

A large, stylized lightning bolt in shades of blue and white, with glowing points, runs diagonally across the background.

blooloop **Innovation** **Awards**

A small red outline icon of a lightbulb with rays emanating from it, positioned to the right of the 'blooloop' text.

**20
22**

presented with

AREA15

Sponsorship 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.

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

The winners will be announced at our Festival of Innovation online event, 7-8th December 2022.

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.**

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, Bloolooop
- **Mary Coriano**, Head of Products & Corporate Portfolio, Merlin Technology
- **Juliana Delaney**, Chief Executive Officer, Continuum Attractions
- **Steve Drake**, SVP, Global Initiatives, accessio
- **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

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 Lumdsen - 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 accesso - 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


PRICE

Sponsorship of one category | £3,000

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.
- 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.
- Free tickets to the Festival of Innovation.
- GDPR compliant data from everyone who indicates an interest in your Award category at our Festival of Innovation.

Blooloop clients
10% off

A large, stylized, light blue letter 'b' is positioned on the left side of the image, serving as a background element. It has a thick vertical stem and a rounded, open-bottom bowl.

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

bloo1oop



festival of
innovation 2022

7-8 December, online