

# WOMEN IN EVENTS

## EVENT INNOVATORS



### FEATURED LEADER

**PATRICIA DUKOFSKY**  
 VICE PRESIDENT  
 INTERACTIVEPARTY.COM  
 INFO@INTERACTIVEPARTY.COM  
 800.760.0724



**INTERACTIVE**  
 ENTERTAINMENT GROUP

### TELL US ABOUT THE HISTORY OF YOUR COMPANY?

With over 30 years in business, my company looks a lot different than it did in 1988. My cofounder and I started with one product, a makeshift office space, and no employees, but slowly grew our inventory and staff beyond anything we had ever anticipated. External challenges like the stock market crash and the pandemic have shaken us to the core, but have ultimately redirected and shaped us into one of the leading companies in the events industry today. Over the years, our team has been recognized with a variety of awards including Inc. Magazine's List of Fastest Growing Companies, BizBash's Industry Innovators, IAAPA's Best New Product, and BizBash's 500 Most Influential Event Professionals.

### WHAT DO YOU DO AND WHAT DO YOU OFFER?

While our product offerings have evolved with the times, we have always specialized in providing cutting-edge interactive experiences for events. From unique games like our Giant Human Claw Machine to sports simulators like our Ultimate Sports Arena, to virtual reality simulators like our VR 360, our extensive inventory of customizable products and experiences drive engagement at brand activations, trade shows, hospitality suites, festivals, employee appreciation events and more. Everything from a product's gaming graphics to its leaderboard to its external façade is brandable, allowing our clients to tailor our products to their event goals.

### WHAT ARE YOUR POINTS OF DIFFERENCE?

Our biggest point of difference is our ever-changing inventory of over 500 products. To stay ahead of the curve and maintain our status as an industry leader, we are constantly on the lookout for

new technology we can implement into our offerings. On top of having highly desired turnkey products, the value we provide for our clients is unmatched. Rather than seeing us as an event vendor simply providing a service, our clients look to us as a concierge for achieving their event goals. Whether a client is looking to gain exposure, boost attendee engagement, generate leads, or show employee appreciation, we hold our clients' hand through every step of the planning and execution process. This includes brainstorming sessions, branding and customization, last minute changes, load-ins, onsite event staff, breakdowns and even post-event feedback. With hubs and staff across the country, we execute events nationwide, offering our clients a quick turnaround and exceptional service.

### WHO ARE SOME OF YOUR CLIENTS?

We execute events for Fortune 500 companies as well as the country's leading creative agencies and DMCs. Select clients include: Amazon, Nike, Google, Instagram, Pepsi, Wendy's, Unilever, Salesforce, Bank of America, PwC, Freeman and ACCESS DMC.

### ANY CHANGES, UPDATES OR NEWS TO SHARE?

We rebranded in 2021, launched our NEXTNOW Newsletter in 2022, and will be unveiling our new website in early 2023, making it easier than ever for our clients to achieve their event goals. The website will be updated regularly with cutting-edge products, industry news, testimonials, event blogs and more. In addition to our new website, we will also be rolling out Interactive Insider, a loyalty program with exclusive perks for our most valued clients. We are excited for what's to come!