

blooloop

**Innovation
Awards**



**20
24**

presented with

AREA15

Sponsorship Information

blooloop
Innovation
Awards  **20**
24

presented with

AREA15

**CELEBRATING
THE MOST
INNOVATIVE
COMPANIES IN
VISITOR
ATTRACTIONS**

What are the Blooloo Innovation Awards?

The Blooloo Innovation Awards celebrate the incredible dynamism, imagination and creativity that drives the attractions business.

Sponsor one of the event categories and champion this spirit of innovation.

The winners will be announced at our Festival of Innovation online event, 14-15th January 2025.

Why sponsor the Blooloop Innovation Awards?

- 1** **Champion innovation within the industry.**
- 2** **Have a judge on the panel for your category.**
- 3** **Your logo will appear on the entry form for your category.**
- 4** **Host a panel at the Festival of Innovation discussing your category topic.**
- 5** **Your company name and a link will appear on the Award category on blooloop.com and our Award site.**
- 6** **Banner ad on event platform and sponsor video on Festival of Innovation session.**
- 7** **You will receive GDPR compliant data from everyone who indicates an interest in your Award category at our Festival of Innovation event in December.**

CATEGORIES

storytelling

Engaging with a compelling
narrative theme

immersive experience

Sponsored by Christie
Immersing visitors in another
world

spectacular

Epic productions

splash

From water slides to aquaria

immersive attraction

Immersive rides and stand
alone attractions

creative technology

Tech supporting creativity

experiential technology

Interactivity and beyond

inclusion

Accessibility for all

CATEGORIES

brand realisation

Sponsored by Kingsmen
Creative interpretation of
brands

thrills

Getting pulses racing -
coasters to horror

sustainability

Reducing an attractions'
environmental impact

game on!

Sponsored by Little Lion
Entertainment
New ways to play

guest journey

Sponsored by Attractions.io
Tech enhancing the visitor journey

themed environment

Theming of spaces and places

exhibit

Exhibit design in museums, zoos
and aquariums

blue sky

Bleeding edge concepts

spectacular - epic shows and spectacular productions - drones, fountain shows, pavilions, acrobatics and anything with the wow factor

splash - from water rides to fountains to aquariums

inclusion - projects and designs that ensure everyone can enjoy the visitor experience

sustainability - products and projects that reduce an attraction's environmental impact

thrills - experiences that thrill visitors, from roller coasters to escape rooms to haunts

storytelling - the translation of a story into an engaging visitor experience from theme parks to exhibitions

immersive attraction - interactive experiences from dark rides to stand alone attractions with an innovative use of technology

immersive experience, sponsored by Christie - spaces that immerse visitors into another world - from artainment to live action theatre and everything in between

themed environment - design and theming of spaces and places to immerse visitors in another world

game on!, sponsored by Little Lion Entertainment - the latest tech and inventive devices in immersive gaming for climbing walls, competitive socialising, VR games and more

exhibit - exhibitions in museums, zoos or aquariums that innovate to engage and immerse visitors

brand realisation, sponsored by Kingsman - innovative ways to bring to life a well-known IP to engage and immerse visitors

blue sky - an opportunity to put forward a truly out-of-the-box concept that has yet to be fully developed, or to recognise a one-of-a-kind experience

creative technology - celebrating technology behind the scenes, supporting visitor experiences and the creatives who design them - projectors, sound systems and lighting and more

experiential technology - guest facing technology that creates new interactive and engaging experiences

guest journey, sponsored by Attractions.io - digital technology and beyond that enhances the guest journey - ticketing, apps, purchases, photography, AR, AI, social and more

PRICE

Sponsorship of one category | £4,000

Price includes:

- Exclusive sponsorship of one award category.
- Logo next to the category entry form.
- Your name mentioned alongside the Awards category on blooloop.com and the Awards webpage.
- Blog about trends in your category on blooloop.com (subject to editor approval).
- Judge on the panel for your category.
- Host a panel discussion at our Festival of Innovation.
- Banner ad on event platform.
- Sponsor video on Festival Innovation session.
- GDPR compliant data from everyone who indicates an interest in your category at our Festival of Innovation.

**Blooloop clients
10% Off**

"[Sponsoring the blooloop Innovation Awards] is a great way for AREA15 to engage with the best and brightest in experiential entertainment and gives us a first look at new experiences to see who we can work with."

Michael Casper, VP Business Development, AREA15

“Thanks, Blooloop, for championing innovation and sparking inspiration within our industry. The Festival of Innovation provided not only **invaluable networking opportunities but also **a stage to showcase the advancements in experiential technologies and immersive experiences**”**

Laurence Beckers, Creative Director, Alterface

**For more details please contact Alice at
events@blooloop.com**

blooloop



festival of
innovation2025

14-15 January 2025, online