SMARTdrill® - Lookin’ Good

Smart Medical Devices, Inc. scored an “A” at the 2018 AAOS Annual Meeting ("AAOS") in New Orleans, Louisiana!

The AAOS is the largest yearly orthopedic convention in the world and there were over 700 exhibits on display. SMD scored in the 92\textsuperscript{nd} percentile compared with other technical exhibits.

“This unique service was provided to help your company reinforce what’s working and identify what can be improved in your exhibiting program so your company gets maximum value and results.

During show hours, your exhibit was evaluated in action by a tradeshow expert who looked at 21 visually observable at-show practices grouped into three major categories:
1. Overall Exhibit Presentation
2. Product/Service Presentation
3. Exhibit Staff”

The SMD team is proud to be recognized by the convention’s technical exhibit evaluator for its excellence.

This independent evaluation provides companies with an Exhibiting Effectiveness Evaluation™ or E3 Score (See Figure 1). The E3 Score measures multiple parameters including the exhibit, the product presentation, and the staff.

![Figure 1]
Comments by the evaluator included the following:

a. Unique exhibit property really stood out from the crowd;
b. Good use of lighting;
c. Good use of A/V;
d. Good job of communicating brand promise/value proposition;
e. Good job providing multiple ways to access and engage with information;
f. Good body language, open posture, paying attention to attendees near/and or in the booth; and
g. Quickly responsive and attentive to booth visitors.

SMD thanks the AAOS for its collection and distribution of this objective data. As with the AAOS, SMD is striving to improve surgical outcomes. To that end, SMD's SMARTdrill provides surgeons with objective actionable intelligence (‘data’) to make better decisions for patients.

Also, a Special thanks goes out to Tim Montie of Tyson Creative. Tim, thank you for the creative and functional booth design and for facilitating SMD's revolutionary technology image with its cutting edge exhibit (see Figure 2).