

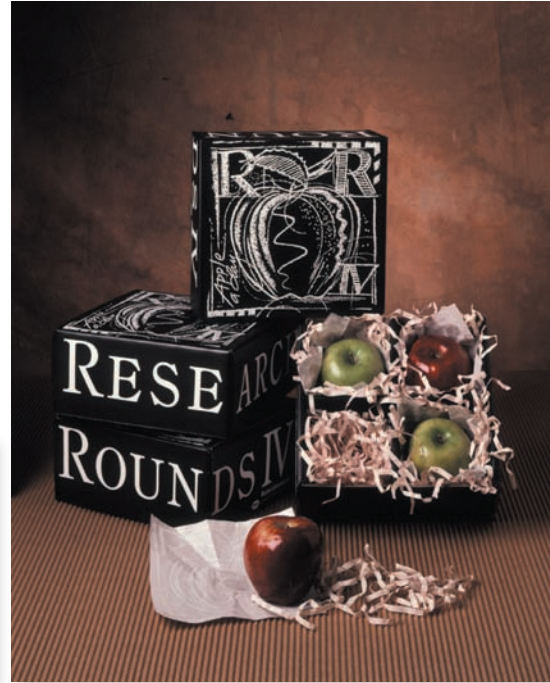
Conference and Exhibit Design 1987-1989:

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 Drs. 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.