



# ZONES

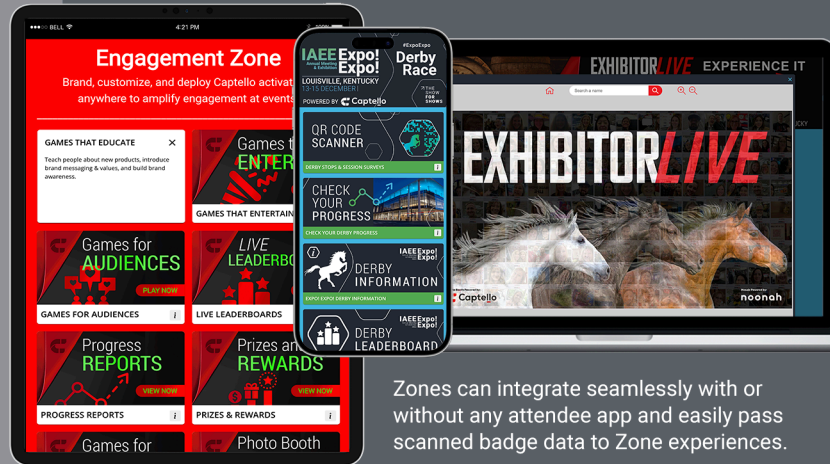
One flexible, responsive interface to host all your event activations.

## WHAT IS A ZONE?

Exclusive to Captello, Zones are a type of interactive console that makes organizing event engagement experiences like scavenger hunts, games, and activations simple, attractive, and user friendly. Present multiple activations or experiences together in one flexible, intuitive layout.

## ZONES ARE EASY TO CUSTOMIZE

Captello's Zone Builder makes creating a fully custom experience easy - complete with branding, custom graphics, unique colors, button and card elements, button alignment choices and more. Plus Zones are fully responsive to tablet and desktop views.



Zones can integrate seamlessly with or without any attendee app and easily pass scanned badge data to Zone experiences.

Zones provide a unique and innovative solution for event organizers and exhibitors looking to create engaging experiences for attendees. By presenting multiple activations or experiences together in one flexible, user-friendly layout, Zones make it easier for attendees to interact with your brand.

## INCREASE ENGAGEMENT

With Zones, attendees can easily navigate through different activations and experiences, making them more likely to participate in multiple activities and spend more time engaging with your brand.

## IMPROVE BRAND AWARENESS

Zones can be fully customized with your brand's logos, colors, and graphics, helping to improve brand awareness and recognition. This creates a cohesive brand experience across all the different activations and experiences presented within the Zone.

## INCREASED DATA COLLECTION

Zones can be used to collect valuable data about attendee behavior and preferences. By tracking attendee participation and engagement with different activations, you can gain insights into what resonates with your target audience and adjust your engagement strategies accordingly.

Get started with Captello ZONES & ACTIVATIONS:

## What can I put inside a Zone?

- Leaderboards
- Instructions & Tips
- Prizes & Awards
- Digital Games
- Video Content
- Digital Photo Booths
- Badge Scanners
- Scavenger Hunt Maps
- Web Pages
- Documentation
- Activations
- Photo Booth Mosaics and much more!