

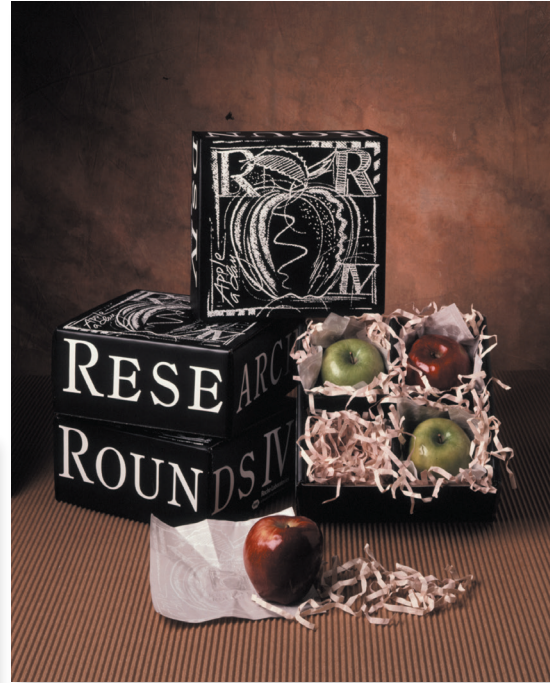
Conference and Exhibit Design 1987-1989:

For three years we created the conference / exhibit design for Hoffmann-LaRoche's annual Research Rounds IV symposium for 600 doctors from around the country. Our objective was to create an atmosphere that would first draw interest in attendance and would then be a creative and energizing environment for a three-day medical symposium.

As we began our first project for Hoffmann-LaRoche, a conference entitled "An Apple A Day," we sent out a box of four apples to doctors around the country as the initial invitation. This was extremely well-received! We followed that with additional informational mailing materials and then moved on to design the symposium itself.



Environment |



| Packaging

We designed the symposium identification, promotional graphics, exhibits, special events, clothing, special accessories, signage, interior and exterior design and all collateral for Research Rounds 3, 4, & 5 "One of a Kind" annual medical conferences. Each year had its own particular "flavor and flair." Our concepts were well-received and are well-documented in the 35mm and 4X5 books.

Symposium / exhibit identity design, promotional graphics, special events interior and exterior design, including clothing, special accessories, signage and all collateral for Hoffmann-LaRoche's medical conferences. These three-day seminars are an invitational event for physicians and held at a different resort each year.