

The Future of Dark Rides

How to take part



**PITCH YOUR
DARK RIDE
INNOVATION
DIRECTLY TO
MERLIN R&D**

What are the Blooloop Innovation Pitches?

Blooloop is partnering with Merlin R&D to create a unique platform to collaborate with the most innovative companies in the visitor attractions industry.

We kick off on 6 July with The Future of Dark Rides.

The event will be open to dark ride suppliers who want to discuss innovations under development with Merlin R&D. This is not a ticketed conference.

Between 26 May and 26 June suppliers can submit their applications via an online platform. Merlin R&D will provide feedback to all applicants and choose six to take forward to longer meetings on 6 July. All applicants will be invited to a live webinar on 6 July with Q&A.



Who should apply?

Applicants should have the ability to produce a dark ride or a significant element of a dark ride.

Dark rides are considered to comprise indoor media based attractions which tell a story, with a track or motion and props. Flying theatres are included.

Merlin R&D are particularly interested to talk to the creative and technical teams rather than sales. They would like to discuss what's in the pipeline rather than seeing a sales brochure.

Individual creatives should reach out to Merlin R&D via the Creative Network initiative or internships. The Blooloop Innovation Pitches are specifically for supplier companies.





**"WE DON'T
WANT TO KNOW
WHAT WE
ALREADY
KNOW!"**

JUSTIN EAST, GLOBAL SENIOR
CREATIVE DIRECTOR, RESEARCH AND
DEVELOPMENT AT MERLIN
ENTERTAINMENTS

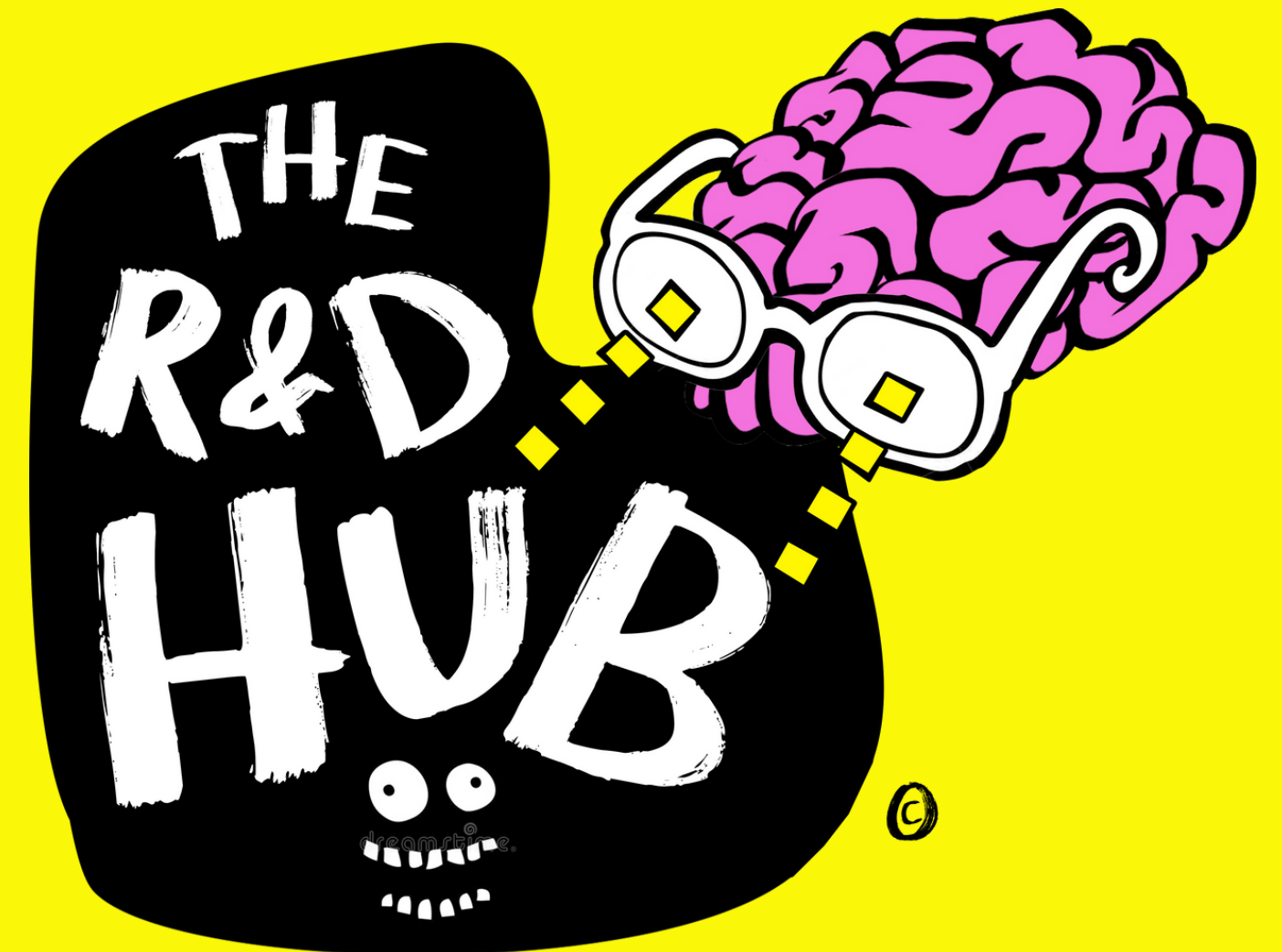
How can suppliers take part?

Suppliers should apply via our online platform, to show Merlin their latest dark ride innovation under development.

Merlin will review and provide feedback to each entry.

Six suppliers will be selected to have a longer private meetings online on 6 July.

All entrants will be invited to a live webinar on 6 July where Merlin R&D will talk about the next generation of dark rides and invite Q&A.



What to submit?

1. A brief description of your dark ride innovation (max 300 words). Make this concise and attention-grabbing!
2. A max 3 minute video. This can be as simple as a pitch to-camera.
3. You may upload one supporting document as a pdf file.

More attention should be paid to conveying the USP of the innovation and how it will fit into Merlin's portfolio than the production value of the application.



The process in detail

- 1. Purchase entry on Eventbrite for £100 + UK VAT.**
- 2. Your confirmation email will include links to:**
 - a. the platform where you can upload your application**
 - b. the 6 July event platform**
 - c. register up to 10 members of your team (including yourself) to attend the 6 July event**
- 3. The application platform will close on midnight 26 June.**
- 4. Feedback will be provided to all entrants via the platform on 1 July.**
- 5. Six suppliers will be selected to have a longer private meetings online at the 6 July event. Please keep your diaries free for that date. You will be notified on 1 July if you have been selected.**
- 6. All entrants will be invited to a live webinar on 6 July where Merlin R&D will talk about the next generation of dark rides and invite Q&A and discussion .**

Why take part?

1

Guaranteed to be SEEN! Your innovation pitch will be reviewed by Merlin R&D and they will give feedback.

2

Get the chance to have a longer meeting to discuss your idea with Merlin R&D.

3

Find out what Merlin's creatives think is the future of dark rides at our live webinar with Q&A and discussion.

4

This exclusive event can only be accessed by pitch applicants



**Enter your
Dark Ride Innovation Pitch
here**

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