2012 EVENT TECHNOLOGY AWARDS

THE YEAR'S TOP WINNERS FROM THE ONLY RECOGNITION PROGRAM FOR "DIGITAL + LIVE" CAMPAIGNS

It was just a decade ago that we lived life without so many of the high-tech tools and gadgets that we can't imagine living without today. There were no iPhones, no iPads and no touch screens. (Fingers were used to push actual buttons. Buttons!) Data collectors had yet to discover QR codes, RFID, NFC or geolocation. Holograms and large-scale projections were cool theater tricks, but never saw the light of day in a marketing context. And 3D, well, it was still stuck in vintage movie theater photos of screaming audiences watching "The Blob." Probably the hottest event technology going in 2002 was the clunky 15-pound laptop where consumers could fill in 20 data fields to "register" at events. Sounds awesome, right?

Thanks to the ingenuity of event marketers everywhere, times have changed. And those low-tech experiences have gone the way of the Commodore 64. What follows is our second annual Event Technology Awards report, where we bring you the industry's 30 best digital+live campaigns as voted on by 12 brand-side judges–all the cool tools, smart apps, websites, bits, bytes and lumens that have transformed today's best technologies into immersive, ROI-generating programs. Congratulations to all of this year's winners.

EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: Mobile Trivia Game

CLIENT: Cisco

PARTNERS: ten23, Snakblox

Event marketers have joined the ranks of the smartphone obsessed, unlocking the business potential of the ubiquitous handheld through programs that trade fun incentives for consumer data. But few have mastered the art of using smartphones in conjunction with events to tackle multiple marketing objectives at once. Until now.

The industry standard smartphone strategy got a big-time upgrade this summer when event marketers at Cisco used the mobile device to not only incentivize attendees to engage in the brand's on-site activations, but also to engage on a meaningful level with the company's on-site *partner* activations. The resulting program gave event organizers deep attendee data that surpassed the typical badge scan and enabled the company to prove to itself and the paying vendors at the Cisco Partner Pavilion just how knowledgeable participants were about the products on offer.

The winning technology was a custom mobile game called the Cisco Cloud Mobile Trivia Game and from June 10 to 13, it provided attendees at the annual CiscoLive! user conference in San Diego with a fun and organic way to experience the event. Attendees got started by scanning a QR Code on their device. The scan downloaded a trivia quiz that challenged participants to earn points by answering questions correctly. Answering questions quickly and spending time at demo stations and partner booths

throughout the event helped boost their scores. Partner booths were outfitted with QR Codes and users received bonus points for checking in at each one. The highest scorers were eligible to win one of 20 iPads.

To address any potential compatibility snafus among smartphone models and to eliminate the need for a slow and bulky app download that would definitely turn off attendees, tech partner Snakblox leveraged HTML5 to create the gaming experience. Not only was the resulting game fast and fluid for attendees regardless of their device type, Cisco staffers could easily and quickly update questions on the backend by uploading them to an admin panel.

Post-event data generated by the game revealed that theater presentations at the event boasted 100-percent attendance, with many attendees standing in the aisles. Trivia game players spent an average of 13 minutes in the game and participants visited an average of nine out of 14 partner demo stations. Thanks to the new game, Cisco was also able to close the show with an in-depth analytics report that revealed just how much participants knew about the products on offer—both in the Cisco footprints *and* in the Partner Pavilions. The data can be used to craft more efficient event experiences for the brand and help Cisco's sales team prove the value of its event to its paying sponsors—and keep those revenue-generating partnerships rolling in.

Sporting events have long been fertile environments for brands that want to connect with passionate fans. But many of the activations have started to look the same. Toss a ball here. Spin a wheel there. And then, badabing, badaboom! Everyone goes home with a t-shirt.

Honda last summer decided that it wanted more from its auto racing sponsorship, so it created the Honda Trivia Racing Game for the 2012 Indy Races in Toronto. Visitors to the automaker's tent were invited to grab one of four iPods and race virtual cars around a track on a large-format video wall. But it wasn't just a passive racing game. Multiple-choice trivia questions controlled the virtual cars, going faster for correct answers and slowing down for incorrect ones. Sound effects on the iPod controllers matched the cars' speed changes and reinforced whether the answer was correct or not.

A "Top 10" ranking on a leaderboard encouraged people to return to defend their position, and the whole experience from registration to checkered flag took only four minutes, enabling Honda to engage, educate and capture data for more attendees in less time.

And yeah, fans could still win that perennial event t-shirt, but they probably learned a little bit about Honda along the way.

Hollywood is getting in on experiential like nobody's business as movie studios discover the value of live experiences that bring their entertainment franchises to life. Last March, Warner Bros. joined the trend when it transformed its "Harry Potter" trilogy into a 150,000-square-foot self-guided, three-hour tour that gave consumers in London a behind-the-scenes look at all of the unique artifacts, sets, costumes and props created for the movies.

An iPod touch-based Digital Guide transformed what could have been a passive museum experience into an interactive one. The guide featured photo galleries, behind-the-scenes video footage, interactive maps linked to hotspots throughout the exhibit and exclusive interviews with the films' directors, makeup artists, costumers and more. Tom Felton, the films' villainous Draco Malfoy, narrated the guide, which was offered in eight languages.

Nearly 4,500 people were surveyed after visiting the tour and 86 percent of them rated their experience as "Excellent" or "Very Good." Muggle approved.

EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: Workout in the Park Social Game

CLIENT: SELF Magazine

PARTNERS: In-house

It seems that everyone and their dog has an app these days. (Seriously, Google "dog apps" and see what we mean.) But few brands have an app that delivers on multiple marketing objectives, across multiple channels, at once while still being fun and, most importantly, *addictive* for its customers.

SELF magazine delivered on all fronts this year when it launched its SELF Workout in the Park Social Game, the first-ever social game from a magazine brand. Workout in the Park is a 19-year-old live marketing program that invites consumers to engage with the magazine and its partners for free fitness, nutrition and health-inspired activities. The Social Game was designed to extend the program's live elements digitally and socially in order to increase brand awareness, boost the magazine's database and drive revenue through advertising and sponsorship.

Through the game, women can create and customize their own workout park, create avatars that reflect their physique, play fitness, nutrition and wellness challenges, mini-games and puzzles, and deck out their avatars in hip workout gear and fashion accessories, among other activities. The more the consumer plays, the more they can customize their avatar, for instance, chiseling their bodies up or down based on their activity level. (Finally, those six-pack abs I've been waiting for!) Virtual coaches—Jasmine the fitness trainer, Chloe the nutrition guide and

Mia the wellness coach—serve as hosts of the game, and players get access to real-world benefits, including merchandise offers from sponsors in beauty, fashion, fitness and wellness. Perhaps the best part of the game comes from the mobile app, which enables women to log and track real-life fitness goals and then watch as their progress impacts their in-game avatars. (But wait! I said I wanted six-pack abs!) The mobile app also lets players earn rewards for their real life activities.

Self-improvement is at the heart of the game's mission. The app and other social components make it easy for players to share their in-game activities with friends. It also gives the magazine's marketers a constant touch point to keep the program and the brand top of mind between live events. The game environment features ongoing updates that tie real-life events to the virtual world.

The SELF Workout in the Park Social Game was launched on Facebook on April 7 and in the two months that followed, the game was downloaded over 250,000 times and players spent an average of 14 minutes per session. The game has generated more than 200 million media impressions, including a hit in the Advertising column in *The New York Times* that read, "*SELF's* arrival into social gaming is one of those landmark events, seeing the new model embraced in such a big way."

Note to *SELF*... well played.

GOLD WINNER

CAMPAIGN: Red Hat Summit & JBoss World

CLIENT: Red Hat

PARTNERS: QuickMobile

Custom apps have been replacing paper conference schedules for a while now. But new to the scene are event apps that bring the worlds of show content, geolocation, social media and traffic generation strategies together all in the palm of the attendees' hand.

Technology provider Red Hat last summer used a QuickMobile-based technology to provide attendees with a smartphone-compatible show app that didn't leave a single objective untapped. At its core, the app was a seamless, single source for real-time conference information. It enabled the show's organizers to push real-time notifications and up-to-the-minute changes while conference-goers could have instant access to their personal conference schedules (sessions, labs and meetings) right from their mobile device.

But the app's "killer app," so to speak, was its "gamification" function that invited attendees to check in to sessions, visit sponsor booths and tweet using the event's hashtag to earn points for their participation. Attendees could compare their scores on global and business-unit specific leaderboards with the top three scorers each day receiving prizes.

Red Hat's mobile app earned an 83 percent adoption rate at the event. Paper schedules: zero.

SILVER WINNER

CAMPAIGN: StorytimeLIVE!

CLIENT: Kiddie Academy

PARTNERS: WebbMason

Childcare franchise Kiddie Academy last summer traded in its old school direct mail campaigns for a series of live activations that leveraged technology to drive enrollment.

At its Storytime LIVE! events, Kiddie Academies hosted children's story times where the lead character from each story made an appearance. A customized application enabled franchisees to track and execute outreach, registration and enrollment activity around the events, automating and centralizing many of the processes via a real-time dashboard that Kiddie Academy had been handling manually. The program tracked QR codes, email marketing and activity on personalized parent microsites and instantly assigned and distributed leads to the appropriate local franchises. Reports and analytics enabled the franchisees to automate and track their program's success, improve ROI and ensure a more timely response to warm leads being monitored in the system.

The program generated a 39 percent conversion rate—65 percent higher than the previous year's.

EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: High School Grand Prix

CLIENT: Nike

PARTNERS: TrojanOne

There are few brands with a bolder attitude than Nike. The company that was once a simple sneaker brand has conquered nearly every sport in the spectrum, emblazoning its signature swoosh on athletes ranging from basketball stars and surfing pros to tennis champions and golf masters. There aren't many niches left untapped by the Portland-based brand, but when an opportunity arises to make a new connection, Nike strikes swiftly—creating events where there are none to sponsor and innovating new ways to win loyal fans through a mix of live experiences and technology.

Such was the case when Nike set out to tap into the 115,000-athlete strong high school track and field market in Canada by partnering with the organization School Sport Canada to launch the Nike High School Grand Prix, the first-ever Canadian invitational track and field meet held May 10 through 13 at the University of Toronto.

Nike recognized it needed a central communications and promotional hub for the 250 participating student athletes and teacher-coaches who were selected across 10 Canadian provinces and territories, as well as their supporters. So it created highschoolgrandprix.ca, a microsite dedicated to the program and its participants.

The grand prix homepage accommodates a prominent welcome video (it now features a recap video from the meet), as well as Facebook and Twitter feeds. Logos from each

participating region scroll horizontally across the page. The website allows for coverage of all event activities with a page for team profiles, news—ranging from track and field training tips to newspaper articles, to blog posts about travel and sightseeing in Toronto—an FAQ, event results, sponsor messages and photos.

Social media tie-ins promoted a series of activations before the event that included a media launch, Nike gear fittings, seminars, banquets, keynote speakers and organized tours of the host city.

Nike streamed the entire event using Ustream on the microsite's main page and through a tab on the event's Facebook page, enabling those who couldn't attend the physical event to participate virtually. Immediately after the event, the results were accessible on the website. Participants and supporters could continue to follow the action long after the Grand Prix, as brand ambassadors attended three high school provincial championships in order to promote the Toronto event. Updates continued on the site and through social media.

Thanks to the activity generated by its microsite and social media efforts, Nike reached more than half a million Facebook "friend of likers"—friends of those who had "liked" its Facebook page. The campaign website was deemed so successful, it is already serving as the starting line for next year's Grand Prix, set for May 2013.

Following the success of its inaugural 2011 Solve for X event, a forum where top thinkers in science and technology come together to discuss radical ideas for solving global problems, Google created a microsite where these conversations could be logged and shared with the outside world.

The site (wesolveforx.com) uses responsive design so it can be accessed easily across viewing platforms, from desktop computers to tablets, to smartphones. Visitors of the site are immediately introduced to a checkerboard of event information, speaker bios and video links hosted through the Solve for X channel on YouTube. Every time the page is refreshed a new set of videos or links appear.

Users are encouraged to engage primarily through Google+ with tags to use with each post that identify a theme (Huge Problem, Radical Solution, Breakthrough Technology, Video). In addition, users can share via Twitter and Facebook.

Google uses only its own products for the site and streamlines manageability with a content management system centered around the Google Doc. Content is loaded into a Google Spreadsheet and automatically updates to the site. Google's resources helped support the flood of traffic into the site after it launched, handling 100 requests per second without issue. Problem: solved.

E3, the world's premier trade show for computer and video games and products, this year attracted 45,700 industry professionals, investor analysts, journalists and retailers from 103 countries to its show June 5 through 7 in Los Angeles.

To assist in the enormous undertaking of selling to and assisting these industry professionals, the show's owner, Entertainment Software Association and its partner IDG World Expo, created a website that serves as both a show and marketing resource. Participants in the trade show are given a password to enter the site and unlock access to links on signage, sponsorship, custom floor space and advertising opportunities, as well as interactive floor plans, so they can decide exactly where they want to be on the show floor.

The site is designed so exhibitors can plan their show presence with ease and it encourages them to develop a marketing strategy with one-on-one help from E3 marketing mavens—a win-win for E3 and for its partners.

EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: Pen Ready Project

CLIENT: Olympus

PARTNERS: Mullen, Grand Central Marketing

In our era of Instagram, traditional camera manufacturers have to work harder than ever to stay relevant. Olympus last September took the smartphone shutterbugs head-on to prove it's still a player with its PEN Ready Project—a program that put its PEN E-PM1 camera into the hands of 1,000 consumers across North America. The campaign targeted social media influencers and everyday people, inviting them to snap photos and upload them to a website where they could share their thoughts, their images and give consumers a taste of the photo quality the PEN provides. Because hey, if you can't beat the technology, *leverage* technology to your advantage.

To kick off the campaign, Olympus handed consumers in undisclosed locations throughout Los Angeles, Miami, New York City, San Francisco, Toronto and near its headquarters in Lehigh Valley, PA, a kit with a free camera. The consumers were invited to register on the custom-designed PEN Ready Tumblr site (penready.com) and join the community of PEN Ready folks uploading photos and videos to share with the world. The best photos were incorporated into an online ad campaign and on in-store displays.

Olympus relied on key partnerships to fuel the campaign, involving both organic and targeted approaches. The brand teamed up with JetBlue Airways, handing out cameras to an unsuspecting flight of passengers, as well as providing a $1,000 JetBlue Getaways package to one PEN Ready photographer. Free cameras were handed out to a studio audience during "The Ellen DeGeneres Show's" 12 days of giveaways promotion. Through the partnership with Tumblr, Olympus had access to Tumblr's Top 100 bloggers, all of whom received free cameras. Top Instagram and Flickr users, celebrities, musicians and athletes were seeded to be advocates for the camera. In addition, working with Yamaha Motor Corporation, Olympus provided free cameras to 25 "scooter blogger" participants in the 2012 Zuma 50F Press Event in San Francisco. Other social partnerships in the repertoire included Twitter, Facebook, Google+, StumbleUpon, Unruly Video, AOL Portrait and spongecell.

You can still check out the gallery of images at penready.com. Scroll over an image and a message appears describing the type of lens or setting on the camera used to capture the image, a caption, or details about the photographer.

In an age where it seems smartphone cameras are replacing traditional cameras, Olympus proved otherwise, selling its entire PEN E-PM1 inventory by the end of the second quarter. The camera manufacturer saw a 178 percent rise in its social media reach during the campaign and also saw an increase in brand awareness of more than eight percentage points. As a testament to the power of leveraging content across social media platforms, the campaign received more than 622 million media impressions. Talk about pictures being worth a thousand words.

Brands no longer have to rely on models and celebrities to be the faces of their campaigns. Thanks to social media, they are able to create platforms where everyday consumers can spread the message of the campaign and, in many cases, lead it.

For its fifth year as sponsor of ESSENCE, the largest African-American music festival in the country, Procter & Gamble reinvigorated its My Black is Beautiful initiative with Imagine a Beautiful Future—an activation designed to engage women in its target market at the festival and online with messages of empowerment.

The brand engaged consumers with free hair and makeup services as well as skincare and teeth whitening consultations. The highlight of the activation, however, was a professional photo shoot. Participants could have their photo taken, visit a Social PIX kiosk, log into Facebook and share the image on their personal page. The slogan "Join the Celebration" accompanied each shared image. In the process of uploading their image they were automatically invited to "like" the Procter & Gamble Facebook page, connecting consumers to social media yet one more time during their visit.

The brand reported that 50 percent of attendees created sharable content on their Facebook network through the activation.

While television broadcasts deliver live action to consumers wherever they may be, social media allows consumers to be *a part of* the live action. As Sprint Nextel demonstrated during this year's NASCAR Sprint Cup Series, social media is not just about connecting consumers to a live event—it's about engaging them in real time.

Fans of the series, which wrapped Nov. 18, were able to submit questions online at sprint.com/speed, Facebook via the Ask Miss Sprint Cup tab and on Twitter (#AskMSC). Sprint Nextel brand ambassadors then hunted down drivers, crewmembers and industry experts to find out the answers and respond with a video answer, giving fans insider access to the track in the heat of the moment. In addition to Ask Miss Sprint Cup, the brand used social media to engage fans through brand offers, photo and video posts and series updates.

The connection made through the program was strong: Miss Sprint Cup's Facebook following ranks third in the NASCAR industry with 1.26 million fans, behind the NASCAR brand itself and Dale Earnhardt Jr.

EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: Olympic Trials

CLIENT: USA Swimming

PARTNERS: FISH Technologies

FISH Technologies' RFID-enabled social media tool enabled fans this summer to explore the USA Swimming Aqua Zone experience outside the U.S. Olympic swimming trials at the CenturyLink Center in Omaha, NE, like never before. Aqua Zone offered fans the chance to get autographs and pictures taken with Olympic swimming champions, compete in a Michael Phelps Swim Spa Challenge, race in a Mutual of Omaha "simulator," explore the AT&T Fan Zone and more. With the tool, which was branded to Visa and called the Visa Aqua Badge, fans could share their experiences, photos and activities on their Facebook pages via a simple scan.

Fans registered the badge to Facebook and/or email accounts using their mobile phones or onsite PCs. Once they authorized their Facebook profile, they agreed to share their Facebook data, including all demographic information, and email address. The fans' profile data was automatically shared between USA Swimming and the brand sponsor each time they tapped their credential on "tap towers" distributed throughout the event at sponsor activations. Automatic Facebook photo post stations deployed throughout the venue allowed fans to post branded photos to their Facebook walls in real time.

Sponsor brand ambassadors registered guests, activated the badges, delivered content and facilitated likes and check-ins via RFID Read/Write capable tablets. Brands leveraged fan data to created custom experiences such as interactive games where a guest taps the credential to trigger a competition where their name and scores are automatically delivered to a leader board.

The Visa Aqua Badge reduced the "environmental friction" caused when individual brand sponsors deploy their own unique data collection process, which creates bottlenecks and limits the number of activations a fan is able or willing to engage. The technology leveraged the distribution of a single credential to facilitate all brand engagements and supported the following objectives:

ENGAGEMENTS: Attendees spent less time filling out paper and electronic forms as they engaged with brand sponsors.

AMPLIFICATION: Through social media, fans organically amplified their engagements with the brand sponsors and USA Swimming.

REDUCED COSTS: Using a single credential decreased staff and technology expenses for brand sponsors.

MARKETING INSIGHTS: Understanding the impact of specific inputs such as footprint size, promotions, experiences and other data positioned USA Swimming as a strategic partner with brand sponsors and enhanced their ability to selectively attract and engage specific demographic targets.

MEASUREMENT: The badge provided real-time dashboards and post-event reporting that allowed stakeholders to better understand the efficacy of their spend.

ROI: The badge improved measurable ROI by engaging more fans and providing better actionable data and linked engagements to social media campaigns that drove fans and the global community on Facebook to the point of sale. In other words, they created quite a splash.

GOLD WINNER

CAMPAIGN: Connections for Facebook

CLIENT: Facebook

PARTNERS: Obscura Digital

Facebook is all about connections, a theme that literally came to life via the Connections Experience during Facebook's F8 developers conference in September 2011 at the Design Center in San Francisco. Using multiple overhead projectors that mapped visuals to the floor and an array of 3D cameras, the interactive Connections installation brought online social networking connections into the physical world.

Attendees swiped into the space using an RFID-enabled event badge that linked to their Facebook profiles. Once logged in, they were surrounded by glowing circles constructed from their social data, creating a unique "fingerprint." Colored lines extending from the circles connected them to others in the space who shared one or more of the observed metrics, such as mutual friends, interests, workplaces, schools, locations, birth sign or non-English languages. When two or more people who shared mutual connections stood within close proximity, a slideshow of mutual friends and interests appeared between them. Behind the Connections space, a large screen shared aggregate data about the collective group, displaying common interests and profiling the most connected of the group. One attendee described the installation as "the 21st century equivalent of a disco ball." Its after-party vibe was pretty sweet, too.

SILVER WINNER

CAMPAIGN: Connect to Life

CLIENT: Intel

PARTNERS: Foghorn Creative, Stimulant, Worldstage

With the theme "Connect to Life," Intel's booth at CES 2012 in Las Vegas featured a giant ecosystem of animated creatures whose interactions reflected the digital world in which Intel operates. But here's the cool thing: this wondrous visual metaphor was created by the attendees themselves. The experience began at input stations where cameras scanned their hands or any other object and seconds later generated an animated, bioluminescent organism based on the scan outline. The animations then became part of an intricate choreography of abstract creatures on a 168-foot long, 2,200-square-foot overhead wave-like projection map across the entire booth. Some of the life forms swam, some flew, others tumbled. The experience allowed attendees to contribute to a living world that felt simultaneously technological and organic. People engaged with it continuously and enthusiastically, creating more than 30,000 life forms over four days, approximately one life form every 3.5 seconds.

EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: Blue Oval Card

CLIENT: Ford

PARTNERS: Imagination

Ford's blue oval trademark has symbolized America's first car company since 1907, but at the 2012 North American International Auto Show in Detroit it represented that and more. It literally became a key to an enhanced Ford Auto Show experience for attendees who wanted to be able to influence their environment, participate in its creation, own content and share it with their friends. And it positioned Ford as a technology company as much as a vehicle company, which was a major goal for the show.

Ford's Living Connected Experience gave visitors a peek of what might be in store for new vehicle technologies. Leading up to their visit to "the Cloud," groups of 12 people went through five stations that explained how Ford technology is addressing future trends, including Changing Population Demographics, Emerging Technologies and Living Green. The group then boarded a 20-foot-tall elevator that rose to "the Cloud," where they viewed a 360-degree film showcasing the future of in-vehicle technology from Ford. After that, through the use of Augmented Reality, they could drive with Motorsports star Ken Block, ride in a Mustang on the "dyno" (short for dynamometer, which measures power) or use trivia to plan out their next great "Escape."

Using RFID technology, the Ford Blue Oval Card offered attendees a more focused, personalized visit they could share with family and friends. Users registered on-site via a simple sign-in process or online before the show, then interacted with the stand using their card. They could vote on questions and see their contributions written on large screens for everyone to view and share. They could collect data such as detailed car specifications, financing information and images for future reference. And they could save video and still images to an online profile and "like" vehicles on their Facebook pages. After their visit, a personalized email linked them to a souvenir site containing all their memories.

The card enabled Ford to monitor the most active points on-stand, measure how users moved around the booth and the kind of information they saved. Client libraries housed the interactions in user profiles that were cached locally in the event space and synced to the cloud ensuring no data was lost and providing information to cross reference later, when an attendee eventually buys a car.

The result was a fully integrated show exhibit that complied with data protection laws and a sustainable delivery model that can be rolled out again and again. Tens of thousands of visitors registered cards, collected personalized souvenirs and shared them with their friends through social media. Some of the shared videos have been viewed more than 20,000 times, driving Ford's experience well beyond the show floor.

We all know what a smartphone is. Soon, soldiers in the field and military pilots will be wearing smart helmets and carrying portable devices equipped with Aviation Warrior technology from Raytheon that will keep them as wired into their surroundings as any teen trolling the mall. Only instead of keeping up with their friends, these guys will be tracking enemies in combat situations.

Raytheon's pavilion at the 2012 Farnborough International Air Show brought this high-tech story to life via live action videography, visual effects, 3D modeling, graphic design, interactive programming and technology integration. Life-size interactive Aviation Warriors displayed on a 103-inch screen caught the eye of attendees who could rotate the figure 360 degrees with the flip of a finger. Visitors could touch hotspots to learn more about the underlying technology components by way of rotatable 3D models, text and video. As a fun takeaway, they could have their photo taken with an iPad and have it composited onto the male or female Aviation Warrior, then have it sent to their email and post it to Facebook and Twitter.

More than 1,000 attendees interacted with or were briefed using the experience, which presented disparate technologies in a fun and engaging way.

GOLD WINNER

CAMPAIGN: Aviation Warrior
CLIENT: Raytheon
PARTNERS: Inhance Digital, The Boston Group

McDonald's Marketplace presented information about quality assurance in the company's supply chain via an iPad app in a "Farmer's Market" exhibit area. Content included videos, photos, diagrams and graphics highlighting supply chain initiatives. Brand ambassadors equipped with iPads facilitated personal discussions. The McDonald's Place and Promotion introduced social media and technology promotional concepts to franchisees using interactive games on touch screens of various sizes. Games ranged from a six-person "Jeopardy"-style contest to timed competitions where contestants "de-cluttered" photos of restaurants. McDonald's Portraits in Bold featured notable innovators throughout the company's history. It all added up to an upbeat and interactive experience that engaged attendees.

SILVER WINNER

CAMPAIGN: 2012 Worldwide Convention
CLIENT: McDonald's
PARTNERS: Helios Interactive Technologies

EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: Speed Trials

CLIENT: Nike Golf

PARTNERS: OgilvyAction, Blast Radius

If there's one word to describe Nike Golf marketing, it's confident. That's what it took to mount one of its most robust consumer trial programs ever, the Nike Golf Speed Trials, which from March through mid-May took place at hundreds of golf courses and retailers across the country. The Speed Trials gave consumers the chance to experience Nike's fastest lineup ever, the VR_S club line. And the program provided the brand a way to build awareness and incite trial of the series, improve industry and consumer perception of Nike Golf Club performance and drive incremental sales.

Nike challenged consumers to compare the speed and distance of clubs in their current bag, as well as other demo clubs, to the new Nike VR_S products on a launch monitor. Participants' cumulative distances were tallied and recorded on a national leader board. Results also were amplified across p.r., social and digital channels. To add even more energy, consumers could win prizes at various retailers, including a VIP day on the course with Tiger Woods, a 2012 Chevy Camaro, Nike VR_S golf clubs and a spot in a Richard Petty Driving School.

iPads were used for data capture, consumer results and pre- and post-surveys. Brand ambassadors shared real-time event highlights with each other through Yammer. A collateral piece/QR scorecard directed participants to their online results. Participants also received a post-event email with personalized stats and sign-in information for the Nike Golf microsite, which was optimized

for desktops, iPads and iPhones and included an event locator and leader board. While the entire experience was hosted at nikegolf.com, the entire website was also embedded on retailer partners' websites.

Giving consumers instant real data that compared their performance using Nike Golf products versus competitors removed the subjectivity of trying new clubs. The real-time data motivated golfers as they were able to compete for gaining distance on store, regional and national leader boards.

The digital component of the Speed Trials helped Nike get the word out about the new clubs. There was virtually no paid media spend, so the company relied on "owned" and "earned" to drive awareness and store visits. It communicated using the Nike Golf website, participating retailer websites, its email newsletter, staff network, 600,000-plus Facebook fans and 380,000-plus Twitter followers. The digital component also facilitated immediate consumer registration, offered instant access for the participants after the event to see their results and enabled Nike Golf to connect with net promoters and communicate with these consumers post-program.

The results were a hole-in-one. The 679 events and 14,725 Speed Trials raised Nike Golf's Net Promoter Score by 119 percent. And Nike VR_S sales increased by an average of 72 percent during Speed Trials at participating retailers. No wonder Nike is struttin'.

Semiconductor design innovator AMD created the Fusion Developers Summit to educate developers about the power of AMD Accelerated Processing Units (APUs) and promote concepts of heterogeneous computing. Its online platform, AFDS-D, extended the reach of the summit beyond the four walls of the physical event. Simu-live technology helped provide pre-recorded video content (technical sessions), which was repurposed along with live Q&As with the speakers for the digital audience. FME Streaming/Live-cast technology streamed a live feed of keynote speaker sessions with real-time chatting and Q&A. A Roving Reporter utilized the same live-cast technology as the keynote speaker sessions so the digital audience could see and understand what was happening in the physical experience center. The digital audience also had access to sponsor demos, digital badges and gaming for further engagement and learning.

It all added up to more reach and broader geographies as content was extended with 24/7 on-demand access. AFDS-D also enhanced audience communities for AMD, increased registered users on the digital platform and generated significant positive press and social media buzz. The platform exceeded target registrants by 750 percent, total time spent by AFDS-D participants was 9,036 hours and attendees clocked 7,365 digital space visits and downloaded more than 5,500 files of content.

GOLD WINNER

CAMPAIGN: Fusion Developers Summit

CLIENT: AMD

PARTNERS: George P. Johnson

The Command Center Alpha mobile tour immersed visitors in the sci-fi world of the U.S. Air Force via Augmented Reality, 3D computer graphics, games, videos, audio and digital downloads. The objective was to change people's perceptions about the Air Force while generating qualified leads. Visitors registered at stations powered by Apple iPads and were categorized into recruiting classifications ranging from interested in joining to not qualified to join. Wearing color-coded wristbands along with an iPad and earbuds, they explored the space, triggering 3D models of planes and satellites that could be manipulated via the iPad's touch screen. RFID technology triggered the appropriate tour guide voice-over as they progressed from room to room. The upgraded Augmented Reality, interactive games and the Airman Challenge game were a big success enabling recruiters to better target prospects from the thousands of visitors who experienced Command Center Alpha nearly every weekend.

SILVER WINNER

CAMPAIGN: Command Center Alpha

CLIENT: U.S. Air Force

PARTNERS: GSD&M, Inhance Digital

EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: Chevy Sonic Claw Game

CLIENT: General Motors

PARTNERS: Goodby Silverstein & Partners, Starcom, Pearl Media

Chevy gave consumers in Hollywood a taste of movie magic last December when it transformed the Roosevelt Hotel in Los Angeles into a three-dimensional Augmented Reality experience called the Chevy Sonic Claw Game. The multimedia showstopper was designed to bring the Sonic brand's disruptive and irreverent personality to life on a large enough scale that the local excitement would turn into viral reach on a national level.

The automaker created the illusion of the building morphing into the interactive game with a battery of innovative imaging tech and, moreover, used gaming software to make it playable for consumers in real time, and with real prizes, including a Chevy Sonic as the grand prize. One lane of Hollywood Boulevard was closed, and Chevy used the space to set up a four-foot joystick controller for the game, which was styled like a Sonic's gear lever. When the event began, consumers lined up to register for game play, and then got up on the podium where they saw the five-minute 3D transformation of the building into the game machine. Once the show was over, the game began. Players spent about 20 minutes trying to snag a prize, and then the cycle began again until 11 p.m. each day.

The effects were created using a Green Hippo HippotizerHD system that organized a 3D map of the hotel façade created in 3D CAD with the animated effects that were mapped onto the original surface and blended the real and virtual images into a seamless show. The Hippotizer (god, how we love that name!) is a data network communications system, effects controller, media encoder, digital screen wrap, LED pixel mapper, systems synchronizer and media manager all in one. Chevy used the Hippotizer system to organize the media files, blend the projector images, warp the final animation playback image to match the hotel architecture and adjust the game output to the architecture. The game itself was built with a custom gaming solution and the image was output through Barco FML HD20 high output projectors. The 24 Barcos produced over 20,000 ANSI Lumens each and together covered 16,000 square feet of the hotel's exterior.

To outwit the 3D projection hurdle of grainy images because of the vast amount of detail, the brand projected an overlapping grid of images that were blended together to create one image output. This allowed the Green Hippo system to alter small sections of the overall image output to perfectly align the animated content, resulting in a super-realistic illusion of depth and movement.

Over the two nights of the event, more than 20,000 people shared the experience, resulting in more than 200,000 social media posts.

CeBIT is one of the largest consumer electronics exhibitions in the world, and Microsoft is always looking for innovative and exciting ways to present new products to attending media and potential customers. For last year's show, the brand's German branch, Microsoft Deutschland GmbH, deployed the MultiWall to inspire excitement for its new Windows 8 operating system, and show off its new workflow and structure.

The MultiWall was a way to viscerally instill the changes represented by Windows 8 by acting as a 46-foot by 13-foot interactive presentation surface. Presenters navigated through the material with a flick of the wrist on the surface. The Ventuz software that underlay the wall allowed the operators to take assets like images, films, 3D objects, text and external data, bring them together in 3D space, give them logic and animation and play them out. The results tell the rest of the story: 75 percent of CeBIT visitors came to the Microsoft booth and 90 percent of visitors who were asked about the Multiwall stated that they thought the interactions, live video input and live illustrations helped them understand the topics and increased the value of the presentations.

GOLD WINNER

CAMPAIGN: CeBIT MultiWall

CLIENT: Microsoft

PARTNERS: Ventuz Technology, stereolize

IBM celebrated its centennial in 2011 and a focal theme of the year's events was the THINK program, which was a month-long multimedia exhibition from Sept. 10 to Oct. 23 at New York City's Lincoln Center designed to showcase the ways that people make the world work better through innovation. It was free to the public, and drew more than 25,000 visitors during the run.

There were two distinct experiences: real-time data visualizations of the city's public utility systems rendered on a 123-foot wide LED wall, a 10-minute film played in a media field of 40 85-inch plasma screens that converted into touch-screen interactive modules during the interactive portion of the experience. The technology deployed in the displays helped the brand organize the flow of the visitor experience and made the single event accommodate both the theater portion and the interactive engagements.

SILVER WINNER

CAMPAIGN: THINK

CLIENT: IBM

PARTNERS: Ralph Appelbaum Associates, SYPartners, Mirada

EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: 2012 Drug Trend Symposium

CLIENT: Medco/Express Scripts

PARTNERS: Barkley Kalpak Agency

Medco/Express Scripts (MES) has hosted The Drug Trend Symposium, a three-day healthcare thought leadership event, for the last nine years, and in May 2012 at Disney's Yacht & Beach Club Resort in Orlando, FL, the brand hosted more than 800 benefit and compensation managers, corporate medical directors and corporate pharmacy directors in order to demonstrate its value as a partner to these clients.

This was a crucial year for MES, because it had undergone a large merger after the event planning had begun, and so the brand faced the additional goal of heralding the new beginning for the combined organization. A key element to achieve success was a successful registration drive to make sure the most appropriate targets were reached and signed up. To get it just right, MES combined pre-event and onsite registration technology to create persuasive communications for the targets, deliver clear experience details for each guest and allow for faster, more accurate tracking to better plan the on-site portion of the experience. To drive the registration campaign, the brand leveraged a whole compendium of technology solutions. For acquisition, the brand delivered communications through an HTML5 and mobile-enabled website with dynamic splash animation. Five separate emails promoted speakers, registration and an array of on-site activities, and these tactics led to the highest open and click-through rate in the nine-year history of the event and to meeting of the registration

goals quicker than ever before.

To help attendees craft an experience unique to their needs, a custom registration website featured 46 different registration pathways that could accommodate pre-meetings, dozens of client categories, custom variations in offerings and breakouts and activities, while providing real-time click-through statistics and registration data. For check-in, MES deployed barcoded name badges for quick check-in via scanners. This technique allowed for real-time information sharing with sales to follow up on in support of acquisition and retention goals.

The brand had to create an entirely new strategy to accomplish all of its goals. The solution incorporated all of the data segmentations and reporting that was needed, including internal pre-conference meetings, segmented invitations for different types of attendees, travel and content variables for hotel dates and extra-curricular activity options, custom confirmation emails and automatic reporting. In the end, the cohesive registration initiatives allowed the brand's event planning team to stay ahead of the game in the logistics process for the on-site experience and the comprehensive data collection at every step helped sales reps to manage the business relationships. The event netted the highest attendance numbers in its history and post-event surveys indicated significant positive impressions of the registration process. No Prozac needed, 'cause everyone was already feeling good.

Monster's annual Global Sales Conference, this year with the theme "mPower," is one of the brand's most important events of the year. To get the information about the event out to attendees that they needed to know, both before and during the conference, Monster deployed an all-new software by TBA Global called EventO to manage registration and provide attendee communication pre-, during-, and post-event. It functioned as a website and was ready for any device through responsive web design, enabling it to automatically and dynamically scale for each device, providing the most optimal layout and user experience.

EventO uses a Drupal CMS and integrates web forms and Dropbox to support sign-ups, contact forms, survey forms, presentation uploads and document libraries. For Monster, the platform included event information (agenda, lodging accommodations, transportation details), event registration, maps of the venue, photo and video uploads and downloadable presentations. It featured a virtual host who participated in the EventO videos to create a conference setting and experience regardless of whether the viewer was at the event live. During the conference,

90 percent of the attendees accessed the platform, and another 1,100 members of Monster's sales force who were not able to attend live used EventO to participate.

Forum Networking Events creates one-to-one meetings between buyers and sellers. Data collection in advance of the meetings is crucial to success because the attendees need to be able to select appropriate partners. Once data is collected through the registration process, it has to be organized so that the attendees' itineraries match their requests. To accomplish all of this, Forum deployed a Neo registration system for collection and Morpheus to organize the data into itinerary lists for attendees for their 30-minute appointment slots. The whole custom system is web-based and housed in the cloud so it can accommodate several hundred registrations and appointment requests. Buyers decided in advance which vendors they wanted to meet and the vendors received a complete list of the buyers with details on the projects they were planning and the products and services they were looking to purchase in the next few months. Done and done.
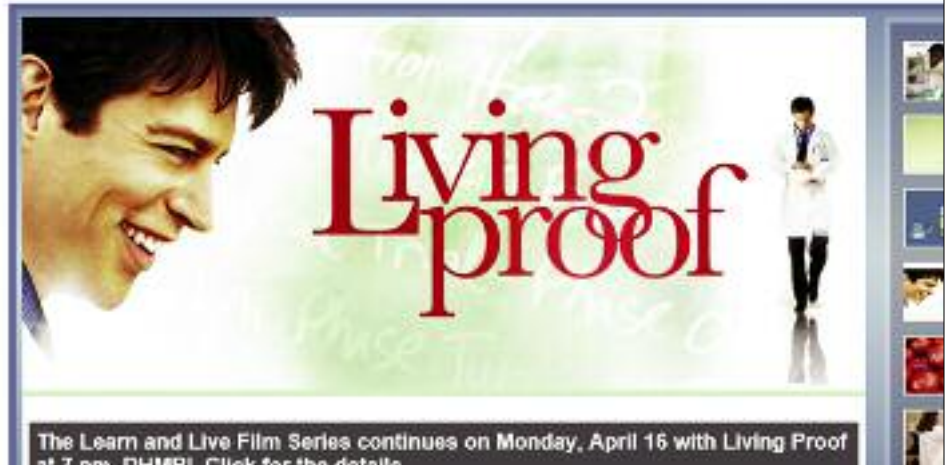
EVENT TECHNOLOGY AWARD WINNER

CAMPAIGN: IFT 2012

CLIENT: Institute of Food Technologists

PARTNERS: a2z

For the Institute of Food Technologists 2012 Annual Meeting and Food Expo, the IFT wanted to expand its attendee base and help exhibitors boost ROI, so it deployed the ChirpE attendee acquisition widget. The widget was posted on exhibitors' listing pages and home websites and allowed attendees to find and meet exhibitors that they were interested in and those whom they might not have found otherwise. Specific goals were to encourage attendees to visit the event website and the exhibitor listings, and for attendees to build their personalized plans by adding exhibitors as favorites using the widget, in addition to pushing live attendance. To introduce the widget to the exhibitors, the IFT sent two marketing emails to promote it and to educate them on the benefits of embedding it on their websites. More than 100 exhibitors displayed the widget on their websites, resulting in 315,000 views, 691 visits to the Expo website and 276 clicks to the registration site. In addition, exhibitors were added to attendees' personalized plans more than 350 times.

The ChirpE Mobile and Social Media platform is powered by a .net framework, and provided each exhibitor with the embed code for a dynamic, personalized version of the widget. All they had to do was copy the code and drop it in their websites. The exhibitor's information, including booth number and location on the floor plan, was published and updated in the widget automatically. When an attendee, or prospective attendee, clicked on the widget, it directed them to the IFT 2012 registration site and event website and the exhibitor's eBooth profile. The attendees also could click and add the exhibitor to their own personalized schedules without leaving the exhibitor's website.

The widget's functions made it easy for attendees to build personalized agendas and helped encourage new registrations. In the past, each individual exhibitor had to create its own promotional content, but for the 2012 event, the IFT needed to be able to better prove the ROI. The ChirpE attendee acquisition widget filled that gap, and because it's a plug-and-play tool and exhibitors did not need special programming or design skills to display a fully functional and well-designed widget to their audience, it dramatically increased the adoption rates, and therefore success rates. Also, for the first time, exhibitors got data about the number of visitors who added them to their expo plan, both known and anonymous. The ChirpE attendee acquisition program brought more attendees to the show, made exhibitors' experiences easier and more productive, while increasing brand recognition for them. The IFT hit a homerun, and the partners on the expo floor reaped the rewards.

A huge and complex event like the Americas Incentive, Business Travel, & Meetings Exhibition (AIBTM) is a maelstrom of logistical challenges, but this year's event was a little less so, thanks to a preference-based appointment matching engine. To deliver better value for exhibitors and attendees, facilitate a hosted buyer program and drive overall participation, Reed Exhibitions looked to Certain, Inc. software to bring vendors and buyers together. Reed provided exhibitors with a portal in which they could set up appointment diaries based on the capacity of their booth and staff and set preferences for buyers they'd like to meet. Attendees were then sent to a website to identify the organizations and the types of exhibitors with whom they were interested.

The preference-based appointment engine automatically paired the right buyers with the right exhibitors. Then, exhibitors and staff were able to make manual changes to their appointments before delivering a complete appointment schedule to both exhibitors and buyers. The goal was to help both parties make the most productive use of their time at AIBTM by helping exhibitors plan their involvement strategically based on knowledge of who they were meeting with and walk away with tangible results in terms of number of leads and appointments with highly-qualified buyers. The matchmaking engine was a success booking more than 10,000 appointments among 2,250 attendees and 194 exhibitors, for a five percent overall growth for the event.

BLANCO, a German manufacturer of sinks and faucets, executed a tweetup event at the International Contemporary Furniture Fair (ICFF) in New York City in May with a goal of driving traffic to the brand's trade show booth and to pull in external media attention for new product launches. ICFF is a small regional show so there is no active press room, and media coming to the show needs to be directed to the booth to get a press kit. BLANCO invited designers and bloggers to come to the booth at a designated hour for the Champagne and Cupcakes tweet up. The brand also worked with charity Water for People and for every BLANCO tweet, the brand donated $1 to the organization for its water conservation efforts. The charity portion generated $200 for Water for People and the tweets generated 970,000 impressions on Twitter (based on number of tweets multiplied by followers of those designers tweeting).