

blooloop

**Innovation
Awards 2026**



presented with

AREA15

Sponsorship Information

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**HELP CELEBRATE
THE MOST
INNOVATIVE
PROJECTS AND
TECHNOLOGIES
IN VISITOR
ATTRACTIONS**

What are the blooloop Innovation Awards?

The blooloop Innovation Awards celebrate the incredible dynamism, imagination and creativity that drives the attractions business.

Sponsor a category to raise your visibility across the industry, appear alongside our expert judges and champion the spirit of innovation.

The winners will be announced at our online event, the Festival of Innovation, 20-21st January 2027, during a series of panel discussions.

7 reasons to sponsor the blooloop Innovation Awards

- 1 Champion innovation within the industry.**
- 2 Join our line-up of expert judges and help decide your category's winners.**
- 3 Receive GDPR compliant data from everyone who indicates an interest in your sponsored category at our Festival of Innovation event in January.**
- 4 Host a panel at the Festival of Innovation discussing your category topic.**
- 5 Write an opinion piece on your category topic to showcase your insights to the industry.**
- 6 Your logo will appear on the entry form for your category.**
- 7 Your company name and a link will appear alongside your category on our Awards site.**

“The blooloop Innovation Awards offer us a wonderful opportunity to have **fascinating discussions with our most interesting industry colleagues and share those conversations with the broader community. I've been so pleased to hear from **colleagues, friends, and total strangers about how valuable they found our panel**, and how it will help them think about their own work in new ways going forward. Truly a wonderful platform for our experience design community.”**

Judith Zissman, Executive Creative Director, Blue Telescope

accessibility - projects, designs and technologies that ensure everyone can enjoy the visitor experience

blue sky - an opportunity to put forward a truly out-of-the-box concept that has yet to be fully developed, or to recognise a one-of-a-kind experience

brand realisation, sponsored by Shepland Creative - innovative ways to bring a well-known IP to life to engage and immerse visitors

creative technology, sponsored by HoloVis - celebrating technology behind the scenes, supporting visitor experiences and the creatives who design them - projectors, sound systems, lighting and more

exhibit - animals - exhibitions in zoos and aquariums that innovate to engage, educate or immerse visitors

exhibit - culture, sponsored by Museum EXP - exhibitions in cultural spaces that innovate to engage, educate or immerse visitors

experiential technology - guest facing technology that creates new interactive and engaging experiences

family - experiences designed for the whole family to enjoy, from rides to pop-ups and everything in between

game on - the latest technology and inventive devices in immersive gaming for climbing walls, competitive socialising, VR games and more

guest journey - digital technology and beyond that enhances the guest journey - ticketing, apps, purchases, photography, AR, AI, social and more

immersive attraction, sponsored by ProIO - interactive experiences from dark rides to stand alone attractions with an innovative use of technology

immersive experience, sponsored by Mance Communications - spaces that immerse visitors into another world - from live action theatre to immersive dining and everything in between

immersive experience - culture, sponsored by Blue Telescope - spaces that immerse visitors into another world in the cultural space

marketing - innovative marketing campaigns that educate visitors, inspire brand trust, create excitement and more

retail and dining - innovative retail and F&B spaces that drive revenue with theming, food, products or design

spectacular - epic shows and spectacular productions - drones, fountain shows, pavilions, acrobatics and anything with the wow factor

splash, sponsored by OpenAire - from water rides and surf pools to fountains and splash parks

storytelling, sponsored by FORREC - the translation of a story into an engaging visitor experience

storytelling - culture - the translation of a story into an engaging visitor experience in the cultural space

sustainability - products, projects and programs that reduce an attraction's GHG inventory and/or deliver against other UN SDGs

thrills - experiences that thrill visitors, from roller coasters to escape rooms to haunts

PRICE

Sponsorship of one category | £4,000


Price includes:

- **Exclusive sponsorship of one Awards category.**
- **Judge on the panel for your category.**
- **Host a panel discussion at our Festival of Innovation.**
- **GDPR compliant data from everyone who indicates an interest in your Award category at our Festival of Innovation.**
- **Blog about trends in your category on blooloop.com (subject to editor approval).**
- **Logo next to the category entry form.**
- **Your name mentioned alongside the Awards category on blooloop.com and the Awards webpage.**
- **Sponsor video on Festival Innovation session.**

**Blooloop clients
10% off**

"[Sponsoring the blooloop Innovation Awards] is a great way for AREA15 to engage with the best and brightest in experiential entertainment and gives us a first look at new experiences to see who we can work with."

Michael Casper, VP Business Development, AREA15

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**For more details please contact Alice at
events@blooloop.com**

bloobloop



**festival of
innovation**

20-21 January 2027, online