



CASE STUDY: EVENT GAMIFICATION

OVERVIEW

The surge of excitement at the opening of any great event is palpable to the event organizer, exhibitors, and attendees alike; but the opening of IAEE Expo! Expo! Louisville, Kentucky was different from previous years.

Infused with “back to in person events” excitement and increased activity, *The Show for Shows* was powered by Captello event activations themed with Kentucky Derby style gamification that taught exhibitors, suppliers, and event organizers from across the globe what an all encompassing, immersive event gamification experience should look like and how it can be executed to increase engagement, sponsorship income, attendee feedback, and participation at all levels from educational sessions to activity on the trade show floor and beyond.

The Kentucky Derby themed show floor hosted over 100 activations including sponsored *Derby Stops* where attendees could scan QR Codes to earn points and learn more about participating sponsors.



CHALLENGES

The experience would need to:

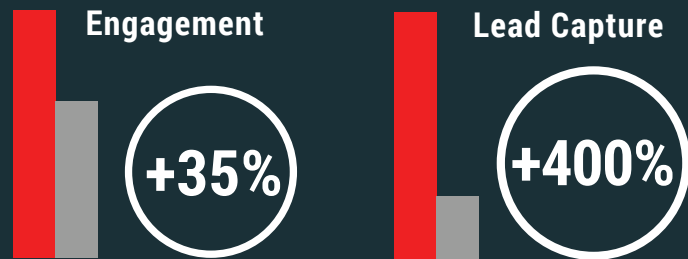
- Increase Attendee Engagement
- Drive Intentional Traffic to Sponsor Booths
- Reward Attendees for Increased Interaction
- Foster Educational Session Survey Feedback
- Integrate with the Show Organizer's Event Management Platform & Attendee App
- Provide New Sponsorship & Sales Opportunities

INCREASING ATTENDEE ENGAGEMENT

Show organizers used Captello's event engagement platform to develop interactive educational session surveys for their 49 Sessions, and Waypoints for their 54 Derby Stops which were identified by signage with custom QR codes, on interactive maps in the attendee app, and on touch screen displays distributed across throughout show floor and educational session spaces.

Captello Waypoints are digital activations that can be scanned by any mobile device and used as check-in stops. IAEE Expo! Expo! offered "Derby Stops" to sponsoring exhibitors as a way to drive additional traffic to their exhibits. They also placed stops at strategic places on the show floor where they wanted to drive additional traffic and networking opportunities.

Average increase in engagement and leads captured at booths using event activations:



WAYPOINTS

Waypoints are easy to build using Captello's intuitive Activation Builder & Custom QR Code designer. Customizable Waypoints can be designed with unique branding, instructions, graphics, success messages, and reward points. They can also be gated with media such as videos and documents to enhance interaction and learning.

HOW IAEE EXPO! EXPO! INCENTIVIZED PARTICIPATION

1: POINT REWARDS & PRIZES

Attendees with the highest scores for visiting Derby Stops and completing Educational Session Surveys at the event would be announced in the closing session and rewarded with exciting prizes.

49 SURVEYS

775 SURVEY SUBMISSIONS

54 DERBY STOPS

2,227 DERBY STOP VISITS



2: MAKING TEAM SELECTION PART OF THE REGISTRATION PROCESS

After attendees registered, they were directed to "Get in the Race" by picking their horse, or team, and adding a team ribbon (sponsored by pc/nametag) to their event badge. This fostered conversation among attendees who could easily identify other participants from their team on the show floor.



RIBBONS SPONSORED BY pc/nametag

Participants compete by **playing interactive games** or scanning QR codes to check in at each location where they can engage in discussions with sponsors, view sponsored content, and gain points for playing and checking in.

3: IGNITING COMPETITION WITH LIVE TEAM AND INDIVIDUAL LEADERBOARDS

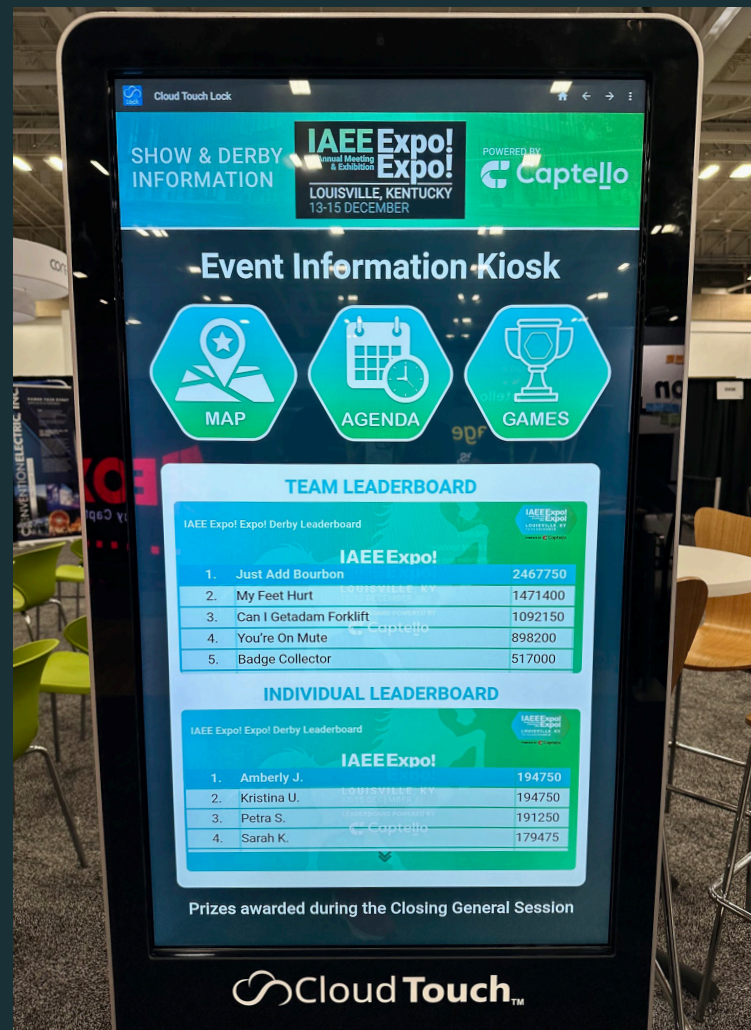
Capello leaderboards launch on any connected device or display and integrate easily into apps and web pages for quick access to real time scores and winner results. Combine multiple leaderboard results into a global leaderboard for total event engagement.

Capello activations reward points that instantly reflect on global event leaderboards, and tokens that can be exchanged for gifts and rewards from the included Rewards Center.

Individual and team leaderboards were positioned strategically across the Kentucky International Convention Center on ten (10) six-foot Touch Screen Displays provided by Cloud Touch with event information and interactive maps, making navigation to derby stops, exhibits, and education sessions a breeze for participants while turning up the heat on the derby competition.

Attendees could use the attendee app to scan QR codes and interact with derby stops, check individual and team leaderboard results, check their own progress against all available derby stop goals, and view competition rules and prizes from within the **Expo! Expo! branded mobile attendee app provided by Swapcard**.

Members of the winning team all received a choice of e-gift card rewards from **Capello's Rewards Center** with a selection of over 250 internationally recognized gift card brands.



CAPTELLO GAMES & LEADERBOARDS EASILY INTEGRATE WITH ATTENDEE APPS.

4: FUN, INTERACTIVE SESSION SURVEYS AND POINT REWARDS

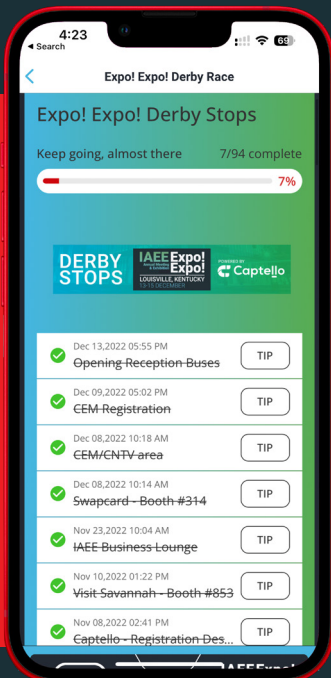
Educational sessions concluded with interactive session surveys allowing participants to provide valuable feedback. Each feedback question answered awarded respondents 1,000 points toward their overall event engagement score.

How likely is it that you would recommend Expo! Expo! Education to a friend or colleague?

- 1 - Not Likely
- 2 - Somewhat Likely
- 3 - Likely
- 4 - Very Likely
- 5 - Extremely Likely



5: PLAYER PROGRESS REPORTS



Captello's event engagement platform integrates with Swapcard so the two systems can communicate registration and event engagement data seamlessly. Attendees were kept up to date in real time, providing detailed information on what they had achieved, as well as all of the unchecked opportunities they had left to gain points, network, and discover new products and solutions at the event.

MEASURING SUCCESS

Day one foot traffic set expectations for Derby Stop sponsoring exhibitors who noticed a surge in booth activity from participants visiting to learn more about products and solutions, and who arrived to scan Derby Stop QR codes for points.

An average 3x increase in event engagement.

Captello reports an average 3x increase in event engagement recognized by exhibitors and organizers who use event engagement solutions.



"We love the Derby Game. It's definitely a great way to drive traffic to the booth and create some engagement and connection with the attendees that are here. We're definitely seeing a lot of people that are coming in knowing that we're a sponsor of the program, participating in it, and once they get in here it gives them an opportunity to connect with us, for us to connect with them, and certainly it's a fantastic way to drive additional traffic to the booth and make those connections. And ultimately, that's why we're here, is for those connections."

JIM KELLEY - VICE PRESIDENT, MARKETING & INDUSTRY RELATIONSHIPS



Chris Williams
Senior VP, Registration & Housing

"The buzz has been great, the show floor is packed and it feels like there is a lot of excitement.

[Gamification] brings traffic to the booth and we want traffic in the booth... Right when the show floor opened I felt like people were bee lining over to our booth and we were thrilled. All the sudden we were packed, everybody was on deck ready to do their part, so it's been really great. I would recommend it to any exhibitor."

CHRIS WILLIAMS - SENIOR VP, REGISTRATION & HOUSING - MCI

ZONES INTEGRATE GAMES, LEADERBOARDS, & EVENT CONTENT ANYWHERE

Event organizers using games and activations need simple solutions for creating user interfaces that deliver show content like show schedules, event information, floor maps, games and leaderboards that must be compatible with event websites and attendee apps. They must also be flexible enough to display on attendee devices.

ZONES offer this functionality as responsive pages that adjust to any screen size. Zones can be customized easily using Captello's Zone Builder.



TIP:

Add Zones anywhere with a simple web link, or iframe.

Let attendees launch Zones on their own devices by scanning a custom QR Code.

“This year, IAAE Expo! Expo! is all about fun, embracing learning, and exploring new possibilities and innovative ideas while advancing personal and professional growth and development. Through unique and innovative learning environments, participants were able to join industry peers, hear from experts in their field of content, foster collaboration, and share ideas while making meaningful connections.” - IAAE Expo! Expo!

1. Mary Smith	18,645
2. John Davidson	18,450
3. Karen Javitz	18,205
4. Mark Maddock	17,955
5. Judi French	17,925
6. Jason Harper	17,900
7. Neil Randol	17,840
8. Debbie Kilway	17,550
9. Kirstie Harman	16,135
10. Kaylin White	15,410



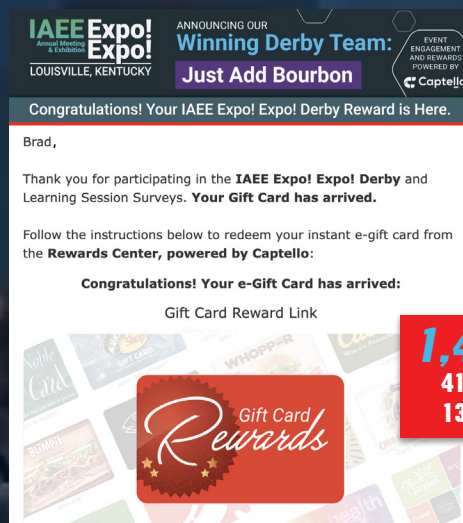
1. Badge Collector	1,218,645
2. Pipe 'N Drape	1,218,450
3. You're On Mute	1,118,205
4. Ineeda Discount	917,955
5. Wall2Wall Carpet	914,925
6. Can I Getadam Forklift	902,900
7. Outta The Gate	833,840
8. My Feet Hurt	770,550
9. The Suitcaser	516,135
10. Just Add Bourbon	515,410

BRINGING IT ALL TOGETHER

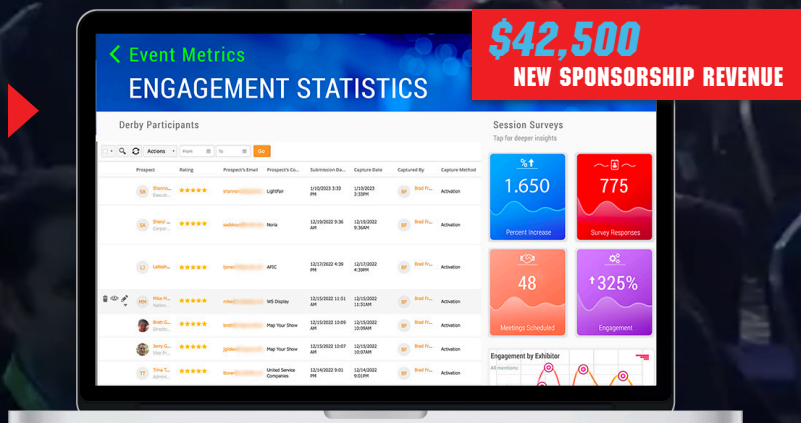
At the closing general session, Team and Individual leaderboards powered by Captello brought everything together, celebrating the high scores of the event including the top scoring team and individuals with high scores for engagement at the event.

Captello's integrated Reward Center made prize redemption simple, assigning instant **gift card rewards** to every participant on the winning team. Top scoring individuals that reached a certain point threshold were entered into a drawing for grand prizes valued at up to \$25,000.

Post-event, the organizer was able to view **event engagement data with data rich reports** provided by Captello's flexible reporting solutions including participant data for who was engaged, what sessions and waypoints they were engaged in, point scores for each activation, session survey scores for each educational session, and ROI reporting.



1,484 ATTENDEES
418 DERBY PARTICIPANTS
135 PRIZE WINNERS



The event organizer was able to turn their event into a profit center enabled by Captello, driving \$42,500 in additional sponsorship revenue driven by Derby Stops alone.

Captello makes it easy to create scavenger hunts, self-guided tours, sponsored stops, and fun networking activities with digital activations that travel anywhere without bulky hardware.

For fresh ideas, and to see how Captello's growing library of digital activations, premium lead capture, and reward based solutions can contribute to the success of your next event:

► captello.com/demo