

CZARNOWSKI

SeattleGenetics®

CD30-DIRECTED  
**ADCETRIS®**  
brentuximab vedotin | for injection

Please see full Prescribing Information at booth, including **BOXED WARNING** regarding progressive multifocal leukoencephalopathy

**CZARNOWSKI®**  
STORIES THAT MOVE

SeattleGenetics®  
Revolutionary Science  
Patient Focused

REACH FOR  
EXTENDED SURVIVAL  
29%

**DON'T MISS A  
Moment.**

**DON'T MISS A  
Moment.**

Patient Care  
at the Forefront.

SEATTLE GENETICS AT ASCO



# Seattle Genetics at ASCO

CURVE APPEAL

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## Challenge

To create a design-forward environment for Seattle Genetics to showcase its medical and commercial therapies in a separate yet fluid way at ASCO's annual meeting.



# Solution

A striking curved design that maintained FDA-required divisions while creating a smooth flow throughout the space—and drawing a crowd.







The ASCO annual meeting brings nearly 35,000 oncology professionals from around the world to Chicago, with the purpose of furthering its mission to conquer cancer through research, education and promotion of the highest quality patient care.



Seattle Genetics, a global biotechnology company focused on developing and commercializing transformative cancer-targeting therapies, wanted to focus on transforming their experience marketing as well.



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With more than 6,000 ASCO exhibitors, attracting attention on the show floor isn't easy. And strict FDA mandates requiring the separation of medical and commercial properties make it even more challenging.

Where other companies view design regulations as a reason to play it safe, Seattle Genetics recognized it as an opportunity to get creative. They wanted their space to feature soft curves instead of harsh angles, creating an open floorplan that would maintain the required separation without producing any hardline divisions.







We combined a novel layout with unique design elements to make sure Seattle Genetics stood out while staying within FDA guidelines. Infusion Studios, our in-house visualization studio, produced renderings from every viewpoint—building trust with the Seattle Genetics team that we could deliver something different while meeting crucial regulations.

To establish a presence on the show floor, we created a **can't-miss-it focal point**: a large oval disk that hovered over the 60x60 footprint. Interior fins played with light and space, and a playful chandelier drew the eye as it floated down from the center.



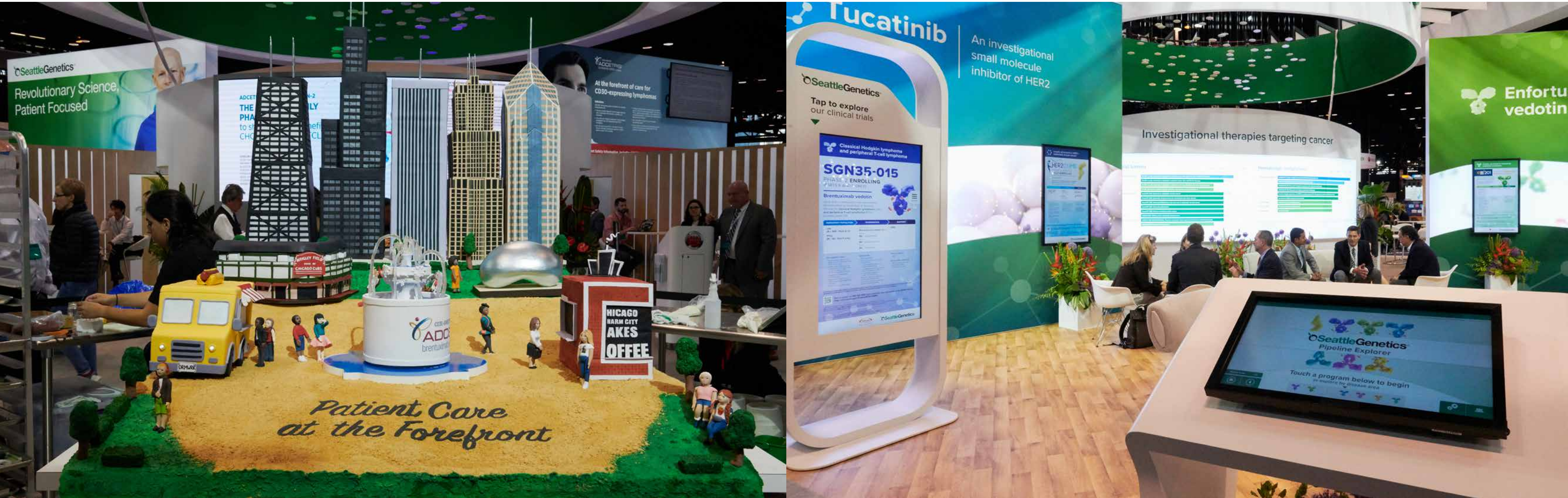
# CZARNOWSKI.

A sizeable central screen pulled passersby into the exhibit. The conference room and gathering areas served as subtle dividers between the medical and commercial spaces while curved light walls and signage gently guided attendees through.

A Chicago-themed cake experience was also incorporated into the design, providing enough space for crowds to watch the cakemakers progress from cake concept to cutting over the five-day show.

Seattle Genetics wants to use this structure at its shows for the next seven years, requiring a high-end build from both a finish and an aesthetic standpoint. With a stringent focus on quality, we still found opportunities to save money, including designing and engineering the overhead curve in a way that didn't require a costly truss support.

**The Seattle Genetics team was impressed with our level of service, swift response to changes, detailed renderings and ability to quickly obtain FDA approvals.**





**“A new booth build in such a short timeframe was ambitious, and Czarnowski made it happen. We weren’t Czarnowski and Seattle Genetics, but one effective unit. Czarnowski was always willing to listen to us and come up with swift, innovative, cost-effective solutions. We wouldn’t have been able to get the FDA submission done without the Czarnowski team turning around all the images we needed in record time.”**

– Juby Chacko, Manager of Meetings & Congresses, Seattle Genetics

