

blooloop

**Innovation
Awards**



**20
22**

presented with

AREAI5

Entry Information

blooloop
Innovation
Awards  **20**
22

presented with

AREA15

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

What are the Bloolooop Innovation Awards?

The Bloolooop 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, 7-8 December 2022.

Get your work seen by the people who matter most by entering the Bloolooop Innovation Awards.

Why enter the Bloolooop 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 Bloolooop's editorial team and our panel of expert judges.
- 3** All entries will be showcased with their own page in our [Innovation Awards Gallery](#) on bloolooop.com (10,000 plus views a month)
- 4** Your work will be included in the Festival of Innovation in December. Opt for a deluxe entry for maximum exposure.
- 5** Winners can use their 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

- **Steve Alcorn**, CEO, Alcorn McBride
- **Jenefer Brown**, Executive VP and Head of Lionsgate Global Products & Experiences
- **Brent Bushnell**, Chairman and co-founder, Two Bit Circus
- **Charlotte Coates**, Editor, Blooloop
- **Mary Coriano**, Head of Products & Corporate Portfolio, Merlin Technology
- **Juliana Delaney**, Chief Executive Officer, Continuum Attractions
- **Steve Drake**, SVP, Global Initiatives, accesso
- **James Dwyer**, Design Director, Lumsden
- **Justin East**, Global Senior Creative Director, Research and Development Merlin Entertainments
- **Winston Fisher**, CEO, Area15
- **Ty Granaroli**, EVP, Paramount Pictures, Themed Entertainment
- **Chris Grap**, Vice President Experiential, Mall of America/Nickelodeon Universe
- **David Harland**, Chief Global Growth Officer, Eden Project
- **Eleanor Harris**, Director and Consultant, I-Xperience Ltd
- **Brandon Helgeson**, Director of Digital Experience and Product Development for Universal Studios Japan
- **Vince Kadlubek**, Founder & Director, Meow Wolf
- **Bart Kresa**, Founder/ Master Projection Designer, BARTKRESA Studio
- **Rachel Kuhn**, Associate Director, BOP Consulting
- **Chad Kunimoto**, Global Business Development Manager, Themed Entertainment, Panasonic Connect
- **Ike Kwon**, COO and Head of Government Affairs, California Academy of Sciences
- **Chris Lange**, Creative Executive & Owner, Creative Studio Berlin
- **Alan Mahony**, Executive Director Attractions at Saudi Entertainment Venture Saudi Arabia
- **Amanda Mayne**, International Engagement Manager, British Museum
- **Paul Moreton**, Group Creative Director, Merlin Entertainments
- **Jonathan Nowak Delgado**, CEO, SPREE Interactive
- **David Rosenberg**, VP Monterey Bay Aquarium, Chairman of the Board, IAAPA
- **Evi Sari**, Senior Consultant APAC, Location-Based Entertainment, WildBrain CPLG
- **Theron Skees**, Founder, The Designer's Creative Studio
- **Linda Spurdle**, Head of Digital, Birmingham Museums Trust
- **Sarah Sutton**, Co-Founder & CEO, Environment & Culture Partners
- **Steve Tatham**, Executive Creative Director, Universal Creative
- **Keith Thomas**, Managing Director, reefLIVE
- **Ben Thompson**, Chief Strategy Officer, Storyland Studios
- **Choni Fernandez Veciana**, Central Services Director: Purchasing, Logistics and Corporate Responsibility, PortAventura World
- **Mat Way**, Global Director, Live Entertainment, Gaming & Interactive, BBC Studios Ltd

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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storytelling

Sponsored by Storyland Studios

Engaging with a compelling narrative theme or IP

immersive

Sponsored by SPREE Interactive

Enthralling with a deeper, richer environment

thrills

Getting pulses racing - coasters to horror

themed environment

Sponsored by Lumsden

Theming of spaces and places

CATEGORIES

spectacular

Experiences that lift the spirit

splash

From water slides to aquaria

inclusion

Accessibility for all

sustainability

Reducing an attractions' environmental impact

creative technology

Sponsored by Panasonic Connect

Tech supporting creativity

experiential technology

Interactivity and beyond

guest journey

Sponsored by accesso

Tech enhancing the visitor journey

blue sky

Bleeding edge concepts

storytelling, sponsored by Storyland Studios - the translation of a story/IP into an engaging visitor experience - brand experiences to theme parks to exhibitions

immersive, sponsored by SPREE Interactive - projects that immerse visitors in another world, from artainment to escape rooms and more

themed environment, sponsored by Lumsden - design and theming of spaces and places to wow visitors

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

spectacular - from drones to acrobatics - unique shows and spectacular productions

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 attractions' environmental impact

creative technology, sponsored by Panasonic Connect - celebrating technology behind the scenes, supporting visitor experiences and the creatives who design them

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

guest journey, sponsored by acceso - digital technology and beyond that enhances the guest journey - ticketing, apps, AR, AI, social and more

blue sky - bleeding edge concepts to disrupt the industry

SUMMARY

	Standard entry	Standard Plus	Deluxe Entry
Award categories	1	1	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	£400/£600	£1500/£2000

Amazing

Value

Highest

Profile



PRICE

Early Bird Standard entry | £300

Standard entry | £400

Price includes:

- Entry to 1 award category
- A dedicated page on 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 December. 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
- 2 tickets to the Festival of Innovation

**Blooloop clients
10% off**

PRICE

Early Bird Standard Plus entry | £400
Standard Plus entry | £600

Price includes Standard entry features **PLUS**

- Promotion in the Festival of Innovation Newsletter and online feature
- Larger and more prominent Innovation Showcase at the Festival of Innovation
- 4 tickets to 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**

- Enter the same project into 2 award categories (total)
- 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
- 6 tickets to Festival of Innovation

**Blooloop clients
10% off**

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STANDARD ENTRIES
TO THE
SUSTAINABILITY AND
INCLUSION
CATEGORIES ARE
FREE!

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.
- We cannot accept entries about individuals - nominate them for the Bloolooop 50 Theme Park, Museum Influencer and Zoo&Aquarium Lists instead!
- One Deluxe entry can go into up to 2 categories.
- Innovations by definition must be new and game-changing.
- Early bird discount applies until 3rd October 2022 at midnight BST. Entries must be submitted and paid for before this deadline to qualify.
- Bloolooop clients get a 10% discount.
- Entries close 31st October 2022.
- 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@bloolooop.com.

WHAT TO SUBMIT

- Your information - name, job title, organisation, logo, country
- **A brief description of the Innovation (max 500 words). Make this concise and attention-grabbing as this is the first thing the judges will look at! This is what we will use for your Innovation Showcase and webpage.**
- Detailed information about the Innovation - bullet points are recommended. Use this space to demonstrate how the Innovation fits the award category and is truly new and innovative.
- Include at least one photo. Maximum of 10 photos per entry. File size limit is 3MB. You may upload JPEGs, JPGs or PNGs.
- You may upload one supporting document as a doc, docx, pdf, ppt or pptx file. Maximum file size of 15MB.
- You may upload 3 video URLs to support your entry but this is not compulsory.
- Website link
- Other partner companies involved can be credited if applicable

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, documents and videos you supply to promote the Awards and winners.
- 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.
- 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.
- Payment will be taken at the time of submission. If payment has not been taken after the closing deadline we cannot accept the entry.
- Note that we will refer to your company and Innovation exactly as submitted on your entry.

**William Duignan, CO-ORDINATOR | LOCATION BASED EXPERIENCE,
Weta Workshop, 1st Place Storytelling 2021**

"We're so proud to have participated in this year's Innovation Awards, we're so impressed with the calibre of the entrants, speakers, and judges. It's been a very memorable and thought-provoking symposium! Blooloop V-Expo 2021 has been highly inspiring, and very elucidating to see the future of industry events unfold before us, with such guts and skill to boot. Very, very nice work".

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**Michael Libby, Founder and CEO, Worldbuildr, 2nd Place Digital 2021,
1st Place Rise Award 2021.**

"Applying for the Blooloop/Area 15 Innovation Awards last year was one of the best things I've ever done for my company, Worldbuildr. Winning the inaugural Rise Award gave us tremendous exposure to the global attractions industry, driving tremendous new traffic to our website and instantly leveling up the credibility and perceived legitimacy of our revolutionary software. As a result of this award, we've been able to develop a closer relationship with the folks at Area 15, and are now able to pursue projects of a larger size and scope."

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Sponsorship of individual categories is also available.

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



**Enter the
Bloolooop Innovation Awards
here**

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**festival of
innovation 2022**

7-8 December, online