

Global Success Story



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General Graphics Exhibits takes American Medical Systems to Berlin.

Client: American Medical Systems

Designer: General Graphics Exhibits

Builder: Bluepool

The show: EAU 2007, Berlin

Background:

American Medical Systems (AMS), a medical device firm that focuses on pelvic health solutions for men and women, tapped General Graphics Exhibits (GGE) design expertise for its international program. As a company, AMS has sustained remarkable technological breakthroughs, precision manufacturing and marketing ingenuity throughout the world. This penetration of the global marketplace demanded a strong AMS presence at EAU (European Association of Urology) in Berlin last March.

With the integration of the recently acquired Laserscope products, AMS introduced a new uniform brand personality. The Greenlight Theater was a dedicated space where the new Greenlight HPS laser was introduced. Doctors could sign up for a time with the hands-on wet lab to experience firsthand the functioning of the Greenlight HPS laser. This design allows for multiple configurations by using a series of towers marking clearly defined product groupings. Each product demo had a video of a procedure and a corresponding product display case. Keeping the design consistent was possible through the OSPI network opportunities.

How it worked:

Due to GGE knowledge of the Laserscope technology and an exhibition GGE successfully completed for Laserscope at AUA, the company was invited to review its capabilities with Brad Clift of AMS, the new Laserscope parent company. GGE offered experience in collaborating with global partners - the OSPI approach. GGE competed for the exhibit design and was selected to fulfill that design as well as manage ancillary services relating to EAU.

The exhibit was an all-new design for AMS, one to be carried forward internationally. At the request of AMS, GGE put together a request-for-proposal and sent it to four eminent European exhibit houses (not all of which were OSPI members) to obtain bids.

Criteria and a point system were established to rank and review the proposals. Due to experience in Berlin and additional research on the technical and logistical approval of the laser's use within Germany, as well as competitive cost, Bluepool was selected by AMS for fabrication and services relating to the properties, and was billed directly by the client. GGE billed separately for design and services provided by GGE.

GGE managed a three-tier program for AMS during 2007 and plans to continue the successful collaboration throughout 2008.

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