

blooloop

**Innovation
Awards**



**20
23**

presented with

AREA15

Entry Information

blooloop
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Awards  **20**
23

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**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, 5-7 December 2023.

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
- **Kimberly Beneville**, co-founder, Beneville Studios
- **Sam Bompas** co-founder and executive creative director, Bompas & Parr
- **Jenefer Brown**, executive vice president and head of Lionsgate global products & experiences
- **Michael Casper**, VP of business development, AREA15
- **Charlotte Coates**, editor, Blooloop
- **Mary Coriano**, head of products & corporate portfolio, Merlin Entertainments
- **Chris Deere**, director, Supportlab Ltd
- **Juliana Delaney**, CEO Continuum Attractions
- **Werner Dullmaier**, VP business development EMEA, Convios
- **Justin East**, senior creative director, research and development, Merlin Entertainments
- **Fiona Eastwood**, global C-Suite leader and board member, Merlin Entertainments
- **Fernando Eiroa**, CEO, Dubai Holding Entertainment
- **Winston Fisher**, CEO, Area15
- **Ty Granaroli**, EVP, themed entertainment, Paramount
- **Chris Grap**, vice president experiential, Mall of America
- **Sayan Gulino**, chief executive officer, Waterbom Bali
- **Eleanor Harris**, director and consultant, I-Xperience Ltd
- **Edward Hiskins**, founder, Assetnest by Pole Star EAM
- **Tony Holzner**, chief creative officer, Art Processors
- **Vince Kadlubek**, founder & director, Meow Wolf
- **Asa Kalama**, VP, executive – creative & interactive experiences, Walt Disney Imagineering
- **Eddie Kemsley**, CEO, Dreamland Margate
- **Michael Kreft von Byern**, general Manager, Rulantica
- **Raed Kuhail**, executive director of digital & technology, Miral
- **Rachel Kuhn**, associate director, BOP Consulting

Be **seen** by our judges

- **Ike Kwon**, EVP & COO, Field Museum
- **Chris Lange**, creative director & owner, CSB – Creative Studio Berlin GmbH
- **Nick Lasiter**, director, Fairytale Farm
- **Helen Lockhart**, conservation & sustainability manager, Two Oceans Aquarium
- **Håkon Lund**, owner, Lund Gruppen
- **Amanda Mayne**, head of partnerships: international touring exhibitions, The British Museum
- **Erica McCay**, creative director themed entertainment, Valtech
- **Paul Moreton**, group creative director, Merlin Entertainments
- **Tim Morrow**, president & CEO, San Antonio Zoo
- **Anna Musun Miller**, director of planning, Canopy Strategic Partners
- **Judith Owens**, chief executive, TBL International Ltd
- **Jeff Parker**, creative lead, research & development, Merlin Entertainments
- **David Rosenberg**, vice president, Monterey Bay Aquarium
- **Evi Sari**, VP of location-based entertainment, WildBrain CPLG
- **Lisbeth Skrumsager**, head of global design, Merlin Partnership, LEGO
- **Linda Spurdle**, head of digital, Birmingham Museums Trust
- **Mark Stutzman**, chief technology officer, AREA15
- **Sarah Sutton**, co-founder & CEO, Environment & Culture Partners
- **Steve Tatham**, executive creative director, Universal Creative
- **Christine Wacker**, director, business development experiences (LBE), Netflix
- **Benjamin Walravens**, show producer and attraction designer, Alterface
- **Megan Wastell**, global creative director, Merlin Entertainments

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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CATEGORIES

storytelling

Sponsored by Art Processors

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 Valtech

Immersive rides and stand
alone attractions

creative technology

Tech supporting creativity

experiential technology

Sponsored by Alterface

Interactivity and beyond

inclusion

Accessibility for all

CATEGORIES

brand realisation

Creative interpretation of
brands

thrills

Getting pulses racing -
coasters to horror

sustainability

Reducing an attraction's
environmental impact

game on!

New ways to play

guest journey

Sponsored by Convius
Tech enhancing the visitor journey

themed environment

Theming of spaces and places

exhibit

Exhibit design in museums, zoos
and aquariums

blue sky

Sponsored by Assetnest, powered
by Pole Star EAM
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, sponsored by Art Processors - the translation of a story into an engaging visitor experience from theme parks to exhibitions

immersive attraction, sponsored by valtech - 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! - 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 - innovative ways to bring to life a well-known IP to engage and immerse visitors

blue sky, sponsored by Assetnest, powered by Pole Star EAM - 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, sponsored by **Alterface** - guest facing technology that creates new interactive and engaging experiences

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

SUMMARY

	Standard entry	Standard Plus	Deluxe Entry
	1	2	2
Award categories	✓	✓	✓
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 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

**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

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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.
- It should not be the same entry as last year unless you can demonstrate it has significantly new content.
- We cannot accept entries about individuals - nominate them for the Blooloop 50 Theme Park, Museum, Immersive and Zoo&Aquarium Influencer 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 31st August 2023 at midnight BST. Entries must be submitted and paid for before this deadline to qualify.
- Blooloop clients get a 10% discount.
- Entries close 2nd October 2023 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@blooloop.com.

WHAT TO SUBMIT

- Your information - name, job title, organisation, logo, country
- 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, showing your passion for the entry and highlighting key elements. Recommended length - 2-3 minutes long. Just a zoom recording of yourself talking to camera - this doesn't have to be beautifully produced and is only seen by the judges.
- A description of the Innovation (max 4,000 characters). **Make this concise, clear 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. Demonstrate how your entry fits the award category
- 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
- 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 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

**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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**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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Sponsorship of individual categories is also available.

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



**Enter the
Blooloop Innovation Awards
here**

blooop



festival of
innovation 2023

5-7 December, online