

THE EVENT TECH EXPERT

MOHD AUSAF

SELECTED WORK

Interactive, immersive and AI-powered experiences for congress floors and live brands.

THEEVENTTECHEXPERT.COM
BENGALURU

AVAILABLE GLOBALLY

PORTFOLIO

Work that survives opening morning.

Not concept decks or fragile prototypes — experiences visitors walk up to on real trade show and congress floors: self-guided kiosks, spatial tours, expert presentations, live Q&A systems, offline AI, and measurable brand journeys.

Congress-ready

Engineered for harsh trade show networks, venue AV constraints, and unattended walk-up traffic.

Self-serve & staff-assisted

Engaging when visited alone; seamless for booth specialists to step in without breaking context.

Measured after the show

Granular interaction metrics, dwell time, and pathway completion data exported for stakeholders.



THE FRAMEWORK

Every project tells the same honest story.

Role, context, collaborators shown per project. Tech detail stays secondary.

01 The Situation

02 Goal & Expectations

03 Challenges

04 Where I Came In

05 Approach

06 What We Built

07 Other Teams Involved

08 On the Floor

09 End Result

10 Final Thought

21 works across floors and formats.

Five cluster cards:

CLUSTER 01

Self-guided / Kiosk

RSNA · HIMSS Global
· HCE · pathways

CLUSTER 02

Presentation /
Slider

AAPM · ESC · KCR ·
presentation
platform

CLUSTER 03

Tour / 360 /
Immersive

ERS · ISMRM · virtual
tour platform ·
heritage · real estate

CLUSTER 04

Live / Game / AI

ACC Q&A · CES hunt ·
HIMSS AI · air-
gapped AI · remote
demo · photo booth

CLUSTER 05

3D / Industrial

InnoTrans · industrial
configurator

DOMAINS & ENVIRONMENTS

Events & sectors

Deep production experience across high-stakes international medical congresses, consumer showcases, and heavy industrial expos.

CONGRESSES & SHOWS

Major World Stages

RSNA · AAPM · ACC · ESC · ERS · HIMSS · HIMSS Global ·
HCE · CES · InnoTrans · ISMRM · KCR

Deployed in Chicago, Berlin, Las Vegas, Paris, Barcelona, Orlando, and
premier international exhibition venues worldwide.

INDUSTRY SECTORS

High-Specialization Verticals

Healthcare & MedTech · Consumer Electronics ·
Transportation & Rail · Cultural Heritage · Industrial B2B ·
Commercial Real Estate

Bridging the gap between strict compliance, complex product architecture,
and human walk-up engagement.

06 · INTERACTIVE / HEALTHCARE / RSNA

RSNA Self-Guided Product Pathway

Walk-up radiology product journey designed for fast comprehension in high-density congress traffic.

SITUATION

Dense RSNA floor in Chicago; radiology specialists refuse to wait for linear guided demos while booth staff are occupied.

GOAL

Deliver an intuitive self-serve pathway that lets visitors explore clinical imaging workflows, with seamless hand-off to staff.

CHALLENGES

Managing crowded floor distractions, simplifying a sprawling multi-modal diagnostic portfolio, and empowering staff as partners.

RESULT

The booth stayed continuously active all day; exported granular drop-off and modality completion data for commercial teams.

ROLE: CREATIVE TECHNOLOGY LEAD · RSNA · CHICAGO · LIVE RADIOLOGY BOOTH

CLIENT CONFIDENTIAL — DELIVERED FOR A BRAND PRESENTING IN THIS CONTEXT. NAME WITHHELD UNDER NDA.



07 · PRESENTATION / HEALTHCARE / AAPM

AAPM Interactive Product Presentation

Dynamic non-linear product presentation engine engineered for medical physicists and clinical specialists.

SITUATION

Expert medical physics audiences reject linear corporate slide decks, demanding immediate proof and specific dosimetry data.

GOAL

Allow presenters to pivot instantly to technical deep-dives while logging exactly which clinical modules earned attention.

CHALLENGES

Rigorous specialist questioning, intense live demo pressure without crashing, and generating verifiable engagement data.

RESULT

High-reliability modular presentation system with instant post-show engagement analytics broken down by clinical specialty.

ROLE: INTERACTIVE EXPERIENCE LEAD · AAPM · SPECIALIST MEDICAL PHYSICS SHOWCASE

CLIENT CONFIDENTIAL — DELIVERED FOR A BRAND PRESENTING IN THIS CONTEXT. NAME WITHHELD UNDER NDA.



08 · LIVE Q&A / HEALTHCARE / ACC

ACC Live Q&A Experience

Realtime audience interaction platform turning passive congress session attendees into active contributors.

SITUATION

Live cardiology theater sessions lose attention to hallway traffic, back-channel emails, and mobile phone distractions.

GOAL

Build frictionless mobile participation with realtime stage visualization and measurable clinical audience consensus.

CHALLENGES

Maintaining live room energy, tight moderator timeframes, and delivering an instant frictionless join path via QR on venue Wi-Fi.

RESULT

Synchronized live participation layer with immediate post-session topic heatmaps and question archive for key opinion leaders.

ROLE: LIVE ENGAGEMENT LEAD · ACC · CARDIOLOGY CONGRESS AUDITORIUM

CLIENT CONFIDENTIAL — DELIVERED FOR A BRAND PRESENTING IN THIS CONTEXT. NAME WITHHELD UNDER NDA.



09 · AI KIOSK / HEALTHCARE / HIMSS

HIMSS AI Kiosk Experience

Voice and touch conversational intelligence delivering verified answers without visitors waiting for busy staff.

SITUATION

Booth staff are overwhelmed during peak floor surges; digital health buyers leave if answers are delayed more than 30 seconds.

GOAL

Deploy a reliable, walk-up AI agent capable of answering complex health IT inquiries rapidly under noisy expo conditions.

CHALLENGES

Peak booth noise, ensuring strictly on-brand hallucination-free answers, and capturing real-time inquiry telemetry.

RESULT

Autonomous AI kiosk that handled continuous visitor throughput while surfacing top unaddressed buyer questions to leadership.

ROLE: AI EXPERIENCE LEAD · HIMSS · HEALTHCARE IT EXHIBITION

CLIENT CONFIDENTIAL — DELIVERED FOR A BRAND PRESENTING IN THIS CONTEXT. NAME WITHHELD UNDER NDA.



10 · GAMIFICATION / CONSUMER / CES

CES Treasure Hunt Experience

Multi-stage interactive discovery journey driving dwell time across a massive consumer tech footprint.

SITUATION

CES is notoriously loud and saturated; attendees walk past booths within seconds unless actively drawn into an experience.

GOAL

Extend average booth dwell time and generate brand recall through a multi-station quest without gimmick fatigue.

CHALLENGES

Overcoming sensory overload, engineering bite-sized 45-second stations, and coordinating frictionless prize logistics for staff.

RESULT

Accurate telemetry tracking visitor starts, station drop-off rates, and full completion funnels across all four show days.

ROLE: EXPERIENCE LEAD · CES · LAS VEGAS · CONSUMER ELECTRONICS BOOTH

CLIENT CONFIDENTIAL — DELIVERED FOR A BRAND PRESENTING IN THIS CONTEXT. NAME WITHHELD UNDER NDA.



11 · 3D / EXHIBITION / INNOTRANS

InnoTrans 3D Product Display

Large-scale realtime 3D rail engineering showcase explaining complex mechanical systems in real time.

SITUATION

Full locomotive drive-trains and track infrastructure cannot fit into booth footprints; printed graphics fail to explain spatial systems.

GOAL

Make intricate multi-layered engineering architectures instantly readable from the aisle with interactive explode views.

CHALLENGES

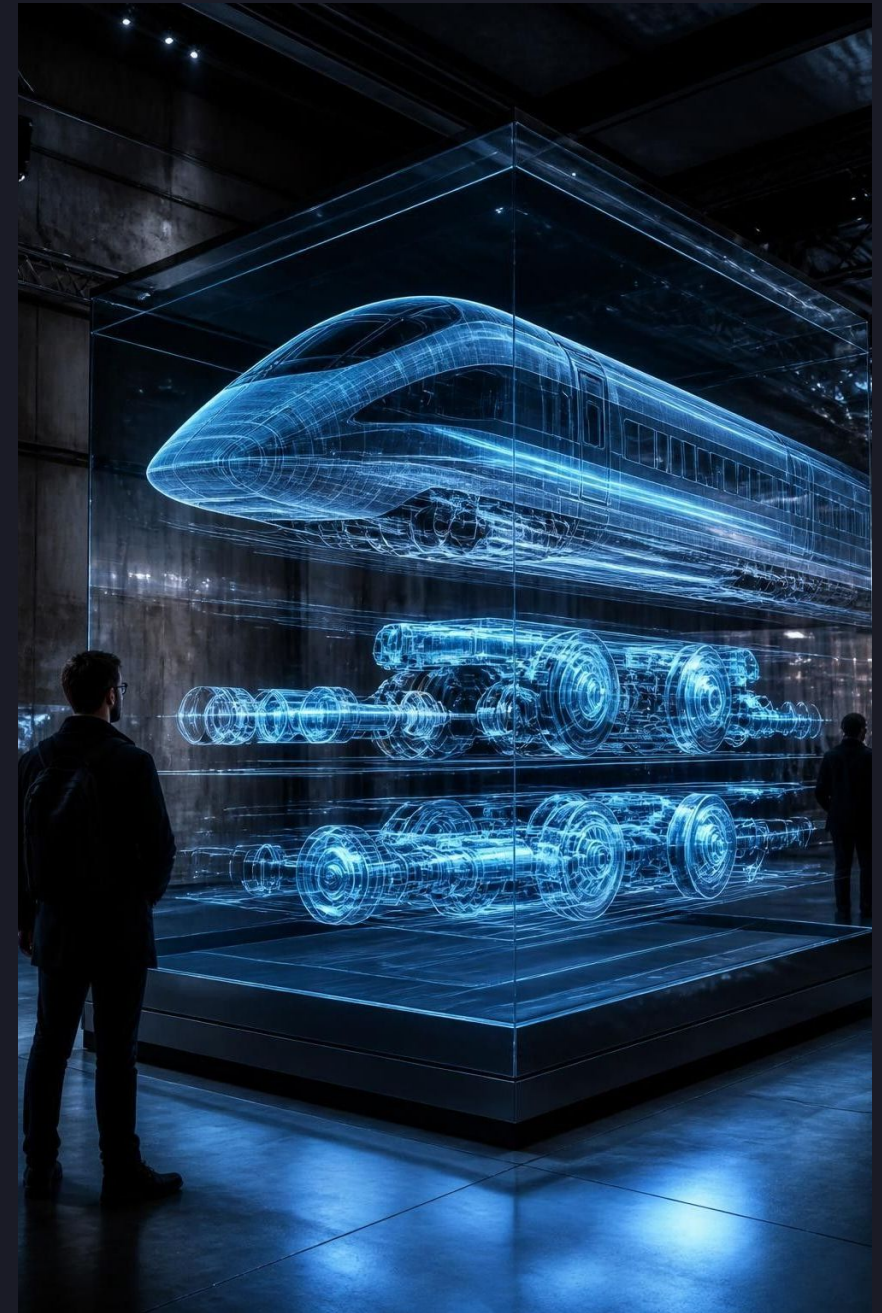
Long-distance visibility, smooth 60fps 3D rendering under heavy booth lighting, and balancing self-serve and guided modes.

RESULT

Spatial rail visualizer that became the primary anchor for serious engineering negotiations throughout the Berlin expo.

ROLE: 3D EXPERIENCE LEAD · INNOTRANS · BERLIN · TRANSPORTATION EXHIBITION

CLIENT CONFIDENTIAL — DELIVERED FOR A BRAND PRESENTING IN THIS CONTEXT. NAME WITHHELD UNDER NDA.



12 · 360° / SALES / ISMRM

ISMRM 360° Virtual Sales Enabler

Remote-ready 360° sales environment connecting on-booth discussions with global MRI installation sites.

SITUATION

Commercial MRI conversations must take place without a multi-ton superconducting magnet or RF-shielded suite physically on site.

GOAL

Provide shared spatial context and technical verification for specialist clinical buyers, both in-booth and via remote video.

CHALLENGES

Maintaining technical credibility, intuitive hotspot navigation for non-gamers, and rock-solid local offline network fallbacks.

RESULT

Unified spatial platform supporting both high-touch booth consultations and follow-up commercial pipeline reviews globally.

ROLE: VIRTUAL SALES EXPERIENCE LEAD · ISMRM · MAGNETIC RESONANCE CONGRESS

CLIENT CONFIDENTIAL — DELIVERED FOR A BRAND PRESENTING IN THIS CONTEXT. NAME WITHHELD UNDER NDA.



13 · AI / OFFLINE / HEALTHCARE

Air-Gapped Healthcare AI Assistant

Fully offline conversational intelligence engineered for strict clinical compliance and zero data egress.

SITUATION

Cloud-connected AI solutions are strictly unacceptable on hospital and healthcare floors where clinical data governance applies.

GOAL

Deliver rich conversational guidance and diagnostic workflow simulation without a single packet leaving the local hardware.

CHALLENGES

Zero cloud egress requirements, local edge inference stability on booth hardware, and low-latency floor-ready conversational UX.

RESULT

Flawless offline assistant deployed across live healthcare congresses, proving generative intelligence without compliance risk.

ROLE: AI SYSTEMS LEAD · PRIVACY-SENSITIVE HEALTHCARE CONTEXTS

CLIENT CONFIDENTIAL — DELIVERED FOR A BRAND PRESENTING IN THIS CONTEXT. NAME WITHHELD UNDER NDA.



More selected work — tours & showcases

ERS CONGRESS

ERS Virtual Tour

Hotspot-led respiratory exploration

HIMSS GLOBAL

HIMSS Global Product Showcase

Short visits, exhibit-hall traffic

HCE CONGRESS

HCE Self-Guided Product Showcase

Unattended professional flow

ENTERPRISE PLATFORM

Virtual Tour Platform

Reusable scenes, hotspots, measurement

COMMERCIAL SECTOR

Real Estate Virtual Showroom

Units & rooms with visit analytics

CULTURAL INSTITUTION

Cultural Heritage Immersive Gallery

Multilingual spatial narrative

More selected work — presentations & pathways

ESC CARDIOLOGY

ESC Dynamic Presentation

Branching cardiology stories

KCR RADIOLOGY

KCR Medical 3D Immersive Presentation

Expert radiology spatial storytelling

ENTERPRISE SYSTEM

Interactive Presentation & Slider System

Cross-show modular engine + reporting

ACC & ESC CONGRESSES

Cardiology Patient Pathway Explorer

Step-through care journey (ACC · ESC)

More selected work — realtime & industrial

Remote-Assisted Demo Suite

Remote specialist drives the same story

Industrial B2B Product Configurator

3D preview + lead capture

CV Gesture Photo Booth

Camera-driven branded reactive moment

What repeats when the work is good.

01

Walk-up clarity in under a minute

02

Staff can join without breaking the visitor's place

03

Feasibility before expensive surprises

04

AV and venue are part of the design

05

Measurement after lights down

06

Ambition kept — fragile ideas simplified early

Formats we ship on the floor.

01 Self-guided pathway

02 Interactive presentation

03 Virtual / 360 tour

04 Live Q&A

05 Gamified hunt

06 AI kiosk (incl. offline)

07 3D product display

08 Configurator

09 Remote-assisted demo

10 Gesture booth

Full selected work list (21)

1. RSNA Self-Guided Product Pathway
2. AAPM Interactive Product Presentation
3. ACC Live Q&A Experience
4. ERS Virtual Tour Experience
5. ESC Dynamic Presentation System
6. CES Treasure Hunt Experience
7. HIMSS AI Kiosk Experience
8. HIMSS Global Product Showcase
9. HCE Self-Guided Product Showcase
10. InnoTrans 3D Product Display
11. ISMRM 360° Virtual Sales Enabler
12. KCR Medical 3D Immersive Presentation
13. Virtual Tour Platform Experience
14. Interactive Presentation & Slider System
15. Air-Gapped Healthcare AI Assistant
16. Cardiology Patient Pathway Explorer
17. Remote-Assisted Demo Suite
18. Cultural Heritage Immersive Gallery
19. Industrial B2B Product Configurator
20. Real Estate Virtual Showroom
21. CV Gesture Photo Booth

Proof without breaking NDA.

WHAT STAYS PUBLIC

Event, Floor & Format Context

The public story focuses entirely on venue realities, floor constraints, hardware architecture, interaction design, and collaboration with lead agencies, AV crews, and ground teams.

Verified proof that enterprise stakeholders and tier-one agencies can evaluate without regulatory or confidentiality exposure.

WHAT STAYS CONFIDENTIAL

Client Identity & Proprietary IP

Client brand marks, internal commercial metrics, unreleased product roadmaps, and proprietary clinical datasets remain strictly protected under executed non-disclosure agreements.

Every project showcased adheres strictly to contractual confidentiality agreements while proving verified production capability.

NEXT STEPS

Want the full story on a project?

Three ways to explore relevant project architecture, floor lessons, and technical feasibility for your upcoming exhibition.

ONLINE ARCHIVE

Browse Case Studies

Explore detailed breakdown notes, interaction flow diagrams, and architectural summaries online.

THEEVENTTECHEXPERT.COM

EXPLORATORY CALL

Project Discovery

A 30-minute introductory conversation to assess floor requirements, technical feasibility, and schedule fit.

30 MIN · NO FEE

STRUCTURED AUDIT

Technical Deep-Dive

A 90-minute structured walkthrough covering hardware specs, network architecture, and failover design.

90 MIN · PAID ENGAGEMENT

LET'S BUILD THE NEXT FLOOR- READY EXPERIENCE.

[Book a Call](#)

[Download Presentation](#)

[Write an Email](#)