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Why Digital?

UNIQUE SCALABLE ENGAGEMENT

DIGITAL EVENT EXPERIENCES WITH HUMAN CONNECTION



The Digital Menu

MOST USED ACTIVATIONS

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01/ **SPATIAL**



02/ **TOUCH SCREEN**



03/ **MOTION**



04/ **GAMIFICATION**

DIGITAL EVENT EXPERIENCES WITH HUMAN CONNECTION



Spatial Experiences

IMMERSIVE TECHNOLOGY

Spatial digital experiences are an ideal way to showcase products in action, allowing brands to demonstrate their products in new, engaging ways including AR, VR, MR and XR.



AR: The technology that overlays digital content on top of the real world through a device.



VR: Immerses the user in a virtual environment to create believable real-life or imaginary experiences.



MR: Brings the best of both AR and VR by capturing the real-world through cameras and sensors – then projecting it on a display.



XR: An umbrella term for technologies that combine the physical and digital worlds to create immersive experiences.

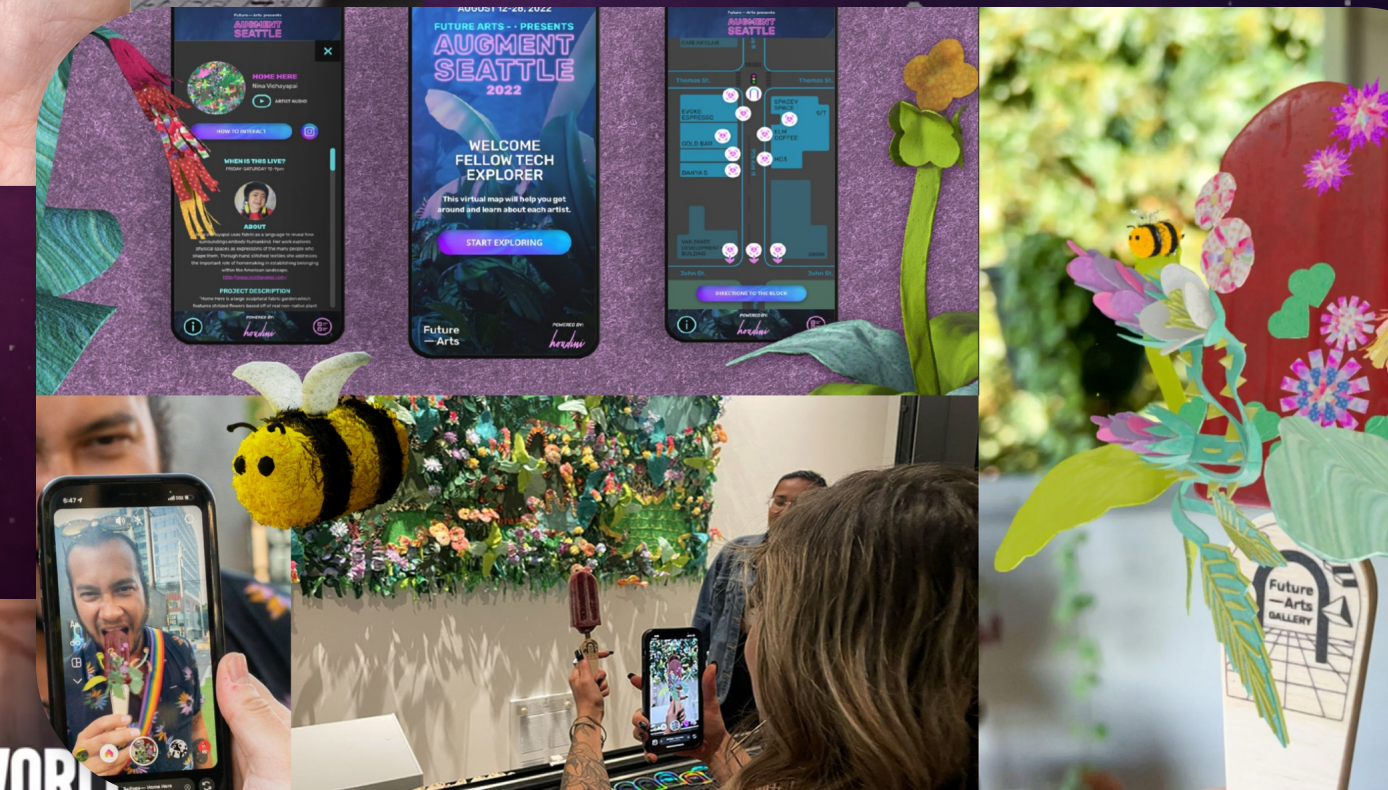


Spatial Experiences

IMMERSIVE TECHNOLOGY

Brands deploying these technologies are leveraging creative differentiation points that increase sales conversions compared to their competitors who don't use these tools by **94%**

77% of users want to use AR to learn about products before buying. BUT, less than **56%** of brands currently offering this type of interactivity.



Spatial Experiences

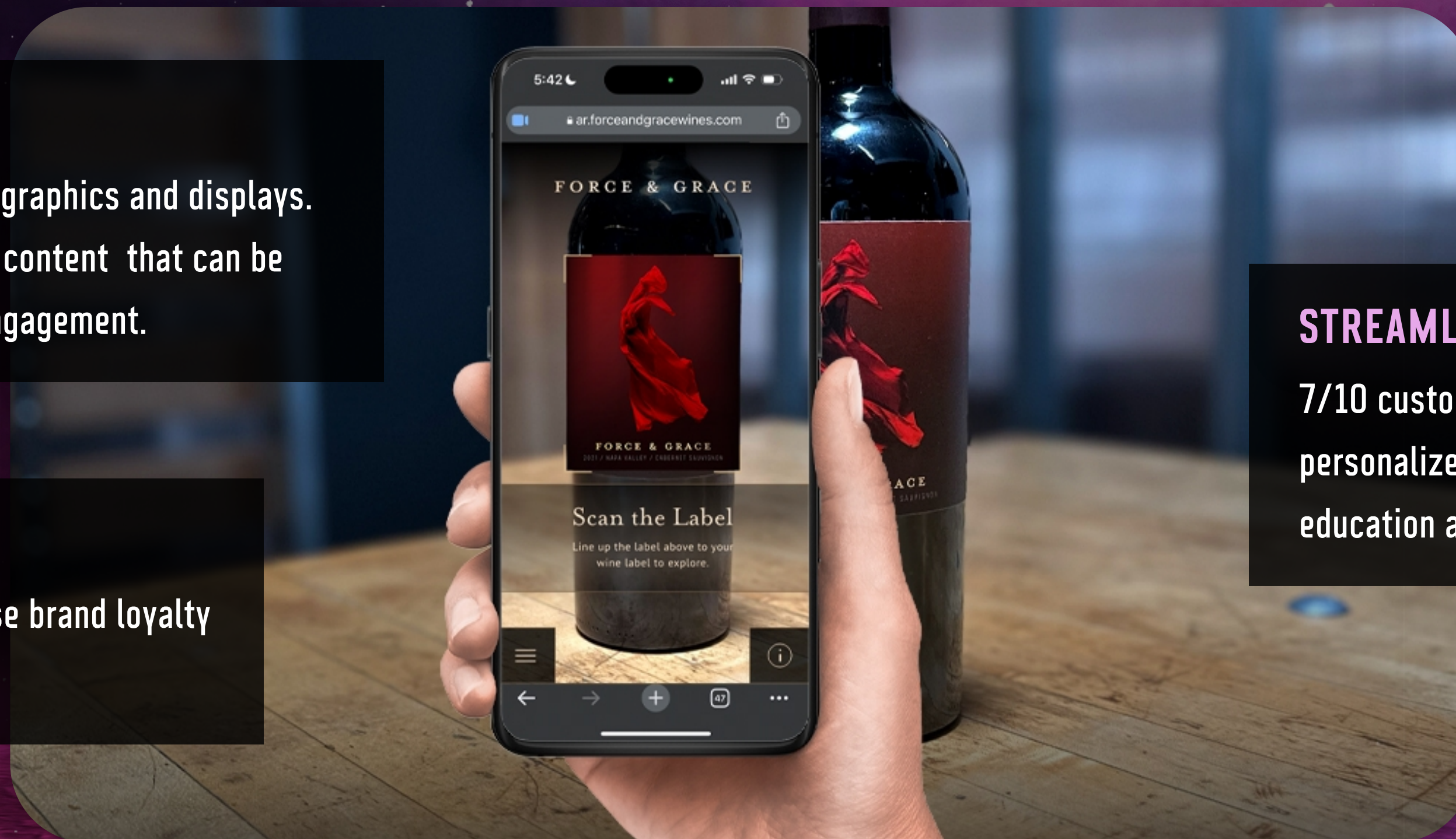
IMMERSIVE TECHNOLOGY

COST EFFICIENCY & ROI:

Cut down on physical prints, outdated infographics and displays. Instead, serve up relevant and repurposed content that can be tweaked based on data from first-party engagement.

IMPROVE ENGAGEMENT:

Spatial Experiences have shown to increase brand loyalty by upwards of 30% through gamification.



STREAMLINE INFORMATION:

7/10 customers expect brands to deliver more personalized interactions that provide better education and information dissemination.



DIGITAL EVENT EXPERIENCES WITH HUMAN CONNECTION



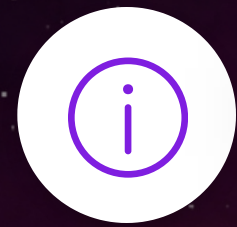
Touch Screen Experiences

CHOOSE YOUR OWN ADVENTURE

A curation of your brand journey wrapped up in a well organized immersive touch screen experience to swiftly display your brands message.



Brand Journey: Display your brand journey in a visually immersive experience.



Informational: Take your normally mundane company info and create a more creative way to display it.



Activity: Create a fun activity to learn more about your marketing goals, through an immersive brand activity.



Product Viewer: Showcase your product through a fully interactive 3D product viewer to educate your audience on your product.



DIGITAL EVENT EXPERIENCES WITH HUMAN CONNECTION



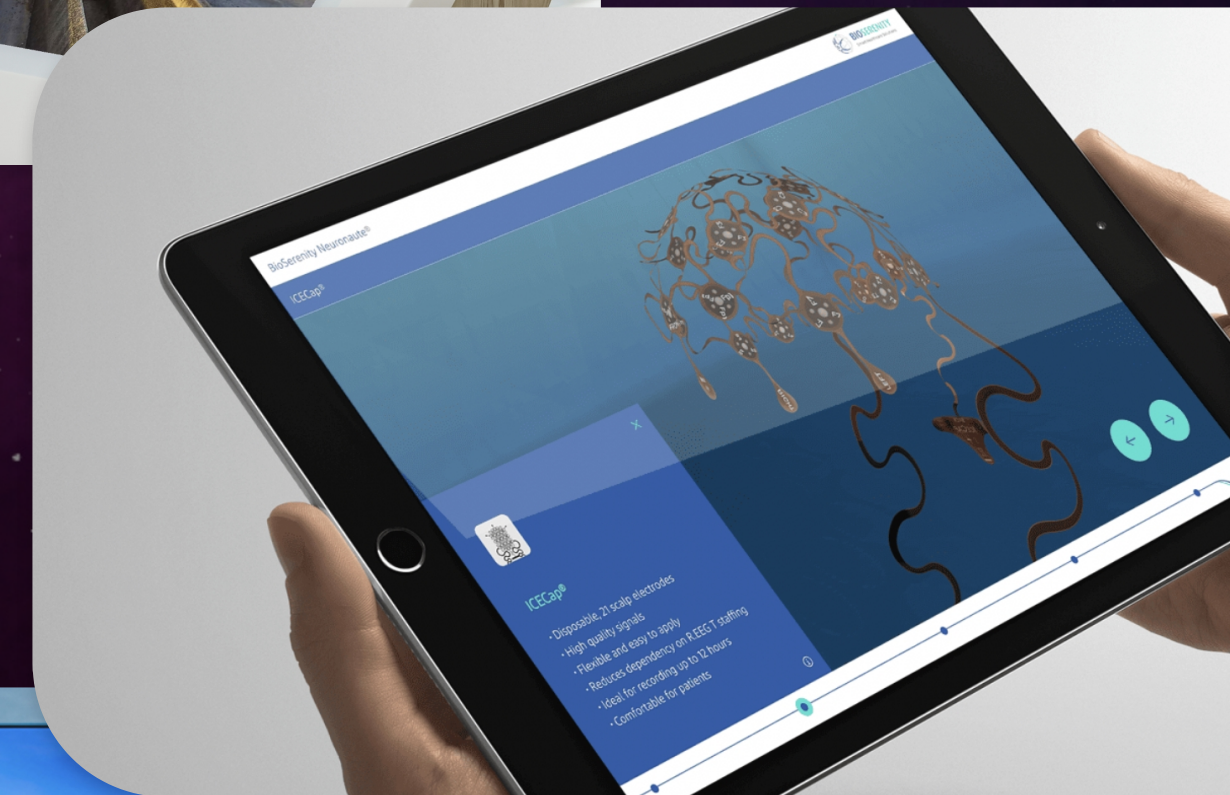
Touch Screen Experiences

CHOOSE YOUR OWN ADVENTURE

94% of attendees are more likely to engage with interactive displays.

94% of attendees remember the brand after interacting with an interactive display.

82% of attendees are more likely to provide contact information after interacting with an interactive display.



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DIGITAL EVENT EXPERIENCES WITH HUMAN CONNECTION



Touch Screen Experiences

CHOOSE YOUR OWN ADVENTURE

DATA-DRIVEN INSIGHTS:

Interactive displays can collect valuable data on attendee behavior, preferences, and demographics.



RIOT NOIR



LIFE AT RIOT



WORK WITH US



CAMPUS LIFE



BENEFITS



PRODUCT +
PLAYER FOCUS



MAKE A SELECTION ABOVE TO START YOUR JOURNEY

INCREASE VISIBILITY & ENGAGEMENT:

By incorporating digital touchscreen experiences into your trade show strategy, you can significantly boost your brand's visibility, engagement, and lead generation efforts.

STAND OUT FROM THE CROWD:

Interactive displays attract attention and create a memorable experience.



DIGITAL EVENT EXPERIENCES WITH HUMAN CONNECTION



Motion Experiences

A FULL BODY IMMERSION

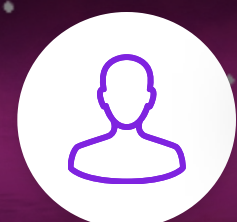
Using your guests full body, we can integrate a myriad of motion sensors to create an unforgettable brand experience through motion.



Kinect: Players interacted with games using hand gestures, body movements, and voice commands.



Full Body: Games required players to physically move and interact with the game world, offering immersive experiences.



Head Tracking: This technology allows your in-game perspective to shift based on the movement of your head, creating a more immersive and interactive experience.



Motion Activation: By leveraging the technology's ability to detect movement and capture images or videos, game developers can introduce a range of innovative gameplay mechanics and challenges.

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DIGITAL EVENT EXPERIENCES WITH HUMAN CONNECTION



Motion Experiences

A FULL BODY IMMERSION

80% of consumers say they are more likely to purchase from a brand offering personalized experiences. Interactive digital motion experiences can adapt in real time to users' preferences, delivering more targeted, relevant content.

70% more likely to make a purchase when they interact with branded motion experiences. Digital motion experiences, such as interactive videos or augmented reality (AR) ads, yield 30-40% higher conversion rates than non-interactive content.

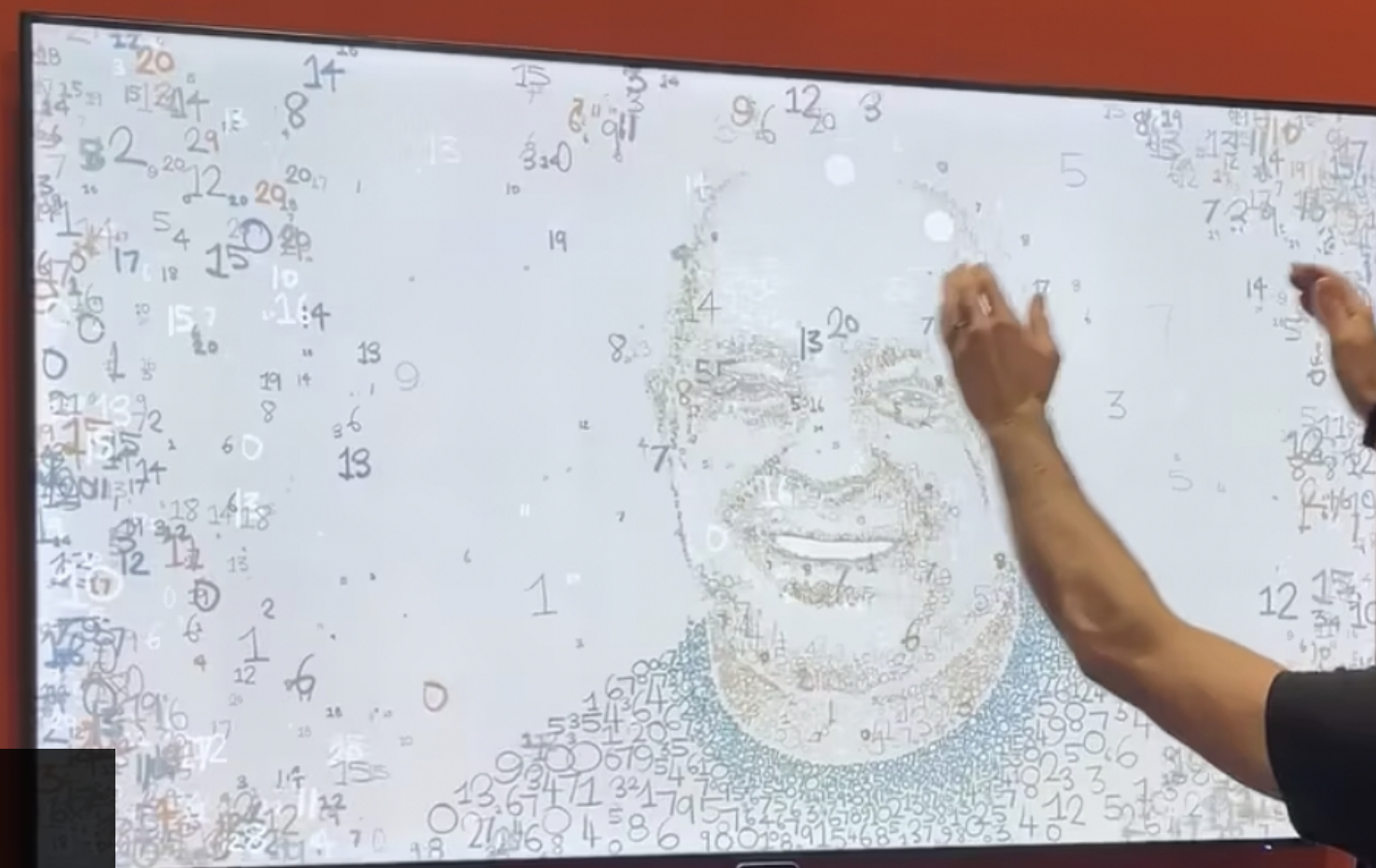


Motion Experiences

A FULL BODY IMMERSION

EYE-CATCHING DISPLAYS:

Digital motion elements like interactive video walls, AR, and VR create visually compelling experiences.



TRACKING ENGAGEMENT METRICS:

Digital motion technology tracks user interactions, providing real-time insights for on-the-fly improvements.

INTERACTIVE BOOTH LAYOUTS:

Motion-based activations direct visitor flow and engagement, optimizing booth organization and maximizing interactions.



DIGITAL EVENT EXPERIENCES WITH HUMAN CONNECTION

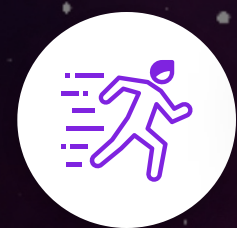
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Gamification Experiences

KNOWN MECHANICS

Having the ability to tell your brand story through a game with known mechanics allows your audience to engage with your brand in a fun and memorable way.



Platformer: The core objective is to move the player between points in an environment.



Trivia: Most people love trivia, why not create a fully custom branded trivia game to educate your guests.



Shooter: The friendly competition will grow with this known mechanic and guests will want to keep playing with your brand.



Photo Booth: People love photo booths, so let's create a fully branded booth in everyone's pocket and/or in your booth.



Gamification Experiences

KNOWN MECHANICS

Gamified experiences increase user comprehension and retention of product information by up to **90%**. Brands in complex industries, like healthcare or technology, often use gamified experiences to make product education more engaging, simplifying the learning curve.

Gamified experiences encourage repeat engagement, helping brands retain customers over time. Gamification boosts customer loyalty by **30%**, as rewarding and interactive experiences foster emotional connections with the brand, encouraging customers to return.



Gamification Experiences

KNOWN MECHANICS

GAMIFIED LEAD CAPTURE:

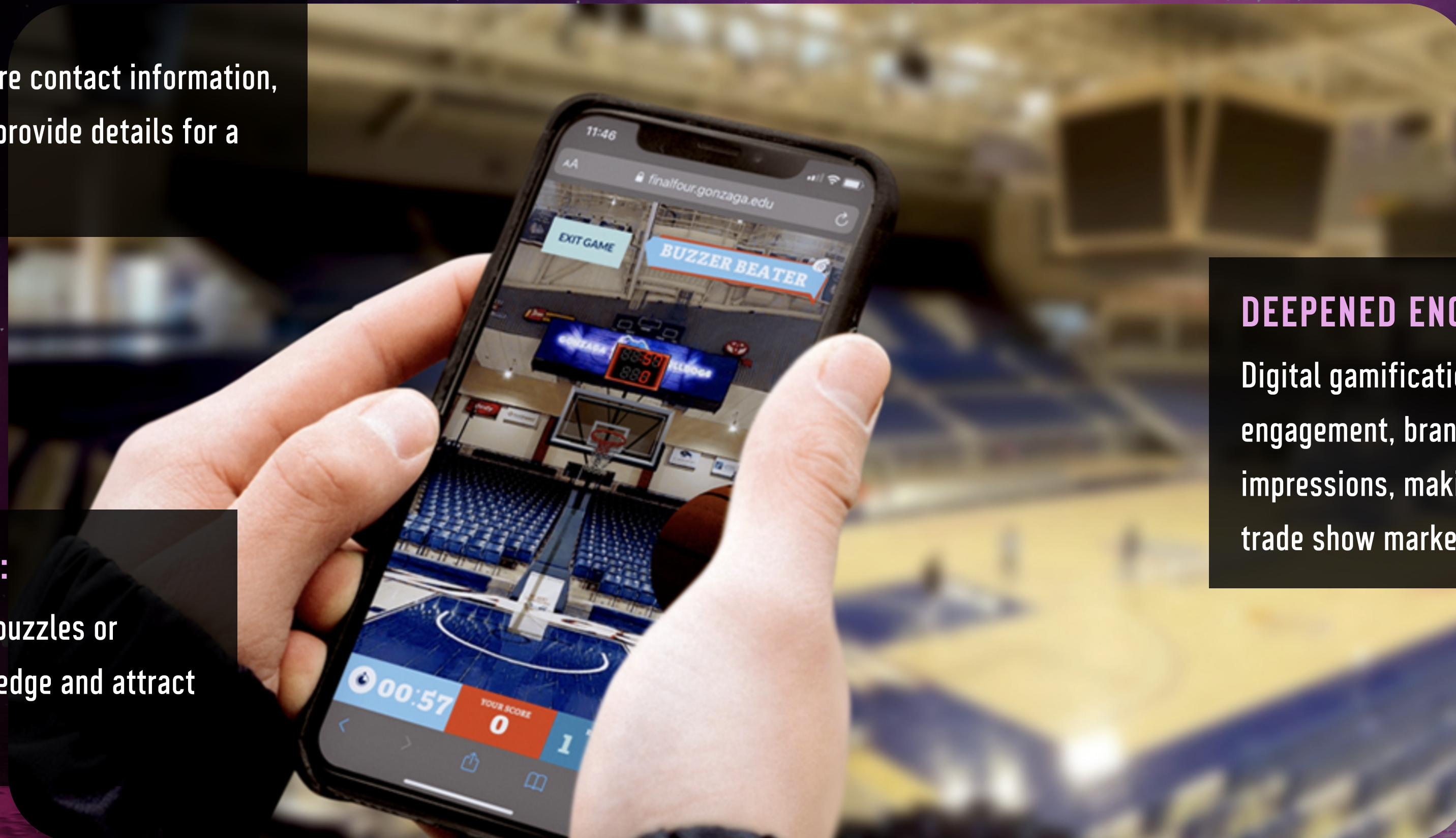
Gamified experiences often require contact information, making attendees more likely to provide details for a chance to play and win.

INTERACTIVE MINI-GAMES:

Simple touch-based games like puzzles or quizzes reinforce product knowledge and attract a wider audience.

DEEPENED ENGAGEMENT:

Digital gamification at trade shows boosts engagement, brand awareness, and lasting impressions, making it a crucial tool for modern trade show marketing.



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