

# blooloop

## Innovation Awards



2021

presented with

# AREA15

**blooloop**  
**Innovation**  
**Awards**  **20**  
**21**

presented with

**AREA15**

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

# What are the Blooloop Innovation Awards?

Companies within the attractions business have responded to the pandemic with incredible dynamism and imagination. These awards celebrate that spirit of innovation as we move forward.

Our judges, well-known thought leaders and industry experts, will be looking for the most innovative products and projects driving the future of the visitor experience.

And all entries can be considered for the AREA15 Rise Award, with a 1st prize of \$20,000.

The winners will be announced at our blooloop V-Expo online event, 4th-6th October 2021, live from AREA15.

Get your innovations seen by the people who matter 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 Blooloop's editorial team and our expert judges.
- 3** All entries will be showcased with their own page in our Innovation Awards Gallery on blooloop.com
- 4** Winners can use their awards to attract new business and new talent.
- 5** Your work will be included in the blooloop V-Expo in October. Opt for a deluxe entry for maximum exposure.
- 6** Celebrate your work with your team and your clients. Leverage your award entry for marketing and to boost team morale.
- 7** A chance to win the fantastic **AREA15 Rise Award:**  
1st Prize - \$20,000  
2nd Prize - \$10,000



# Be **seen** by our judges

- **Steve Alcorn** - CEO, Alcorn McBride
- **Jenefer Brown** - Executive VP and Head of Lionsgate Global Live, Interactive and LBE
- **Brent Bushnell** - Chairman and co-founder, Two Bit Circus
- **Charlotte Coates** - Editor, Bloolooop
- **Juliana Delaney** - Chief Executive Officer, Continuum Attractions
- **Silvia Filippini Fantoni** - Dep. Director, Learning & Engagement, Newark Museum of Art
- **Karen Fifield** - Chief Executive, Wellington Zoo
- **Winston Fisher** - CEO, Area15
- **PY Gerbeau** - CE, The London Resort
- **Dominic Hare** - CEO, Blenheim Palace
- **David Harland** - Chief Executive Officer, Eden Project International
- **Shelbea Honea** - Show Producer, Universal Creative
- **Vince Kadlubek** - Founder and Director, Meow Wolf
- **Bart Kresa** - Founder/ Master Projection Designer, BARTKRESA Studio
- **Ike Kwon** - COO and Head of Government Affairs, California Academy of Sciences
- **Chris Lange** - Creative Director, Creative Studio Berlin
- **Rachel Mackay** - Manager of Historic Royal Palaces, Kew
- **Alan Mahony** - Director of Operations, Atlantis resort
- **Elizabeth Merritt** - Founding Director, Center for the Future of Museums, AAM
- **Paul Moreton** - Group Creative Director, Merlin Entertainments
- **Rachel Read** - Director, Bloolooop
- **David Rosenberg** - VP Monterey Bay Aquarium, Chairman of the Board, IAAPA
- **Carolyn Royston** - Chief Experience Officer, Cooper Hewitt, Smithsonian Design Museum
- **Evi Sari** - VP, Nickelodeon Experiences Asia
- **Theron Skees** - Founder, The Designer's Creative Studio
- **Steve Tatham** - Executive Creative Director, Universal Creative
- **Keith Thomas** - Managing Director, reefLIVE



**What are we looking for?**

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

**blooloop**  
**Innovation**  
**Awards**   
**20**  
**21**  
presented  
with **AREA15**

**immersive**

Enthralling with a deeper,  
richer environment

**interactive**

From the highest tech to the  
simplest human interaction

**storytelling**

Engaging with a compelling  
narrative theme or IP

**technology**

Tech-driven projects  
advancing the experience

**inclusion**

Accessibility for all

**CATEGORIES**

**digital**

Improving the visitor journey  
and experience

**spectacular**

Experiences that lift the spirit

**places**

Innovation in the built environment

**splash**

From water slides to aquaria

**AREA15 Rise Award**

AREA15 is offering a cash prize for the most disruptive innovation

**engagement**

Viral social media campaigns  
to moving museum exhibits

**sustainability**

Reducing an attractions'  
environmental impact

**thrills**

Getting pulses racing -  
coasters to horror

**covid**

Innovations that help attractions  
re-open and stay open

# AREA15 Rise Award

**AREA15 is the world's first purpose-built experiential entertainment district located minutes from the Las Vegas Strip. The complex is designed to be an imagination box and a place of wonder, where creativity and content flourish through best-in-class experiential entertainment companies such as Meow Wolf, Lost Spirits Distillery, Wink World, and Illuminarium.**

**Now more than ever, there is a deep desire for experiences, visual stimulation, and storytelling. AREA15 wants to celebrate and showcase the individuals or companies leading the way to innovate new forms of immersive entertainment and to foster the ideas disrupting the status quo of location-based entertainment.**

**AREA15 is offering two cash prizes for the most disruptive innovations, judged across all categories:**

- 1st Prize: \$20,000**
- 2nd Prize: \$10,000**

**(Rules and restrictions apply.)**

# AREA15



# PRICE

Early Bird Standard entry | £300

Standard entry | £500

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 blooloop V-Expo in October. 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 blooloop V-Expo

**Blooloop clients  
20% off**

# PRICE

**Best  
Value**

Early Bird Deluxe entry | £900  
Deluxe entry | £1500

Price includes Standard entry features **PLUS**

- Entry into up to 3 award categories (total)
- Promotion blooloop V-Expo Innovation Newsletter and online feature
- Larger and more prominent Innovation Showcase at the blooloop V-Expo with data
- Prominent listing in the blooloop V-Expo programme
- A place at our Innovation Award roundtable discussion at the blooloop V-Expo
- Live chat feature on your Innovation Showcase - use it to present, demo, tour and to talk to attendees
- 10 tickets (total) to the blooloop V-Expo - invite your clients to our awards announcement and they can enjoy the whole conference too

**Stand out from  
the crowd  
at the**

**bloo  
loop.**  
V-Expo

**Blooloop clients  
20% off**

# SUMMARY

**Best  
Value**



	Standard entry	Deluxe entry
Award categories	1	3
Web page on blooloop.com	✓	✓
Innovation Showcase at blooloop V-Expo	Basic listing	High profile, lots of features
Tickets to whole blooloop V-Expo incl awards announcement	2	10
blooloop V-Expo Innovators Roundtable	×	✓
Event newsletter, feature & programme	×	✓
Price: Early Bird/ Standard	£300/£500	£900/£1500



**blooloop**  
**Innovation**  
**Awards** 20  
21

presented with

**AREA15**



**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.
- If your innovation is not quite ready for the awards, we have a launch segment at the blooloop V-Expo for your latest announcements - please ask.
- We cannot accept entries about individuals - nominate them for the Blooloop 50 Theme Park and Museum Influencer Lists instead!
- One Deluxe entry can go into up to 3 categories.
- Innovations by definition must be new and game changing.
- Early bird discount applies until 5 September 2021 at midnight BST. Entries must be submitted and paid for before this deadline to qualify.
- Blooloop clients get a 20% discount.
- Entries close 12th September 2021.
- 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](mailto:events@blooloop.com).

# WHAT TO SUBMIT

- Your information - name, job title, organisation, logo, country
- **A brief description of the Innovation (max 300 words). Make this concise and attention-grabbing as this is the first thing the judges will look at!**
- 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
- **Enter your Innovation for the AREA15 Rise Award**




# 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.
- Innovations can be entered into up to 3 award categories for 1 Deluxe entry fee. **Ensure the 'Innovation Entry Title' in the 'About You' tab is the same for all 3 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.



**Enter the  
Bloolooop Innovation Awards  
here**

A large, stylized, light blue letter 'B' is positioned on the left side of the image, serving as a background element for the text.

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