



Attendees scanned a total of 214,663 times throughout all activations (not including registration)

• 22,459 unique attendees scanned their band at a minimum of one sponsor activation (registration not included)

Attendees scanned their band an average of 8 times throughout all activations

• On average, linked attendees who participated in photo activations took **1** photos

On average, linked attendees who participated in video activations took 1 videos

• 18,909 unique photos/videos were tagged a total of 25,023 times by 1,633 unique attendees





TOTAL EVENT REGISTRATIONS

29,353



Adults 13,176 (45%) Children 16,177 (55%)

Linked Bands 24,483 (83%)



TOTALS

Pre-Registration

16,476

(69%)

On-site Registration

12,877

(31%)

EVENT UNIQUE PARTICIPANTS

22,459 unique participants

OPT INS

On-site Registration

4,379

Pre-Registration

4,059

Total

8,438 (64%)







101,389 Total Check Ins20,756 Total Unique

20,756 unique LLWS attendees checked in a total of 101,389 times across all sponsor check in locations







9 Sponsors Participated

2016

78,232 Total Scans

30,401 Total Wins

47,831 Total Losses

- A total of 17,738 unique attendees scanned for their chance to win prizes.
- A total of 30,401 attendees won a prize.





12 Sponsors Participated 2017

9 Sponsors Participated 2018

















What Kind of Engagement Do You Want with Your Brand?

- 2 Types of Engagement Onsite
 - Quantity of consumers
 - Quality engagement
- What are you looking for?
 - Example: Cigna
 - 1. Check-in
 - 2. Photo with their game
 - 3. Scan to Win











- Today, there are more concerns using opt-in data
- Many companies are tightening their rules on how to accept data
- Thuzi can help and work with your eCRM, CRM, data group

Example:

- 1. Prior to the Event, The Brands Data Team and Thuzi will work together to figure out how data needs to be:
 - 1. Formatted
 - 2. Securely uploaded
 - 3. Data needed to be collected
 - 4. How to ask consumers for the data
- 2. Execute at the event
- 3. Immediately following the event Thuzi formats the data into the template and follows the upload instructions discussed prior to the event







Create memorable, shareable experiences for your attendees with our photo engagements









OH SNAP!

We've partnered with TONS of big brands to create all sorts of amazing photo opportunities.





MOVIE MAGIC!

Utilize the power of the green screen to transport your guests to the future or far off lands, or let them choose which UFC fighter to challenge. The green screen makes the impossible, possible.









STADIUM

GET ANIMATED!

Bring multiple photos to life by harnessing the power of motion using our animated GIFs. Create a zombie, party your beads off or boomerang the action with a just a few clicks of the shutter!



REP YOUR REGION







Let your attendees experience your brand like never before with our one-of-a-kind video activations





MAKE IT YOUR OWN

Every video activation gets a custom intro and outro to help create an on-brand piece of content that attendees are excited to share. We've worked with the biggest brands to create impactful video bookends that take an activation from good to great.





SWING FOR THE FENCES

We helped Dick's Sporting
Goods take their presence at
the Little League World Series
to the next level by bringing out a
real heavy hitter – the 360°
Video Booth. Fans had a blast
and got to share a one-of-a-kind
video souvenir.





AND... ACTION! Roll the camera and cue the fan. A new star is born thanks to our green screen video capabilities. We put the **EMS Summit** attendee at the peak of this spot. We watched them perform, then watched the social sharing of their content blow up!



FIT FOR A KING

We worked with Clash Royale to create these epic player cards for the participants of their "King's Cup" Tournament. Player's entered various information during registration, such as play style and favorite card, which were dynamically added to their video player card as custom overlay elements!



GLOBETROTTING!

We went all the way to China
with Marriott to shoot some
hoops to earn Marriott
Rewards. We captured the
entire shoot around the globe
and then hyperlapsed it for a
one-of-a-kind video experience.

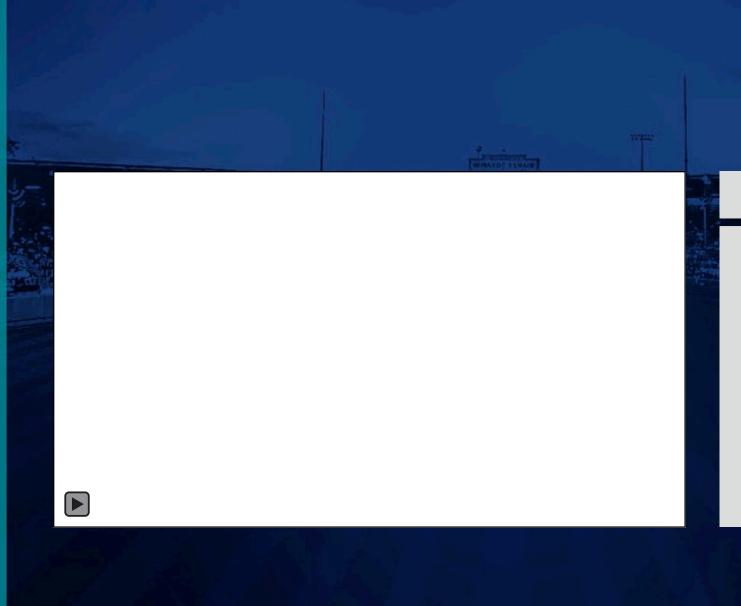






Participation incentives can be powerful tools to aid in increasing fan engagement, we make it easy to track and reward





PRICELESS DELIVERY

At the Miami Open we helped
MasterCard serve up some
sweet swag to tennis fans using
our video prize wheel. A custom
algorithm controlled the prize
delivery and was capable of
updating on-the-fly.





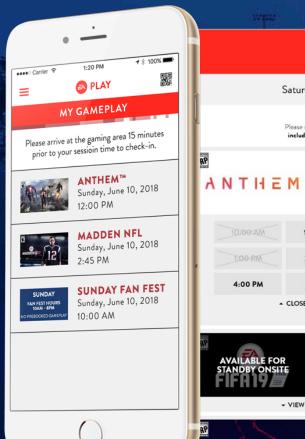
Reduce congestion and long lines while providing an easier and fan-appreciated frictionless experience





HOLD MY SPOT

Our **Reservation System** is key when you have tons of fans, but limited availability for experiences. We worked with **EA** to craft a robust, customized **Reservation System** for their **EA Play** event that let attendees reserve gameplay demo slots at home, on site or through their Thuzi driven mobile app.





Saturday, June 9, 2018

Sunday, June 10, 2018

Monday, June 11, 2018

Choose your option below

Please note this list entails only games that are bookable pre-event. There will be even more games to play at the event including more slots for each of these games. A greyed out time below indicates that a game or demo is fully booked.



ANTHEM™

Join us in the Anthem™ Theater where the BioWare Development team will give fans an exclusive look at a never before seen gameplay demo.



BATTLEFIELD™ V

Battlefield™ V multiplayer provides unmatched intensity and at EA PLAY you'll get to play next level of that with the Grand Operations experience, where you will participate in vast historical battles across multiple maps. and modes, while fighting your way to the final objective.

→ VIEW TIME OPTIONS →

EA SPORTS™ FIFA 19

Play a FIFA 19 kick-off match, 8-minutes of gamepla for 1-2 players.





EA SPORTS™ MADDEN NFL 19

Achieve gridiron greatness in EA SPORTS™ Madder NFL 19 available on Xbox One, PS4, & PC. Play an exhibition game featuring NFL Legends & today's NFL Stars; Team up with friends & challenge 3 others in competitive 3v3 play or compete with 2 other players against the CPU.

→ VIEW TIME OPTIONS →



EA SPORTS™ NBA LIVE 19

Take your signature skills on courts around the world and earn the respect of NBA stars, legends, and icons who join your squad on your path to greatness.

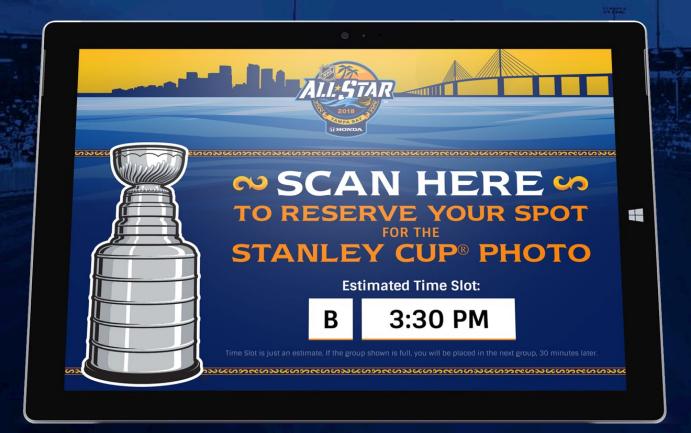


THE SIMS™

Enjoy the power to create and control people in a virtual world where there are no rules. Express your creativity as you customize your Sims' appearances and personalities, and build them the perfect homes. Explore The Sims™







HOLD MY SPOT

When attendees arrive to the activation, they simple scan in with their credential to verify their time slot. Everything is managed through the back-end to help account for delays, weather and whatever else might throw things off. We've got you covered.





