

## Case Study – Sentry 340B Coalition Exhibit

Sentry Data Systems ([www.sentryds.com](http://www.sentryds.com)) is a leading provider of specialized software and services to support hospitals and healthcare providers who participate in 340B - a federal program that requires pharmaceutical companies to provide outpatient drugs at reduced pricing for patients who cannot afford them.

While 340B influences just 5% of all prescription medications, it represents a \$16.2 billion market in annual sales. The 340B Coalition brings together representatives from 13,000 hospitals and healthcare providers twice each year to share best practices, learn about 340B policy updates, and meet with vendors & suppliers.

### The Challenge:

The show floor is crowded with similar companies at 340B. Sentry asked exhibit design partner CDI USA to develop an event strategy with the following goals:

- Design an exhibit booth that separates Sentry from the pack
- Develop an experience that drives traffic and increases engagement
- Deliver effective “Expect More with Sentry” key messaging points
- Ensure continuity between the booth experience and an offsite VIP event

CDI engaged Sonar Creative to contribute concepts that unite the physical design of the booth with audience engagement strategies and technologies to meet these goals. Our design approach took into account some unique limitations of the show:

- The exhibit hall at the Shoreham Hotel in Washington, DC was converted from a parking garage with many columns and a low ceiling
- Sentry secured a coveted spot for their booth just inside the entry doors to the show, but the footprint was just 20' x 20'

### The Solution:

With the small booth footprint and low ceiling of exhibit hall, we needed to create an environment that felt like an uncluttered oasis from the activity outside, while providing Sentry with structures for storage, seating, and messaging. We knew that every square foot would be critical.

We began with a blank canvas and a “less is more” approach to the project. In our design, translucent white fabric walls hung from the ceiling but did not touch the floor. This feature helped make the space feel larger than it really was. We positioned the entry way on the corner to face the doors of the exhibit hall and preserve three interior walls for messaging and displays. White carpet and a small group of soft seating in Sentry brand orange & grey provided essential meeting space and a touch of color.



Sentry had developed a corporate message platform that revolves around the concept of More. “Expect More with Sentry” cascades into four value propositions: Capture More (revenue), Experience More (service), Know More (data), Care More (productivity).

There was indeed More – more content than we could fit on traditional signage and displays! We asked Sentry, “What if there was more than meets the eye – a booth property that playfully revealed key messages on further exploration?”

With their encouragement, we created an Augmented Reality booth experience for attendees. We selected an app that uses image-recognition technology to trigger 3D animations, video clips, PDF documents or URL for a web page. We compiled messaging for each value proposition and built the app for use on iPads in the Sentry booth.

Next, we identified physical objects that represented each of their value propositions;

- Capture became an old-world treasure chest
- Experience became a collection of VIP concert backstage passes
- Know became a steampunk clock with exposed mechanism
- Care became a pair of outstretched hands

We programmed these objects as visual “triggers” in the app. Then we placed the objects on gallery-style white pedestal displays around the perimeter of the booth. Working together, the objects, the iPads, the app and the Sentry sales team offered a compelling Augmented Reality tour for attendees.

In the Care More section of the app, Sentry made a \$5 donation to one of three charitable organizations selected by the attendee in return for lead capture information.



Other elements of the “more” themed experience included a looping 4K UHD video of eye-catching animation and colorful video clips that supported the four value propositions in Sentry’s message platform, displayed on a large monitor which could be seen by anyone walking past the booth, and a team of Sentry Brand Ambassadors who guided 340B attendees to a curated list of attractions, restaurants and shops in the DC area.

Finally, we engaged a local Escape Room company to create a series of customized clues and puzzles for attendees at the offsite VIP dinner reception that continued the “more than meets the eye” theme. Those who were successful in deciphering the puzzle received a signature Sentry drink at the bar.



**The Result:**

The inviting, uncluttered booth design and curiosity about the AR experience attracted many visitors to the Sentry booth and provided an engaging story to share with others. Together with the VIP reception experience, we were able to create a memorable Sentry presence at 340B that exceeded their goals for design, experience, messaging and continuity.