology*) and ASH (American Society of Hematology**) annual meetings on a pipeline of novel, targeted investigational agents, utilizing multiple pathways to treat a wide range of cancers.

OBJECTIVE

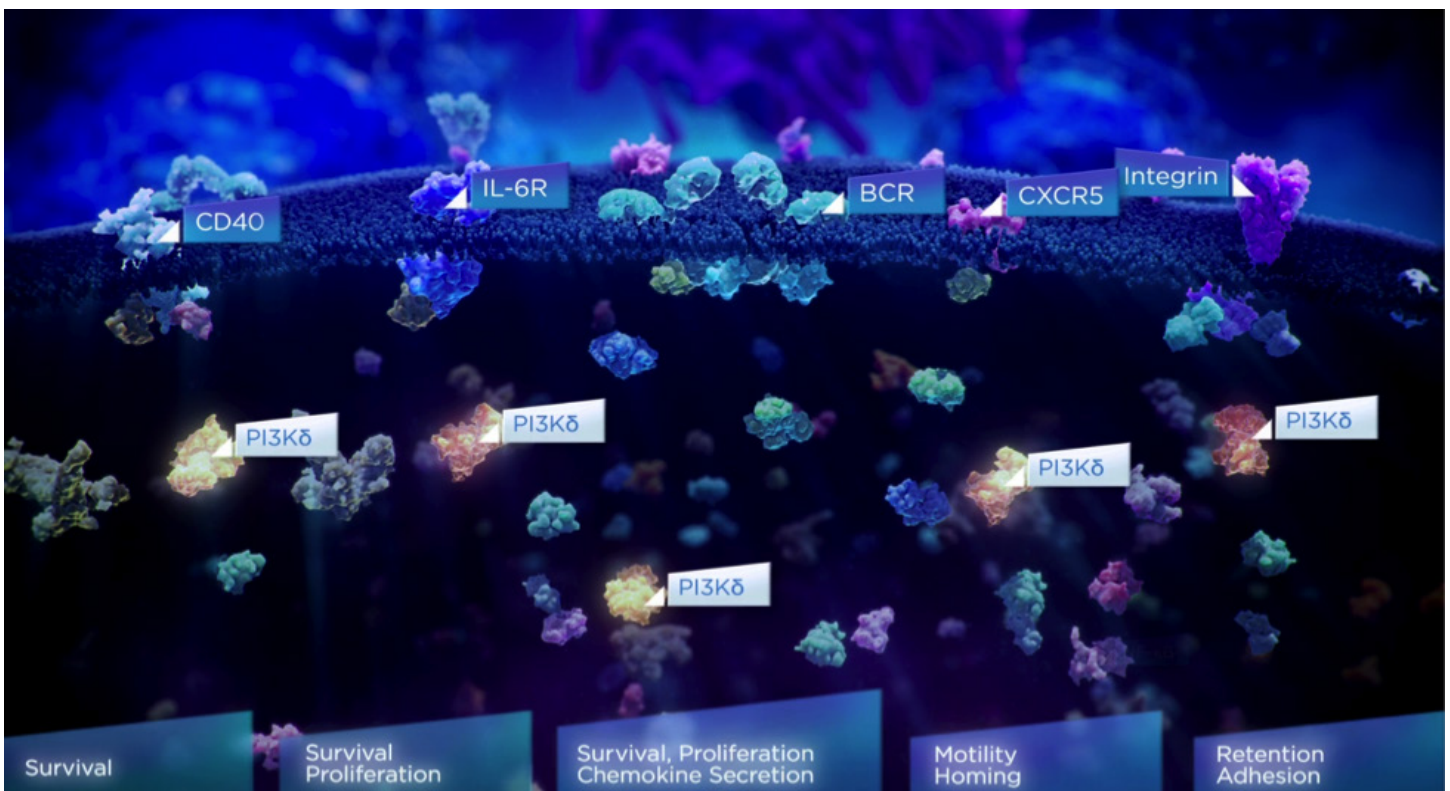
To stand out on the event floor using programs that differentiate the client's exhibits from the competition and attract large numbers of booth visitors. Once present in the booth, the objective was to educate and engage HCPs, enabling the Gilead Oncology MSL team to further interact with target customers. The programs were also meant to communicate Gilead's strong drug pipeline and commitment to innovation within the oncology space.

SOLUTION

Viscira created a compelling blend of digital convention booth solutions that utilized innovative display mechanisms and grabbed attendees' attention. These solutions included a 3D Mechanism of Disease (MOD) animation video, interactive touchscreen educational programs, printed backlit panels and tabletop booth displays with 3D molecules and environments, and a unique 3D molecule gallery unlike any other display at these conferences. A few of the programs are highlighted below.

3D MECHANISM OF DISEASE ANIMATION VIDEO

Award-winning 3D animation that explained the PI3K Delta Signaling Pathway story. The understanding of the role of PI3K signaling pathways in the development of cancers, including CLL (chronic lymphocytic leukemia) and iNHL (indolent non-Hodgkin's lymphoma), has advanced significantly in recent years. This 3D MOD animation told the story of how the effector molecule PI3K delta plays a central role in several signaling pathways, helping to promote B-cell activation, differentiation, proliferation and survival, in a compelling and engaging way. The video was highly cinematic, scientifically realistic and clinically sophisticated in tonality, all of which increased the overall visual impact of the piece.

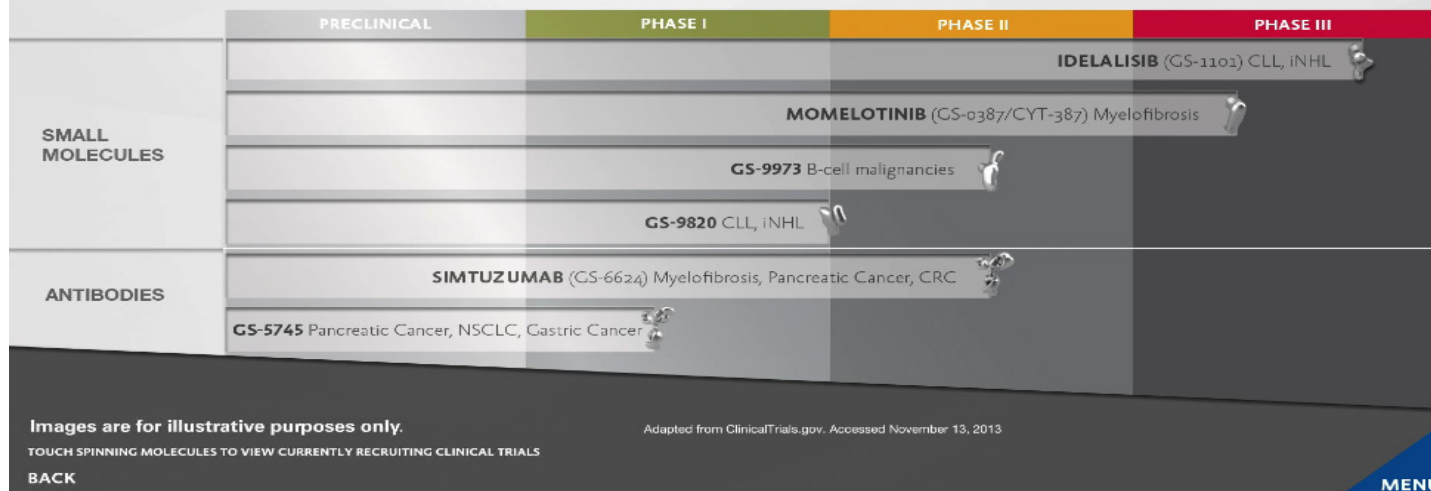


INTERACTIVE ONCOLOGY PIPELINE TOUCHSCREEN PROGRAM

The interactive Gilead Oncology Pipeline touchscreen program helped communicate and establish Gilead's commitment to science and innovation. It showcased their robust drug pipeline by highlighting late-stage molecules and disease pathways, helping to facilitate scientific engagement at the meeting (booth, reception, other interactions), and raise awareness of clinical trials to increase participation.

Current Hematology/Oncology Molecules in Development

The safety and efficacy of these investigational agents have not been established.



3D MOLECULE GALLERY

The 3D molecule gallery was a unique concept that featured an exhibit "museum wall" with physical model representations of the various investigational agents (small molecules and antibodies) that are in Gilead's current hematology/oncology pipeline. The various agents were designed as 3D replications and were mounted on the wall in an order based on their respective clinical trial stage. Adjacent to the 3D gallery was the Interactive Oncology Pipeline touchscreen program, which provided additional information and a list of active clinical trials.



RESULTS

The solutions Viscira created were excellent examples of innovative design approaches to convention booths and exhibits. The company accomplished the objective of creating attention-getting custom exhibit solutions for our client, thereby attracting a large number of attendees at both meetings. Below is a direct quote from one of our very satisfied clients:

"Thanks to the entire Viscira team for a job well done. I received a number of accolades for the content and usability of the program, and multiple Gilead folks asked for the content to take home with them. Kudos to you and we could not be more pleased."

*AMERICAN SOCIETY OF CLINICAL ONCOLOGY

ASCO was founded in 1964 by a small group of physician members of the American Association of Cancer Research (AACR) who recognized the need for the creation of a separate society dedicated to issues unique to clinical oncology.

Source: <http://www.asco.org/about-asco/society-history>

**AMERICAN SOCIETY OF HEMATOLOGY

The American Society of Hematology (ASH) is the world's largest professional society concerned with the causes and treatments of blood disorders. The mission of the Society is to further the understanding, diagnosis, treatment, and prevention of disorders affecting the blood, bone marrow, and the immunologic, hemostatic and vascular systems, by promoting research, clinical care, education, training, and advocacy in hematology.

Source: <http://www.hematology.org/About-ASH/>