

**blooloop**

**Innovation  
Awards**



**20  
24**

presented with

**AREA15**

**Entry Information**

**blooloop**  
**Innovation**  
**Awards**  **20**  
**24**

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

# What are the blooloop Innovation Awards?

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

Our judges are high profile thought leaders and industry experts from some of the world's leading visitor attractions. They will be looking for the most innovative products and projects shaping the future of the visitor experience.

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

**Get your work seen by the people who matter most and join our prestigious previous winners by entering the blooloop Innovation Awards.**

# Why enter the Blooloop Innovation Awards?

- 1** Raise your profile by showcasing your work in front of the world's biggest audience of attractions industry professionals.
- 2** All entries will be seen by our panel of expert judges.
- 3** All entries will be showcased with their own page in our [Innovation Awards Gallery](#) on blooloop.com (15,000 views a month)
- 4** Your work will be included in the Festival of Innovation in January. Opt for a deluxe entry for maximum exposure.
- 5** Use the awards to attract new business and new talent.
- 6** Celebrate your work with your team and your clients. Leverage your award entry for marketing and to boost team morale.



# Be **seen** by our judges

- **Tom Acomb**, chief creative officer, AOA
- **Mike Aiello**, senior director – entertainment creative development, Universal Destinations and Experiences
- **Steve Alcorn**, CEO, Alcorn McBride Inc.
- **Guillaume Allaire**, executive producer, Puy du Fou Films
- **Xiao Bao**, TEA Board of Directors
- **Kimberly Beneville**, co-founder, Beneville Studios
- **Sam Bompas**, director, Bompas & Parr
- **Jenefer Brown**, executive vice president and head of Lionsgate global products & experiences
- **John Burton**, senior creative lead, Merlin Entertainments
- **Anthony Chong**, group managing director, Kingsmen Exhibits Pte Ltd and executive director of Kingsmen Creatives Ltd
- **Dolf de Jong**, president & CEO, Toronto Zoo
- **Wouter Dekkers**, CEO, Momentum Leisure
- **Philipp Edelmann**, director of production for live experience, Netflix
- **Winston Fisher**, CEO, AREA15
- **Jeffrey Godsick**, executive vice president, global partnerships and brand strategy and head of Location Based Entertainment, Sony Pictures Entertainment Motion Picture Group
- **Chris Grap**, vice president of experiential entertainment, Mall of America
- **Joe Graziano**, director of sales, EMEA, entertainment division, Christie
- **Joe Herrington**, audio media designer, Walt Disney Imagineering
- **Craig Inglis**, chief marketing officer, Merlin Entertainments
- **Jasmin Jodry**, immersive creative director
- **Dr Les Johnson**, founder and chair, National Windrush Museum
- **Vince Kadlubek**, founder & director, Meow Wolf
- **Asa Kalama**, VP, executive – creative & interactive experiences, Walt Disney Imagineering
- **Eddie Kemsley**, CEO, Dreamland
- **Margaret Kerrison**, founder/owner, MCK Creative LLC
- **June Ko**, executive director, InfoComm Asia



# Be **seen** by our judges

- **Michael Kreft von Byern**, director, Rulantica
- **Bart Kresa**, founder, BARTKRESA design
- **Nick Laister**, director, Fairytale Farm
- **Chris Lange**, chief creative officer & owner, Creative Studio Berlin
- **Damien Latham**, chief attractions officer, SEVEN
- **Tom Lionetti-Maguire**, founder, Little Lion Entertainment and creator, The Games Arenas
- **Mark Locker**, founder & CEO, Attractions.io
- **Håkon Lund**, owner, Lund Gruppen
- **Alan Mahony**, chief operations officer - entertainment, Keystone Group
- **Amanda Mayne**, head of partnerships: International Touring Exhibitions, British Museum
- **Erica McCay**, Executive Creative Director, Valtech
- **Tim Morrow**, president and CEO, San Antonio Zoo
- **Patrick O'Mahony**, creative director and founder, NEWSUBSTANCE
- **Tomoe Okiyama**, Creative Director and Producer, Katana Inc
- **Judith Owens**, chief executive, TBL International Ltd
- **Jeff Parker**, creative lead, R&D, Merlin Entertainments
- **Meg Parker**, chief marketing & communications officer, AREA15
- **Pauline Ravry**, project manager, Futuroscope
- **Kees Rijnen**, strategist, Efteling
- **Linda Spurdle**, museum consultant
- **Jim Shumway**, VP project delivery, TAIT
- **Sarah Sutton**, CEO, Environment & Culture Partners
- **Frederica Swallow**, regional manager EMEA for Live Events and Location Based Entertainment, Mattel
- **Steve Tatham**, executive creative director, Universal Creative
- **Jon Tozer**, VP of global delivery, Holovis
- **Christine Wacker**, head of experiences, Formula 1
- **Megan Wastell**, global creative director, Merlin Entertainments
- **Ben Wilson**, head of architecture & concept design, MSC Cruises
- **Judith Zissman**, executive creative director, Blue Telescope
- **Eng. Al Yaqdhan Al Harthi**, director general, Oman Across Ages Museum

**What are we looking for?**

**A groundbreaking new  
project, product or service  
for a visitor attraction  
that truly pushes  
the boundaries.**

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**Innovation**  
**Awards**   
**2024**  
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# CATEGORIES

## storytelling

Engaging with a compelling  
narrative theme

## immersive experience

Immersing visitors in another  
world

## spectacular

Epic productions

## splash

From water slides to aquaria

## immersive attraction

Sponsored by Christie  
Immersive rides and stand  
alone attractions

## creative technology

Sponsored by HoloVis  
Tech supporting creativity

## experiential technology

Sponsored by TAIT  
Interactivity and beyond

## inclusion

Accessibility for all

# CATEGORIES

## brand realisation

Sponsored by Kingsmen Xperience Inc  
Creative interpretation of brands

## thrills

Getting pulses racing -  
coasters to horror

## sustainability

Reducing an attraction's  
environmental impact

## game on!

Sponsored by The Games  
Arena

New ways to play

## guest journey

Sponsored by Attractions.io  
Tech enhancing the visitor journey

## themed environment

Theming of spaces and places

## exhibit

Sponsored by Blue Telescope  
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, sponsored by Christie** - interactive experiences from dark rides to stand alone attractions with an innovative use of technology

**immersive experience** - 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 The Games Arena - the latest tech and inventive devices in immersive gaming for climbing walls, competitive socialising, VR games and more**

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

**brand realisation, sponsored by Kingsmen Xperience Inc - 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, sponsored by Holovis - celebrating technology behind the scenes, supporting visitor experiences and the creatives who design them - projectors, sound systems and lighting and more**

**experiential technology, sponsored by TALT - 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**

# SUMMARY

Amazing  
Value

Highest  
Profile

Standard  
entry

Standard  
Plus

Deluxe  
Entry

Award categories

1

2

2

Web page on blooloop.com



Innovation Showcase at  
Festival of Innovation

Basic listing

High profile

High profile

Event newsletter & feature



Festival of Innovation Panel Discussion



Festival of Innovation Advert Banner



Price:

Early Bird/ Standard

£300/£400

£600/£800

£1500/£2000



# PRICE

Early Bird Standard entry | £300

Standard entry | £400

Price includes:

- Entry to 1 award category
- A dedicated page on [blooloop.com](https://blooloop.com) to showcase your Innovation as part of the Innovation Awards Gallery, including a link
- Innovation Showcase space at the Festival of Innovation in January. This space will include images, links to web pages and videos, as well as information about the project that visitors will be able to explore during the online event

**Blooloop clients  
10% off**

# PRICE

Early Bird Standard Plus entry | £600  
Standard Plus entry | £800

Price includes Standard entry features **PLUS**

- Enter the same project into 2 award categories (total)
- Promotion in the Festival of Innovation Newsletter and online feature
- Larger and more prominent Innovation Showcase at the Festival of Innovation



**Amazing  
Value**

**Blooloop clients  
10% off**

# PRICE

Early Bird Deluxe entry | £1500  
Deluxe entry | £2000



**Highest  
Profile**

Price includes Standard Plus entry features **PLUS**

- Take part in our panel discussions at the Festival of Innovation. A fantastic opportunity to showcase your expertise by joining a panel discussion about your entry category with other entrants and Innovation Award judges.
- Advertising banner at the Festival of Innovation

Spaces are limited. A space speaking on the panel discussion is only guaranteed if you pay for your entry before September 9th 2024.

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**STANDARD ENTRIES**  
**TO THE**  
**SUSTAINABILITY AND**  
**INCLUSION**  
**CATEGORIES ARE**  
**FREE!**

# GENERAL ENTRANCE CRITERIA

- We welcome entries from across the visitor attractions business worldwide.
- Your entry can be a specific project, product, exhibit, design, campaign, new company and more.
- It should not be the same entry as last year unless you can demonstrate it has significantly new content.
- It should be fully realised, not just a concept.
- We cannot accept entries about individuals - nominate them for the Blooloo 50 Theme Park, Museum, Immersive and Zoo&Aquarium Influencer Lists instead!
- One Deluxe and Standard Plus entry can go into up to 2 categories.
- Innovations by definition must be new and game-changing.
- Early bird discount applies until 2nd September 2024 at midnight BST. Entries must be submitted and paid for before this deadline to qualify.
- Find out more about the categories in our [entry\\_guide](#).
- Blooloo clients get a 10% discount.
- Entries close 7th October 2024 at midnight BST.
- We have tried to think of everything and keep criteria flexible, but if you have any questions or need guidance please ask Alice at [events@blooloo.com](mailto:events@blooloo.com).



# WHAT TO SUBMIT

Information seen by the public:

- Your information - name, job title, entry organisation, entry organisation logo, country
- A description of the Innovation (max 4,000 characters). **Make this concise, clear and attention-grabbing!** This is what we will use for your Innovation Showcase and webpage. Demonstrate how your entry fits the award category - use our Entry Guide to see the Judges rubric.
- Include at least one photo. Maximum of 8 photos per entry. File size limit is 3MB. You may upload JPEGs, JPGs or PNGs.
- You may upload 3 video URLs to support your entry but this is not compulsory.
- Website link and project link.
- Other partner companies involved can be credited if applicable.

# WHAT TO SUBMIT

Information ONLY seen by the judges:

- You may submit a **short pitch video** for the judges. It is not compulsory but we recommend using it to communicate directly with the judges. Show them your passion for the entry and highlight key elements rather than using just promotional material. Recommended length: a 2-3 minutes recording of you talking to camera, nothing fancy. \*\*\***Our judges have said they found pitch videos really valuable, and our analysis shows that those entries with a pitch video performed best\*\*\*\***.
- A short, 300 word description of why your entry is innovative and fits the award category. Use this to stand out give them a summary of your entry.
- Information on the scope of work your partners provided.
- Details on the budget scope, timeline, opening date.

# IMPORTANT INFORMATION

- Please ensure you have the prior consent of any client before submitting your entry, if relevant.
- Please note that we reserve the right to use the photographs and videos you supply (except the pitch video) to promote the Awards and winners and they will be made public.
- **Ensure your videos are viewable!** All videos\* should be public or unlisted on Youtube etc. Do not upload private videos. (\*Except pitch videos which can be uploaded as mp4s)
- Photographs and videos supplied should be copyright free.
- All written work submitted must be in English. If you submit a project in another language, Blooloo reserves the right to disqualify it.
- Standard Plus and Deluxe entries can be entered into to 2 award categories. **Note: Ensure the 'Innovation Entry Title' in the 'About You' tab is the same for both categories.**
- Blooloo reserves the right to disqualify and refund unsuitable entries and may change categories if the submission does not fit the category entered.
- Payment will be taken at the time of submission. If payment has not been taken after the closing deadline we cannot accept the entry.
- Blooloo will refer to your company and Innovation exactly as shown in the submission

Eatrenalin, Best in Show 2023 and 1st Place Blue Sky 2023.

**We are delighted to have won the Blooloop Award in the 'Blue Sky' category at the Blooloop Innovation Awards 2023. Winning the 'Blue Sky' category reflects the collaborative efforts of our talented team in creating Eatrenalin - a unique, multi-sensory fine dining experience. The Blooloop Festival of Innovation was a fantastic gathering of highly creative and motivated individuals and we feel blessed to have been part of this inspiring event**

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**Alex Westerh, Director of Marketing, Electrosonic, Best in Show 2022  
and 1st Place Immersive Experience 2022**

**“Electrosonic was delighted to be part of Blooloop’s Festival of Innovation 2022. It was a fantastic opportunity to learn, celebrate and recognize companies and projects that champion innovation within the attractions industry.**

**For the change-makers or those seeking inspiration,  
this event is a must!”**

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**Innovation Awards 2024**  
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**Sponsorship of individual categories is also available.**

**For more details please contact Alice at  
[events@blooloop.com](mailto:events@blooloop.com)**



**Enter the  
Blooloop Innovation Awards  
here**



# bloo1oop



## festival of innovation

January 2025, online