

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



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's Babka's (Food Cart)

Concept

Since 'babka' is also known as a jewish pastry, we can play into this idea with Babka's Babka's Food Cart and/or Truck that could be stationed outside of events or in the general vicinity, and we serve people babkas who sign up for a Babka account.

Order the special!





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Babka Events 2023

- [Babka @ GDC 2023](#)
- [BABKA @ E3 2023 \(Cancelled - See Xsolla Lounge\)](#)
- [Babka @ Comicon: San Diego, CA July 20, 2023](#)
- [Babka @ Gamescom: Cologne, Germany Aug23-27, 2023](#)
- [Babka @ Tokyo Game Show, Tokyo, Japan Sept 21-24](#)
- [Babka @ Gstar: Busan, Korea Nov 16-19](#)

Babka @ GDC 2023

Event Name	Game Developers Conference
Website	Game Developers Conference (GDC)
Dates	March 20th-24th
Event Run Time	
Location and Venue	Moscone Center, San Francisco
Format	
Target Audience	B2B
Number of Attendees	~20,000
Primary Xsolla Contact	@Elspeth Lawson
Xsolla Sponsorship Level	TBD

Core Event Narrative

Babka meets the B2B community

Babka loves games and to her the biggest celebrities are game developers! Babka and Nushi will be present in person on a step & repeat to welcome game developers to GDC, and meet the makers of some of their favorite games.

Babka is introducing herself (and perhaps her pet cat Nushi) to the B2B community. Babka would love to get a photo and short interview with each attendee. This high quality content will be shared across social media for all to enjoy.

At the entrance to GDC, attendees can step onto the magenta carpet in front of a Nushi and Babka logo'd step and repeat, have their photos taken with Babka and are given an opportunity to promote their latest projects and passions.

Pose with Babka. Learn about how her mission can help you (if you are a game developer or gamer). Tell Babka what you really want to see in gaming in the future. Take her gamer poll to share the top games that you think of when you think of great games.

“Babka, your wise metaverse merchant, here to help gamers and game developers win at the Game of Life.”

Key Goals and KPIs:

KPIs: Vs. Attendance (~20,000)

[Sheet with Breakdown](#)

Key Event Mechanics:

Onsite Execution

A Babka branded step and repeat will be setup right at the entrance doors to the Moscone Center to capture as many attendees as possible each day. Attendees to GDC will be offered the opportunity to get a photo with ([costumed](#)) Babka and ([robot](#)) Nushi, both from our iPhone and with the attendees device as well, along with a quick video interview about their gaming past, present, and what they excited about for the future. Babka and Nushi will be flanked by 2-3 handlers

dressed in Xsolla magenta jumpsuits. These handlers will help Babka, Nushi and attendees have the best experience and proper information before they continue on their GDC journey. Finally as the attendee exits the step & repeat their badge is scanned.

Photos will be taken on a corporate iPhone and all images will be immediately uploaded to the company Google Photo account. This will allow quick turnaround of the images for posting online. Images will be reviewed for quality and attendee badge to then pair with information scanned from the badge. These images will be uploaded to several social media sites (Twitter, Facebook, LinkedIn, Instagram, Snapchat, YouTube Shorts). Still images will be uploaded and the attendee will be tagged along with a fun message from #Babka about their past success or upcoming launches and wishing them a fun #GDC23. Video content will be edited and uploaded as a daily recap with of a mix of attendee interviews and floor coverage. At the end of the event all content will be edited into a "Babka & Nushi at GDC" wrap up video to be shared on all social platforms.

Limitations:

Currently Babka and Nushi do not have voices, all Babka and Nushi interaction will be pantomime with "interpretation" help from the handler team.

Currently performers shift 'in costume' cannot exceed 60 minutes and should be kept to under 45 minutes if possible. This is dependent on temperature and activity in the suit.

Rules:

Only 1 Babka should be on site and visible at any time. There should be no photos or opportunity for multiple Babkas. Handlers should also not be in iPhone photos.

Risks:

TBC.

Outstanding questions:

1. Can we be inside the main lobby right past the entrance doors? This will help keep us out of the way and allow people to flow into the convention center.

2. Do we have access to or can we setup a space for the performers to swap Babka costumes. Ideally setting up behind the step & repeat will allow for fastest turnaround. Second best would be a space in the convention center, potentially something we have as part of the Xsolla booth space. Third is there space in the Xsolla booth itself? Fourth can we use an empty unbooked 10x10 booth space if purchased?

Budget

Item	Count	Cost	Days	Total
Costume Transport	3	\$1250	2	\$2500
Costume Actors	3	\$500 a day	5	\$7500
Costume handlers	2	\$250 a day	5	\$2500
Handlers (HILoop)/ iPhone shooters	3	\$250 a day	5	\$3750
Pro Photographer	1	\$500 a day	5	\$2500
Pro Videographer	1	\$500 a day	5	\$2500
Handler (HILoop) Costumes	12	\$200 per suit		\$2400
Photo editors	2	\$300 a day	5	\$3000
Social media	1	\$300	5	\$1500
SM QC	1	\$300	5	\$1500

Video Editor	1	\$500	5	\$2500
Changing Booth	1	\$2000		\$2000
Equipment		\$3000		\$3000
Printed Material	5000	?		\$500
Step & Repeat	1	\$750		\$750
Craft service	1	\$250	6	\$1200
Hotel (If on site space is not available) Airbnb alt	1 suite	\$3000 a night	6	\$18000
Travel	?			
Lobby Space 40' wide x 15.75' deep (from GDC)	1	\$37500		\$37500
Window cling Space (from GDC)	4	\$6000 per window		\$24000
NDA Room 748 & 896 sqf (from GDC)	1	\$40,000	5	\$40000
Contingency	1			
		\$100,500 w/ only hotel & NDA room	\$140,500 w/ Hotel & NDA	\$120,200 w/ only NDA

Personelle (Non-Xsolla):

Suit: 3 performers to operate each suit for a set amount of time.

Suit handlers: 2 to help performer get in and out of suit. Could also be other performers.

Handlers: 3 handlers in jumpsuits to accompany Babka & Nushi and help handle the crowd and any needs of the performer.

iPhone Photographer: 1, can be a handler in costume.

Professional Photographer: 1

Professional Videographer: 1

Nushi Handler: 1 person to control & charge Nushi robot.

"Office" team: 2 graphic designer/photo editors, 1 video editor, 1 social poster, 1 image reviewer & Social Media QC (matches images to scanned badge data).

Equipment:

Babka suits, iPhone(s), Badge scanner, Jumpsuits, Nushi bot, lighting, stands, changing booth, charging, hotspot(?), suit stand, Nushi batteries & charger, steep and repeat, Nushi plinth.

Potential Indoor Locations:

