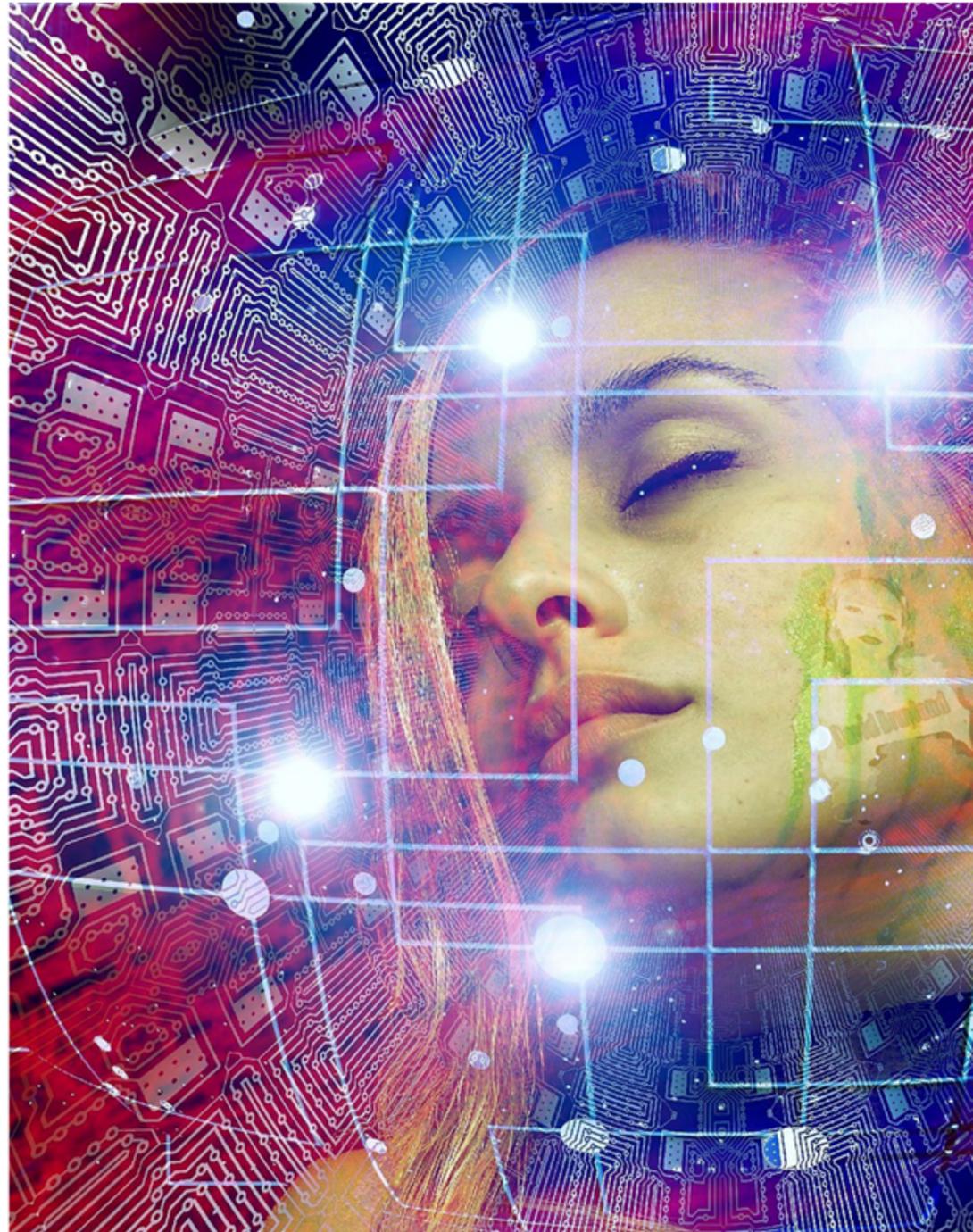


2022 Trend Report

EVENT ENGAGEMENTS



Safe Interaction

As events continue to emerge from hibernation, we recognize the human desire for community and interaction. Looking ahead to the future of event activations, there is an evolution how we engage meaningfully while also prioritizing safety and security. Safe interactions will ease your guests back into events while also providing fun and innovative ways for them to engage, often elevated through tech.

ENGAGEMENT TREND

Walk/Drive Through Experiences

Eye catching visuals and guaranteed fun, from a safe distance. Whether you're going solo or bringing the whole crew, surround yourself in an immersive, visually stimulating spectacle!

WHY WE LOVE IT

Ease guests back into events by bringing the amusement park to them. This 'set it and forget it' style experience is installed ahead of time. Once open, guests will delight in the experience! Not only is this trend safe and contact free, but it is immersive and totally photo worthy!



ENGAGEMENT TREND

AR(t) Installations

Revolutionize the photo op by using Augmented Reality! Deliver custom, computer generated, visuals directly to your guests by filling the space with virtually anything!

WHY WE LOVE IT

AR has made it easier than ever to bring masterpieces to life, the only limit is your imagination. There is no physical build out or waste, just the world at your fingertips!



ENGAGEMENT TREND

Pop-up Masterclass

From mixology to cooking, dance to floral design, bring in an expert for an interactive Masterclass session that'll enlighten and indulge your guests.

WHY WE LOVE IT

Provide attendees with unfettered access to experts, celebrities and best in-class talent! They will love active learning, especially when they walk away with a custom cocktail or new yoga routine. Activate virtually, in-person, or hybrid; you really can't go wrong here!



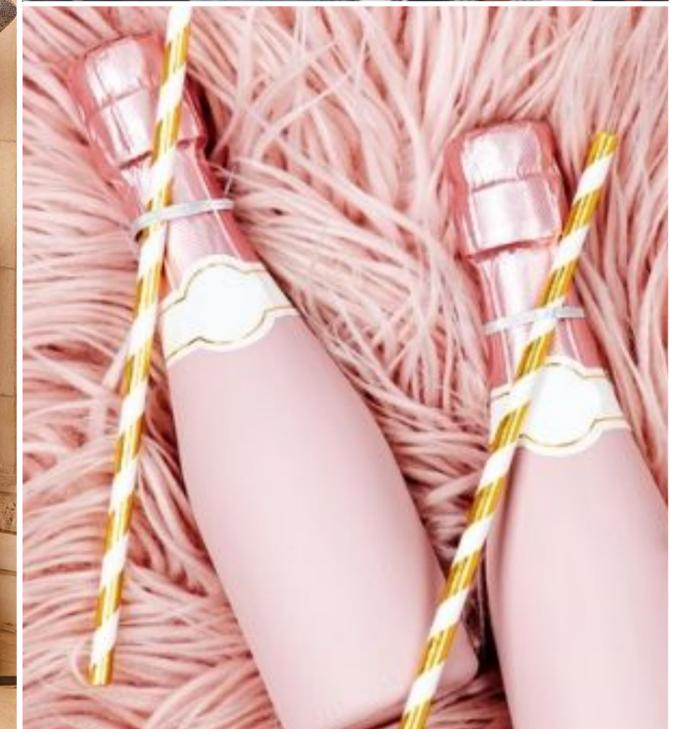
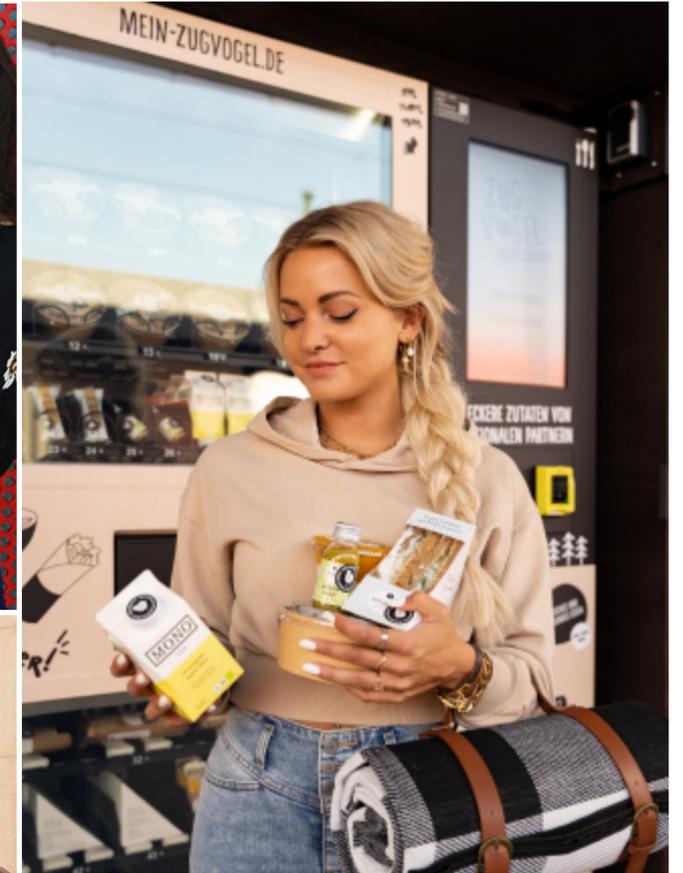
ENGAGEMENT TREND

Swag Vending Machines

This isn't your grandmother's soda machine. A fun, new twist on a classic that provides your guests with custom swag and party favors galore.

WHY WE LOVE IT

An exciting, automated way to dispense goodies customized to your event. Fill the machine with Champagne bottles to get the party started or ditch the dessert table and dispense custom treats straight to your guests! This trend not only sparks joy but is a total conversation piece, and who doesn't love free stuff?



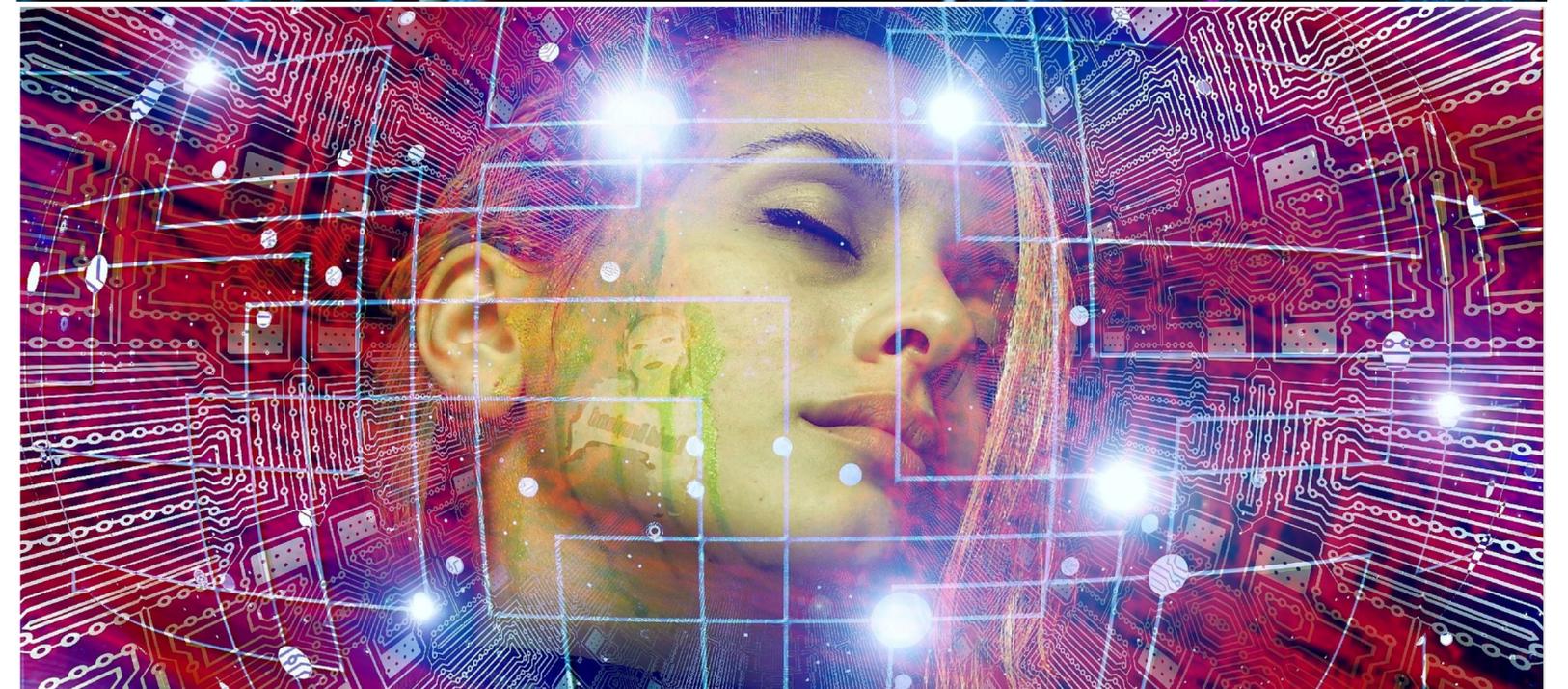
ENGAGEMENT TREND

Responsive Art

Watch art come alive with the just a phrase, touch or a brainwave. Responsive Art is the convergence of emotion and data through technology and transforms in response to user input.

WHY WE LOVE IT

Interactive art is uniquely personal and extremely inclusive, you don't have to be creative to participate! You change the environment in a way that is representative of you by simply walking by, voicing commands or making movements. The possibilities are truly endless!



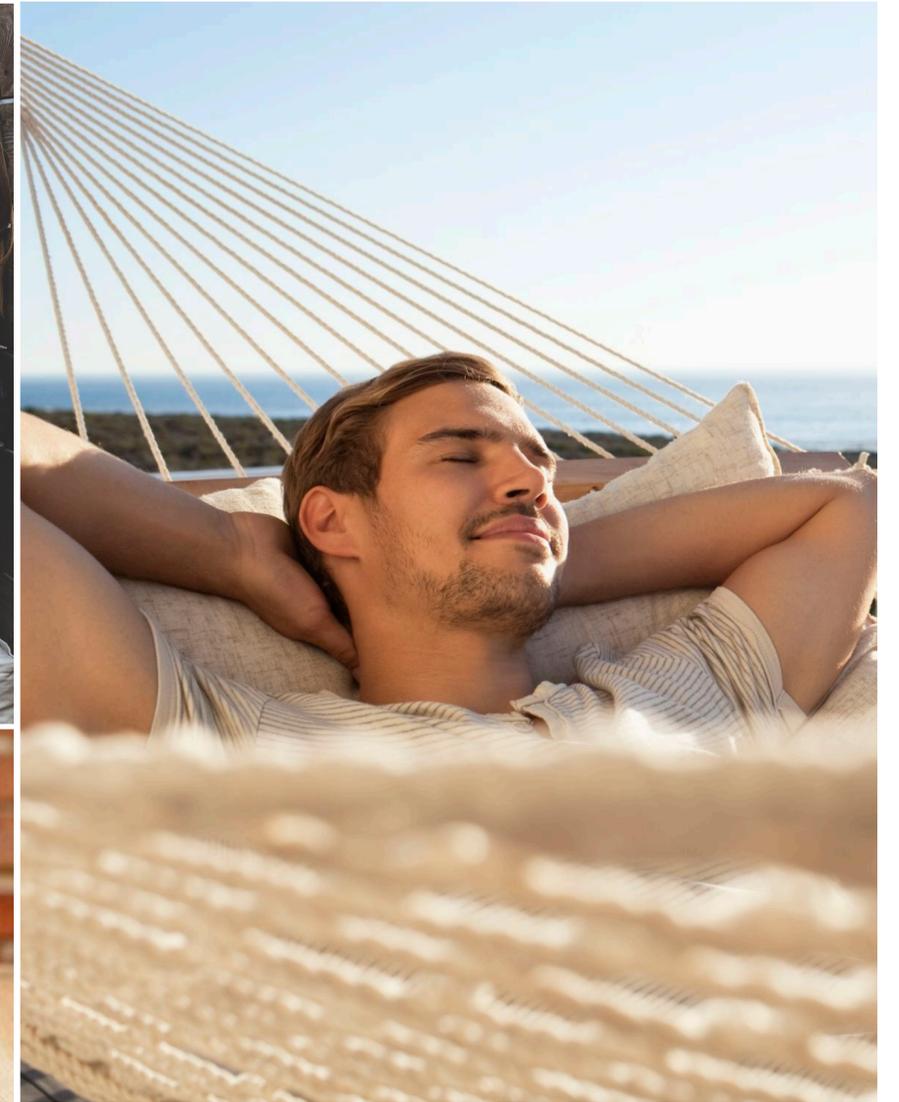
ENGAGEMENT TREND

Relaxing Retreat

Take a break from the dance floor and escape to a designated wellness area to get a quick neck massage, charge your phone and explore your inner zen.

WHY WE LOVE IT

This may be your guests first back to in-person event, so why not offer a respite from the bustle? Toggling between high and low contact will recharge guests while maintaining connection to the main event.



ENGAGEMENT TREND

NFTs for Auction

Bring your auction into the future by featuring NFTs! Give your guests the option to bid on these unique digital assets.

WHY WE LOVE IT

Offer your guests lifelong, sole ownership of something personal and unique. This trend can be in-person, virtual or hybrid and is a fun and exciting new way to raise funds for your business.



ENGAGEMENT TREND

QR Code Games

The QR code is finally getting the recognition it deserves! Give a classic game, like a scavenger hunt, a techy twist by utilizing QR codes! It's the perfect way to engage your guests with the event and other attendees.

WHY WE LOVE IT

QR code gaming puts the entertainment in the hands of your attendees. This self-guided trend is sanitary, trackable and contact free!



Thank you!

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