

SARTORIUS · IMMERSIVE PORTFOLIO EXPERIENCE

Immersive XR Events In Practice: The Sartorius Use Case

Sartorius experimented with an XR-powered immersive portfolio experience at events. Visitors spent an average 9 minutes and 30 seconds and 37% of participants went into deeper technology discussions with staff. The XR application displayed acts as a compact interactive showroom, capturing attention, providing a consistent portfolio narrative while avoiding complex and costly logistics of shipping and setting up equipment. By tracking tours, dwell time, and post-XR engagements, equipment suppliers can link this immersive experience directly to marketing ROI and pipeline quality.

About Sartorius

Sartorius is a leading international partner of life sciences research and biopharmaceutical manufacturing. The company helps customers simplify and accelerate progress from drug discovery to commercial production through innovative technologies, equipment, and services that support the development of biopharmaceuticals, vaccines, and advanced therapies.



AT A GLANCE

9 min 30 secGuided tour dwell time
per visitor**2.5**Average guests per
tour**37%**Continue into
substantive
discussions**XR a crowd-
puller,
conversation
starter and
booth promoter****01****Challenges at events**

Sartorius faced two particular core challenges in marketing and events, that most equipment suppliers can relate to.

01**Large portfolios, limited floor space**

Portfolios are expansive, spanning multiple modalities and workflows, but physical booth and showroom space is limited, making it impossible to display the full range of equipment and end-to-end processes.

02**Physical equipment is costly to move**

Large equipment is expensive and complex to ship, install, power, and remove at trade shows.

03**Diverse audiences, forgettable booths**

Event audiences are diverse — general trade shows, customer-specific days, internal visitors, students — so deciding what to physically display for each audience is difficult, and traditional booths struggle to create memorable, shareable experiences.

At the same time, marketing teams need ways to:

- Capture attention in crowded halls
- Keep visitors engaged long enough to tell a complete portfolio story
- Translate that engagement into substantive conversations and ultimately leads and opportunities

02

How Sartorius uses XR at events

Sartorius uses XR through the HakoBio platform to present a miniature and fully equipped virtual bioprocessing facility that visitors explore via mixed-reality headsets.



WHERE

Corporate showrooms and visitor centers

XR becomes a permanent, compact “digital showroom” that can display the entire portfolio regardless of room size.

Trade shows and exhibitions

5–6 headsets per event (one used by a guide, the rest by guests) are installed in a small floor area, which effectively extends the booth beyond its physical boundaries.

The XR experience acts as a high-impact attractor, bringing people into the booth and giving them a curated overview before they dive into detailed discussions.

Sartorius-hosted customer events

The XR experience can be deployed at the variety of Sartorius-hosted events, from the popular Science on Tap and Technology Showcase series, to symposia like the Process Intensification Forum or Cell Gene Therapy Days.

Virtual and online events

The guide’s view from the headset is screencast to the meeting platform, enabling a live narrated XR tour for hundreds of remote attendees.

03

How success is measured

Sartorius currently combines qualitative feedback with simple quantitative metrics collected at events to evaluate XR in marketing, including:

- Number of tours delivered
- Number of guests per tour
- Duration of each tour
- Number of guests who go on to substantive discussions with booth staff (classified as engagement)

04

What Sartorius observed

QUANTITATIVE OUTCOMES

9_{min}30_{sec}

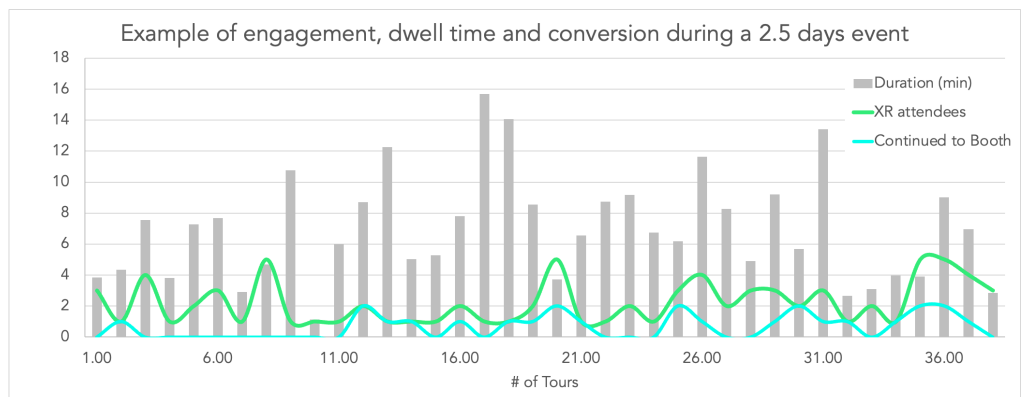
The industry benchmark for event attendee engagement for static physical equipment display is under two minutes¹. The Sartorius XR Application increased dwell time by >4x to 9 minutes and 30 seconds.

2.5

An average 2.5 guests joined the Sartorius host for tours, multiplying the impact and creating a social and engaging experience.

37%

Approximately 37 percent of XR participants continue into further discussions with staff, indicating strong conversion from experience to meaningful engagement.



Engagement, dwell time and conversion across one 2.5-day event.

¹vrvisiongroup.com

IMPACT

Qualitative impact

- XR acts as a magnet in generalist events such as large bioprocessing shows, pulling in a wide range of attendees who otherwise might not stop at the booth.
- The booth stays busy; early visitors break the ice, and others follow once they see people enjoying the experience.
- High enthusiasm: guests talk about what they saw, share the experience with colleagues, and return with them, effectively becoming promoters of the booth.
- Low reluctance to wear headsets: guests quickly put on goggles with little concern about motion sickness or hygiene.
- The XR experience acts as a strong “hook”: once visitors invest several minutes in the guided tour, they are more likely to invest further time in deeper portfolio and project conversations.
- Visitors spend significantly more time in the booth than typical “walk-by” traffic, with deep, guided engagement instead of brief drive-bys.
- XR turns small visitor areas into full-portfolio showrooms without needing physical equipment, and the same XR facility experience delivers consistent, positive outcomes in multiple event formats.

Across all event formats, the pattern is universal: once visitors see others enjoy the XR tour, adoption and engagement snowball, making XR a repeatable crowd-puller and conversation starter.

05

Conclusions: ROI and metrics for equipment suppliers

A clear XR marketing use case and ROI logic emerges for equipment suppliers.

A

Cost avoidance vs physical equipment

- Filling a booth with physical equipment occupies space and demands heavy costs for logistics and installation.
- Developing and reusing XR facility layouts is a one-time or periodic content investment that can be deployed at many events and locations with minimal marginal cost.
- XR content plus a fleet of headsets can economically replace a substantial portion of physical demo spend.

B

Scalability and flexibility

- XR can be added to an event with very short notice — sometimes just shipping goggles the week before.
- The same content scales from small local events to global trade shows and online webinars, maximizing reuse of marketing assets.

C

Higher engagement and conversion potential

- Longer dwell times — 9 minutes and 30 seconds in a guided tour — and 37 percent progression to substantive discussions indicate a strong uplift compared with typical booth behaviour.
- XR serves as a structured narrative introduction, warming up visitors before sales or technical staff go deeper, which is likely to increase the quality of leads.

METRICS

Recommended XR-specific metrics for marketing ROI

An equipment supplier evaluating XR in marketing could systematically track:

Event level

- Number of XR tours
- Total participants and average per tour
- Average dwell time per participant
- Percentage engaging in further discussions
- Visitors referred by colleagues

Pipeline level

- Leads and opportunities from XR vs non-XR visitors
- Opportunity value and win rate for XR-originated deals
- Time from XR experience to first follow-up meeting

Cost and efficiency

- XR content and headset cost amortized per event
- Saved shipping, installation and floor-space costs
- Events, showrooms and regions supported by the same assets

SUMMARY

Based on Sartorius' early implementation, XR is already a "home run" in terms of replacing expensive physical hardware and creating memorable, high-engagement experiences.

Its ROI is expected to grow further as tracking links into lead management systems and hardware becomes lighter and more socially acceptable.

THANKS

Acknowledgements

This use case is based on Sartorius' early XR event implementations and the insights shared by **Charles Meadows**, Senior Solutions Marketing Expert, who led the design deployment and evaluation of Mixed Reality at events and trade shows. His willingness to experiment, measure, and iterate was instrumental in moving XR from pilot concept to a repeatable marketing and customer engagement tool.