Floor Specs

Use this area to cover overall requirements around brand presence on the floor, possibility for guerilla-style moments, and general technical issues around connectivity.

Currently TBD

Costume Specs

Use this area to cover requirements around costume shipping and storage, as well as general requirements around length of actor time in suits, and required changing areas.

Currently TBD

Babka Experience

Core Event Narrative: Babka's R&R Lounge

Use this area to cover elements of Babka narrative that will be revealed through ARG-like interactions around the event, any specific drops that can be accessed, and the interactions with Babka universe characters.

TBD will work with @Noah Crowe to develop.

E3 is the pinnacle of gaming conventions (in the US at least) and Babka can't wait to see and play all the new games coming out. There are so many things to do and people to meet that's why Babka has "popped" up in the middle of the E3 floor to bring a well deserved rest and relaxation lounge as a sort of oasis in a sea of games. Taking a break and staying hydrated is important to Babka and to gamers so take a break at the Babka R&R space. Fun Slogan coming soon! (Take a break at Babka's!)

Key Event Mechanics:

Baseline: Create a chill and inviting space for attendees to take a break, grab a beverage, charge up and learn about Babka & Nushi. The space should have cushion seats & low tables with charging stations for attendees to sit relax and charge their devices. Can also be used by attendees as a meeting up place during the show. Nushi (robot) will walk around the booth and interact with different attendees. Babka (costume) will also make an appearance at different times during the day to interact and take photos with attendees (all within the booth space). While relaxing the attendees will be encourage to signup for Babka (email capture at a minimum, full account signup is the goal), these signups will enter the attendee for a giveaway (prize & partner needed). We can also setup a separate giveaway portal that will encourage attendees to visit and/or follow Babka's social channels, this could be run as a completely separate giveaway as what happens on the show floor.

Stretch Goal 1: Beverage service. Babka's R&R Lounge will be able to hand out or make available a refreshing & hydrating beverage to the attendees that come in and interact (give email minimum). Babka loves, tea, lemonade, coffee or water, all great beverages to keep you gaming. We would dispense either prepackaged/sealed beverages or provide a monitored beverage dispensing station in the lounge. Additionally we could find a partner and could offset the cost.

Stretch Goal 2: Signage throughout the show with QR codes that give orbs or drops to the attendee. This would prompt people to signup for Babka before even seeing the booth. Then at the booth they could unlock even more by already having a Babka account. We could also build a scavenger hunt with partner booths to encourage attendee to visit those booths and return back to the Lounge for their reward.

Budget: From the E3 deck, booth space is $30 sq. ft. which would set the currently planned space between $24k - $27k.

Internal Qs:

- Will there be a Babka integration ready for attendees to play/use.
- Do we want/need a space in the B2B area for meetings? or an NDA room
- During the B2B portion do we tie into or drive attendees to a Xsolla activation?
- Sizzle Reel needed if no integration is ready
- Separate Photo & Video crew or can we use Xsolla vendor (if any).

External Qs:

- Can we distribute beverages? No charge.
- Badge scanners available & will they work with "consumer" badges
- Do we need extra booth space for stanchions & lines?
-

Key Event Touchpoints:

Conference Floor	Conference Booth/Activation	Online
	R&R Space	metasite(s)

Agenda/Run of Show

Use this area to cover logistical considerations around load-out and load-in for the event, as well as time-sensitive experience moments/participant interactions during the event itself.

Key Logistics

Open Tasks

Use this area to cover key tasks to complete and tag relevant stakeholders to assign the task to them

☐

Timeline

Use this area to cover key milestones around design, creative, production, and logistics related to the event.

Budget

Use this area to cover key budget asks, and to link out to more detailed budget considerations.

Key Xsolla/Babka Team Members

Use this area to list key stakeholders related to the production and execution of the event, as well as the event elements they can be contacted with regards to.

Babka @ Comicon: San Diego, CA July 20, 2023

Core Event Narrative:

Babka is in the middle of her own makeover. She knows what it's like having a costume that isn't quite working. She's even open to your suggestions. Costumes are a lot of work, and Babka wants to celebrate you. She's going to be holding a costume competition. Please come by the booth for a photo with Nushi (Babka full size poster, greyed out, coming soon, mystery) and you can enter the online contest. We will also be hosting Nushi's Cosplay Catwalk, where the highest in fashion strut their stuff. (At end of costume show, Nushi does the Noosh with all cosplayers behind "doing the Noosh".

Babka is celebrating those who bring fiction to life (whether comic book, graphic novel, game or movie) by helping them fix their costumes (and possibly up-level them: do we want to have a day where we bring in an airbrush artist? That's good brand collab, they get a ton of content and shoutouts, and we do to) and showing their stuff to the world.

Key Event Mechanics:

Use this area to cover key interaction mechanics for the event as enabled by the Babka universe character actors and the ARG-like elements.

Cosplay Repair Station

Badge scan grants access to repair station.

Nushi's Catwalk: Cosplay Fashion Competition

Cosplay competition. Walk the catwalk, vote for best in class.

Online and real time voting.

Cosplay photo booth

- Green screen or Babka step and repeat
- Pose with friends, with Nushi, and with the mysterious "Babka silhouette".
- Style transfer or step and repeat landscape
- Can be leveraged for online costume competition voting: cosplayers take photo, photo posted to competition site, invite followers, friends to vote for them, voting grants access to Babka account and drop.

Key Event Touchpoints:

Use this area to cover key touchpoints/moments of interaction enabled specifically for this event. Link out to the run of show for time-sensitive interaction moments.

Conference Floor	Conference Booth/Activation	Online
Hi loop agents badge scanning leading people to online costume competition,	Badge scanning for booth use, people submitting for the Nushi catwalk.	Instagram and Tiktok of costumes, posing with Nushi and Babka coming soon poster.

Babka @ Gamescom: Cologne, Germany Aug23-27, 2023

Event Details:

Event Name	
Website	⬤ gamescom 2023
Dates	Wed, Aug 23, 2023 - Sun, Aug 27, 2023
Event Run Time	
Location and Venue	Cologne Fair, Messepl. 1, 50679 Köln, Germany
Format	
Target Audience	
Number of Attendees	
Primary Contact	
Xsolla Sponsorship Level	

Consumer Overview

Event Atmosphere

Use this area to cover general notes on event atmosphere, crowd types, and pitfalls to avoid given the history of this event and attendee type.

Attendee Profile

Use this area to build consumer profiles around primary attendee types, focusing on the types of engagement that they prioritize.

Event Goals and KPIs

Use this area to cover event goals and specific, trackable KPIs around product, brand, and narrative.

Which elements of the product are we socializing? ie. Which product features are integrated into key event mechanics?	**How is the brand represented and publicized?** ie. What are social media tie-ins that build the scale of the event? What number of impressions/reach are we targeting?	**Which narrative elements are in play at this event?** ie. Are there any narrative reveals or narrative content drops happening associated with this event?

Product KPIs	**Brand KPIs**	**Narrative KPIs**

Technical Specs

Booth/Activation Specs

Use this area to cover established specs (square footage, utilities capacity, etc) around the primary activation.

Floor Specs

Use this area to cover overall requirements around brand presence on the floor, possibility for guerilla-style moments, and general technical issues around connectivity.

Costume Specs

Use this area to cover requirements around costume shipping and storage, as well as general requirements around length of actor time in suits, and required changing areas.

Babka Experience

Core Event Narrative:

Use this area to cover elements of Babka narrative that will be revealed through ARG-like interactions around the event, any specific drops that can be accessed, and the interactions with Babka universe characters.

Key Event Mechanics:

Use this area to cover key interaction mechanics for the event as enabled by the Babka universe character actors and the ARG-like elements.

Key Event Touchpoints:

Use this area to cover key touchpoints/moments of interaction enabled specifically for this event. Link out to the run of show for time-sensitive interaction moments.

Conference Floor	Conference Booth/Activation	Online

Agenda/Run of Show

Use this area to cover logistical considerations around load-out and load-in for the event, as well as time-sensitive experience moments/participant interactions during the event itself.

Key Logistics

Open Tasks

Use this area to cover key tasks to complete and tag relevant stakeholders to assign the task to them

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Timeline

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Use this area to cover key budget asks, and to link out to more detailed budget considerations.

Key Xsolla/Babka Team Members

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Babka @ Tokyo Game Show, Tokyo, Japan Sept 21-24

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1  21 – 24 Sep     Tokyo Game Show 2023
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Babka @ Gstar: Busan, Korea Nov 16-19

Event Details:

Event Name	
Website	
Dates	
Event Run Time	
Location and Venue	
Format	
Target Audience	
Number of Attendees	
Primary Contact	
Xsolla Sponsorship Level	

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Product KPIs	**Brand KPIs**	**Narrative KPIs**