

A stylized, glowing blue lightning bolt graphic that runs horizontally across the upper half of the image, with several smaller, fainter bolts branching off. The background is a dark blue gradient.

blooloop **Innovation** **Awards**



20
23

presented with

AREA15

Sponsorship Information

blooloop
Innovation
Awards  **20**
23

presented with

AREA15

**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.

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

The winners will be announced at our Festival of Innovation online event, 5-7th December 2023.

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.**

Work alongside 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, Convivous
- **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

Work alongside 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

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 attractions'
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 Pole Star
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 Pole Star - 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 - 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, Vice President Business Development,
AREA15**

"We, Panasonic Connect are devoted to contributing to the themed entertainment area through our cutting-edge AV technologies & solutions to bring stories to life and delivering never-seen-before immersive experiences to guests. Collaborating and co-creating with partners across the globe help to reinvigorate our industry and energize society through spectacular experiences.

To drive more inspiration, we're so excited to be sponsoring the 'Creative Technology' category of the 'Blooloop Innovation Awards 2022'.

We truly believe this festival can create the sparks to drive creative innovation and collaboration in our industry for the future."

**Chad Kunimoto, Global Business Development Manager, Themed Entertainment,
Panasonic Connect**

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

bloo1oop



festival of
innovation 2023

5-7 December, online