



LONG LIVE THE BAT: THE BATMAN EXPERIENCE
IS AN IMMERSIVE POP-UP EXPERIENCE FOR FAMILIES,
TEENS AND ADULTS, FUELED BY IMAGINATION AND
NOSTALGIA, GETTING YOU UP CLOSE AND PERSONAL
WITH YOUR FAVORITE SUPERHERO AND HIS UNIVERSE.

JOIN 80 YEARS OF BATMAN'S STORY WITH THIRTEEN
INDEPENDENT PHOTO EXPERIENCES THAT TRANSPORT
YOU INTO THE MOST ICONIC CAPED CRUSADER
MOMENTS, STRIPPED DIRECTLY FROM COMICS, GAMES,
MOVIES, TELEVISION AND MORE.

THE DETAILS:

WHEN: SEPTEMBER 5 - JANUARY 5

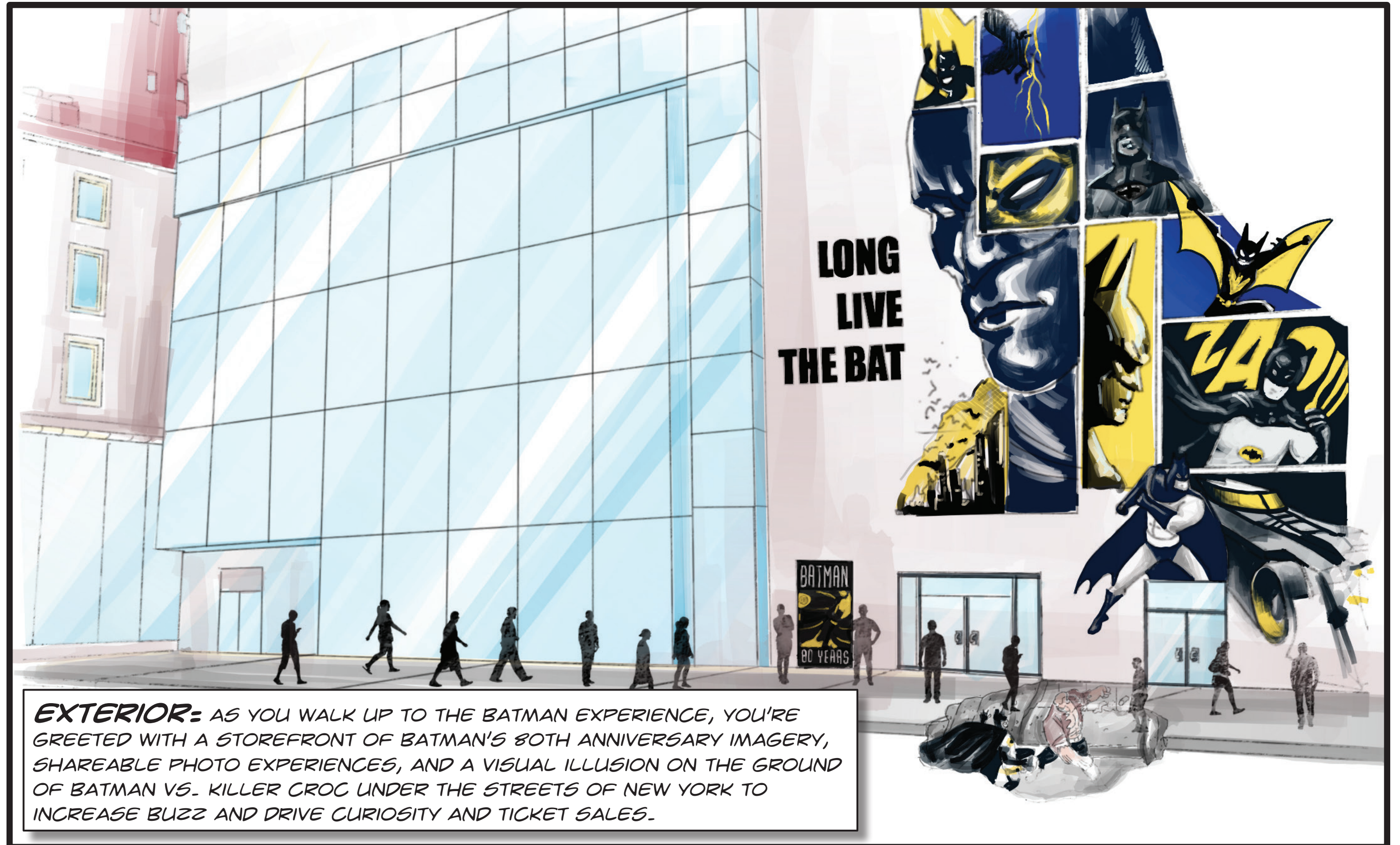
OPEN: 80 DAYS, THURSDAY - SUNDAY, 10AM - 10 PM

WHERE: NEW YORK CITY

COST PER TICKET: \$35

**LONG
LIVE
THE BAT**

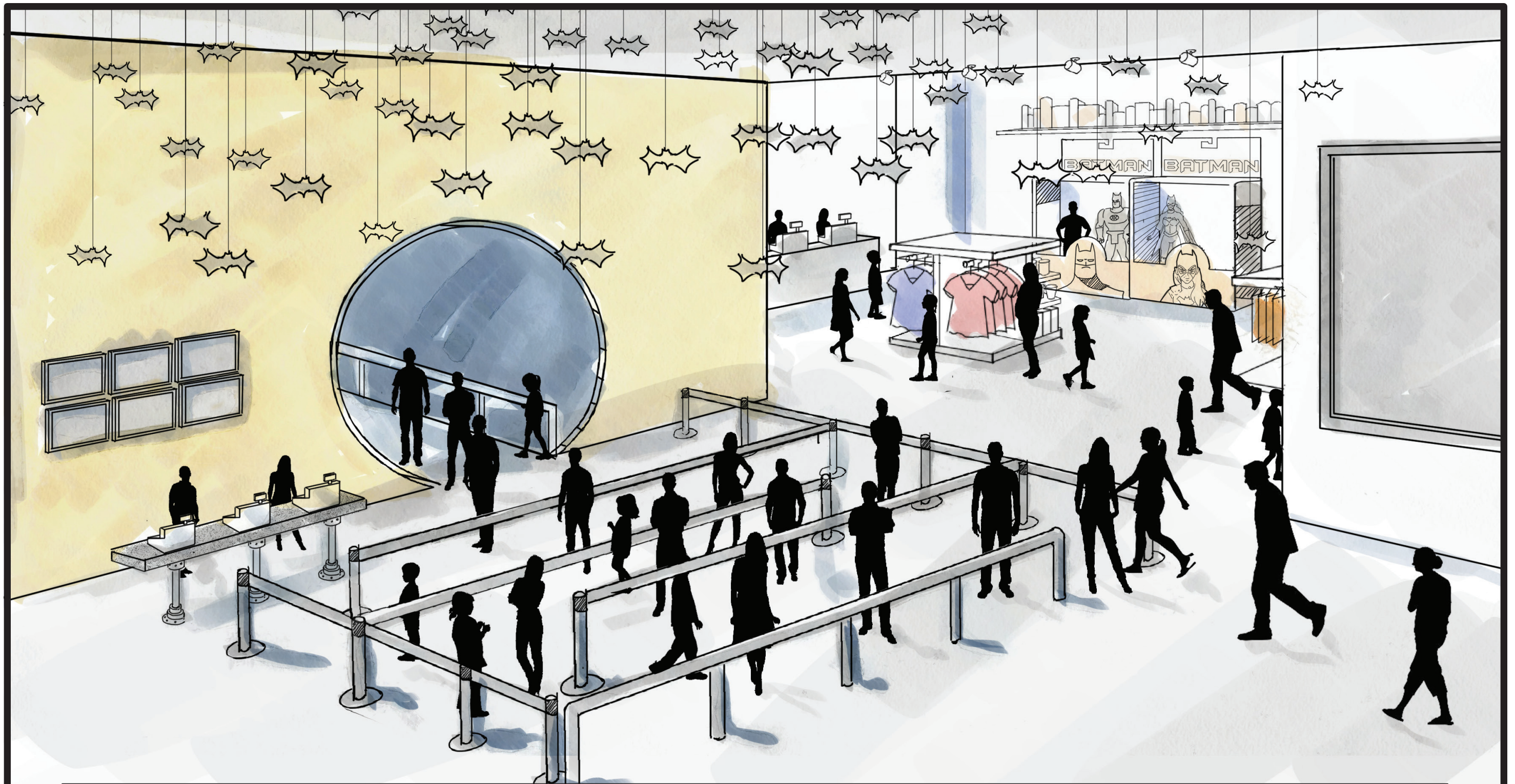




EXTERIOR: AS YOU WALK UP TO THE BATMAN EXPERIENCE, YOU'RE GREETED WITH A STOREFRONT OF BATMAN'S 80TH ANNIVERSARY IMAGERY, SHAREABLE PHOTO EXPERIENCES, AND A VISUAL ILLUSION ON THE GROUND OF BATMAN VS. KILLER CROC UNDER THE STREETS OF NEW YORK TO INCREASE BUZZ AND DRIVE CURIOSITY AND TICKET SALES.



DOUBLE A LABS

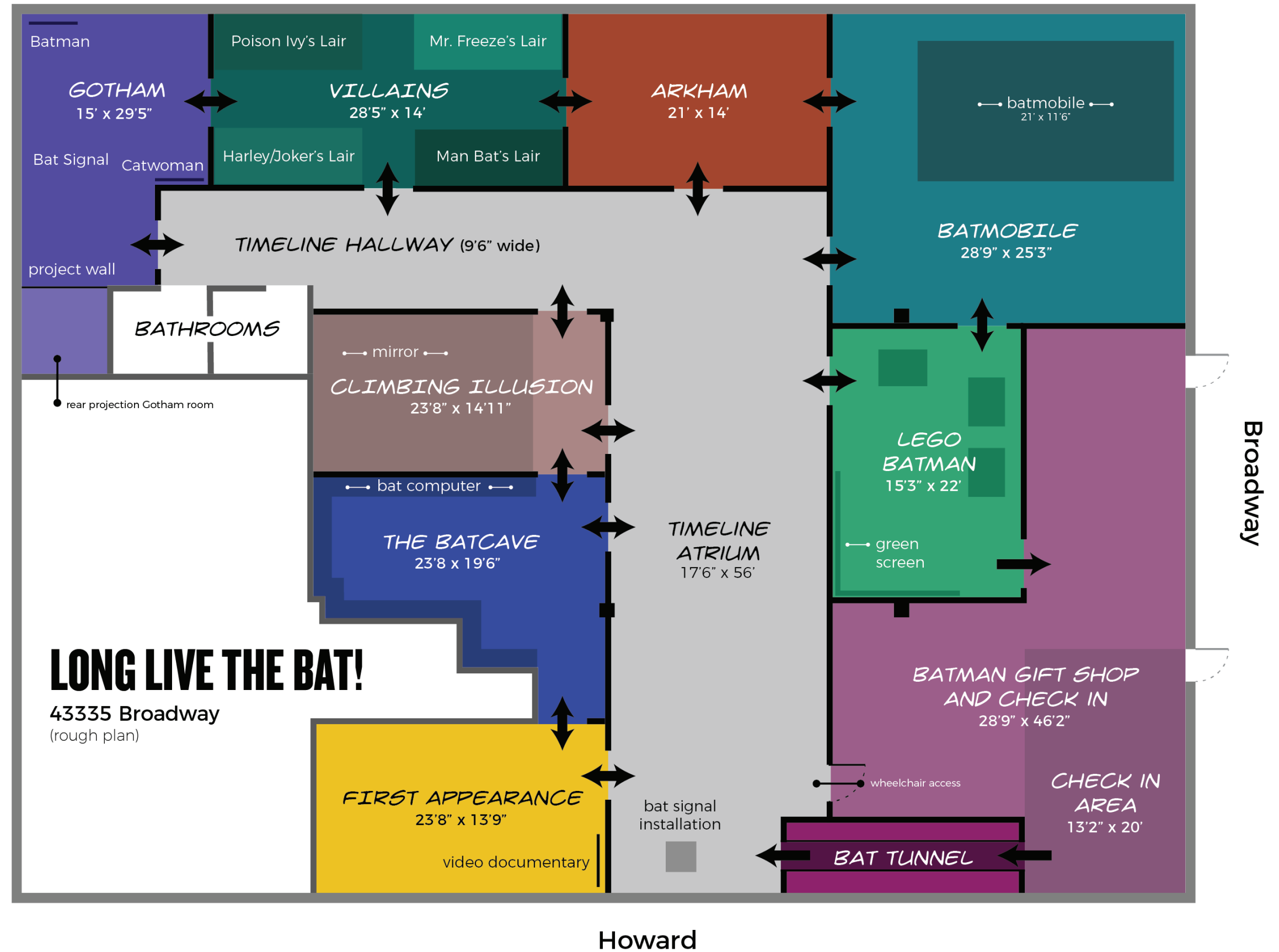


CHECK IN: WHILE WAITING TO CHECK IN FOR YOUR BATMAN EXPERIENCE TIME SLOT, ENJOY WATCHING VARIOUS BATMAN SERIES AND FILM CLIPS VIA THE MONITORS ON THE WALL. IF YOU ARRIVE EARLY, WALK THROUGH THE MERCHANDISE STORE AND START YOUR ADVENTURE EARLY BY JUMPING INSIDE A LIFE-SIZE ACTION FIGURE BOX WITH BATMAN OR BATGIRL.

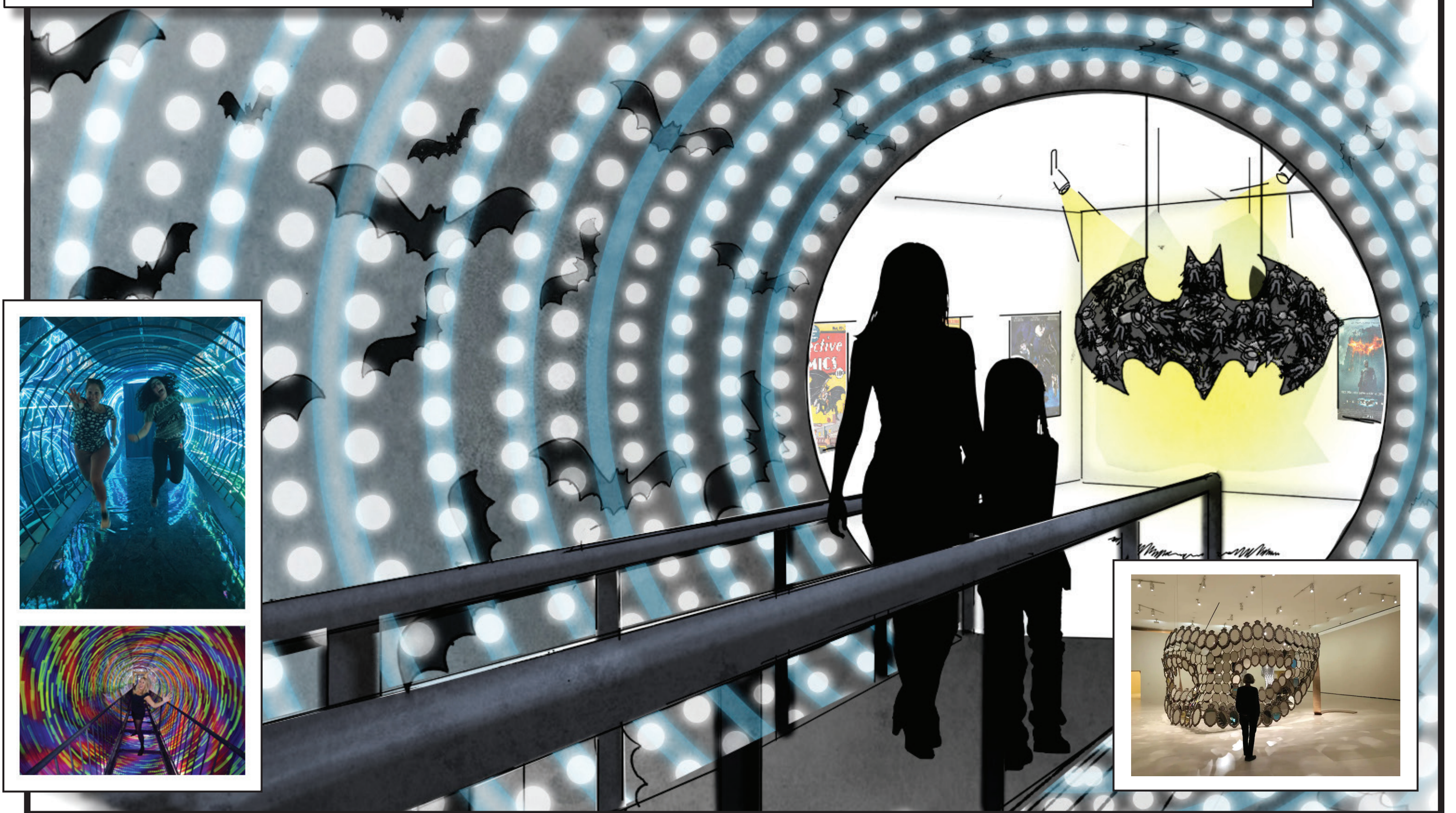


DOUBLE A LABS

MUSEUM-LIKE FLOW
WILL ALLOW GUESTS
TO EXPLORE THE
GALLERIES AT THEIR
OWN PACE.

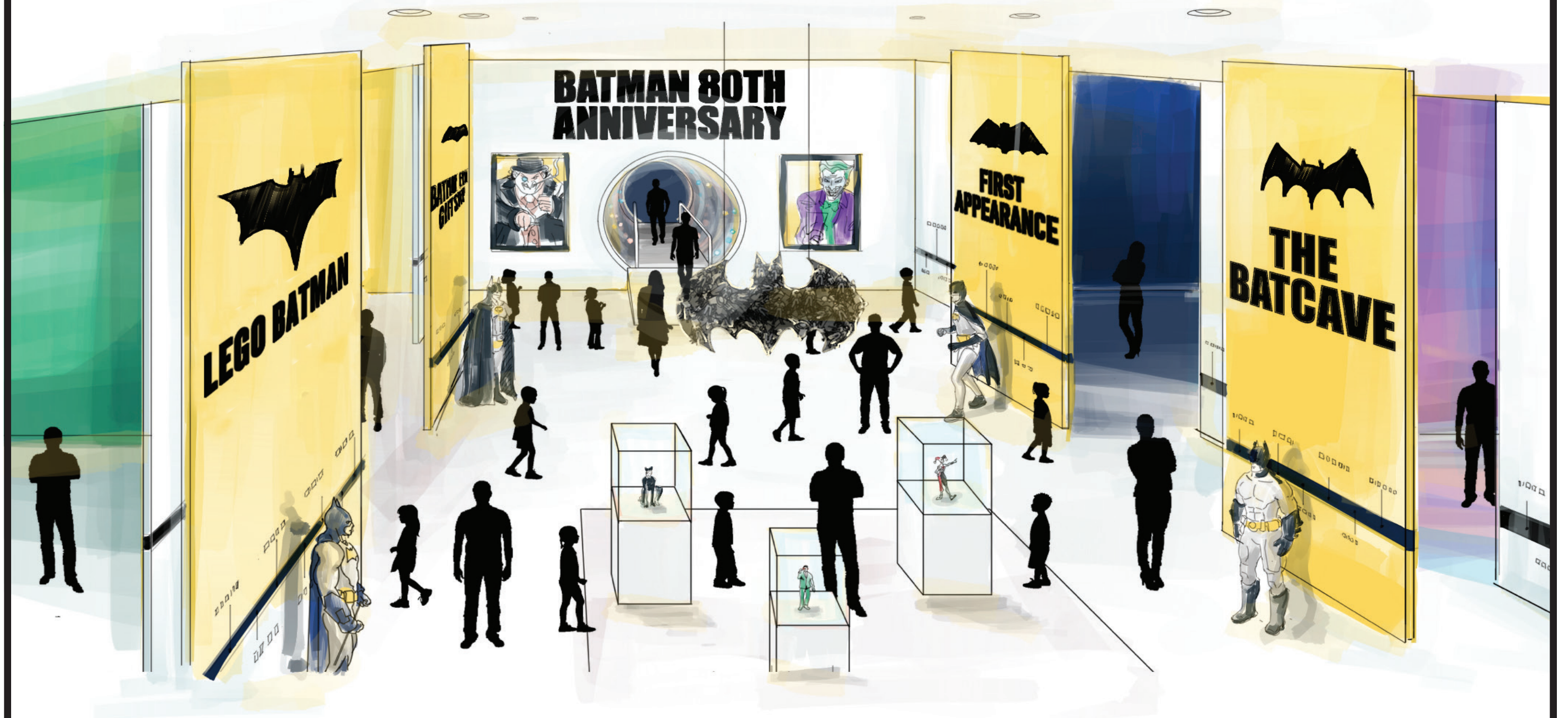


BAT TUNNEL: POST CHECK-IN, WALK THROUGH A VORTEX OF BATS SPINNING AROUND YOU IN THE BAT TUNNEL TO TRANSPORT YOU BACK IN TIME TO BEGIN YOUR JOURNEY THROUGH THE TIMELINE OF ICONIC BATMAN MOMENTS.

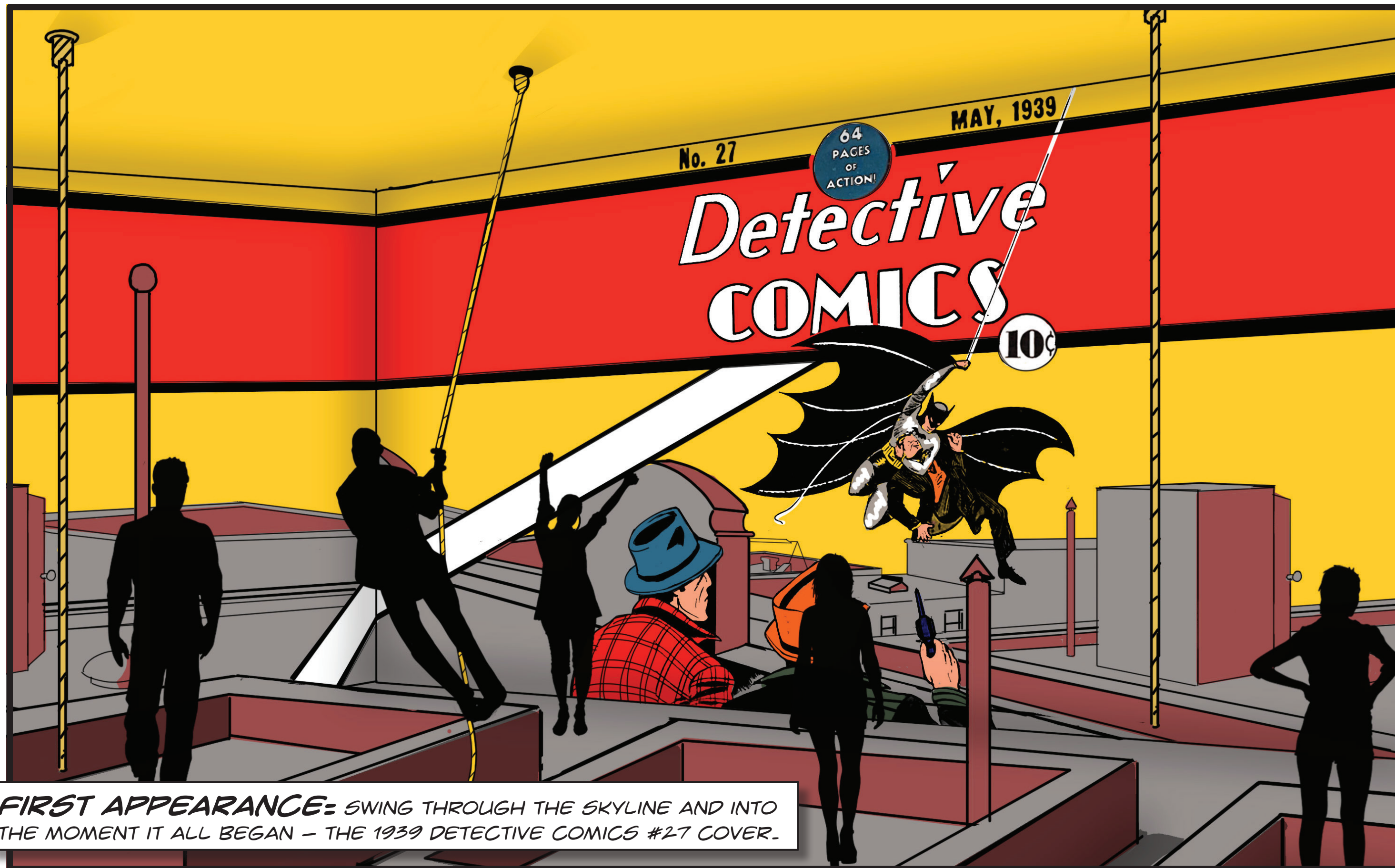


DOUBLE A LABS

TIMELINE HALLWAY: CHOOSE YOUR OWN PATH THROUGH THE TIMELINE HALLWAY FROM THE GENESIS OF BATMAN THROUGH THE LATEST ITERATION. WHILE YOU'RE CONTEMPLATING YOUR JOURNEY, DON'T FORGET TO TAKE PHOTOS WITH 80 YEARS OF BATMAN ARTIFACTS, AND THE BATMAN SIGNAL ART INSTALLATION, MADE FROM 80 DIFFERENT STYLES OF BATMAN ACTION FIGURES AND MEMORABILIA.



DOUBLE A LABS



FIRST APPEARANCE: SWING THROUGH THE SKYLINE AND INTO THE MOMENT IT ALL BEGAN – THE 1939 DETECTIVE COMICS #27 COVER.



DOUBLE A LABS

THE BATCAVE: ENTER INTO THE BATCAVE THROUGH THE WATERFALL (FOG WALL) TO TEST BATMAN GADGETS AND GEAR UP FOR A FIGHT. SIT AT THE CONTROL PANEL TO TOGGLE BETWEEN CCTV FOOTAGE FROM OTHER ROOMS WITHIN THE BATMAN EXPERIENCE OR WATCH DIFFERENT CLIPS FROM BATCAVES THROUGH THE AGES.



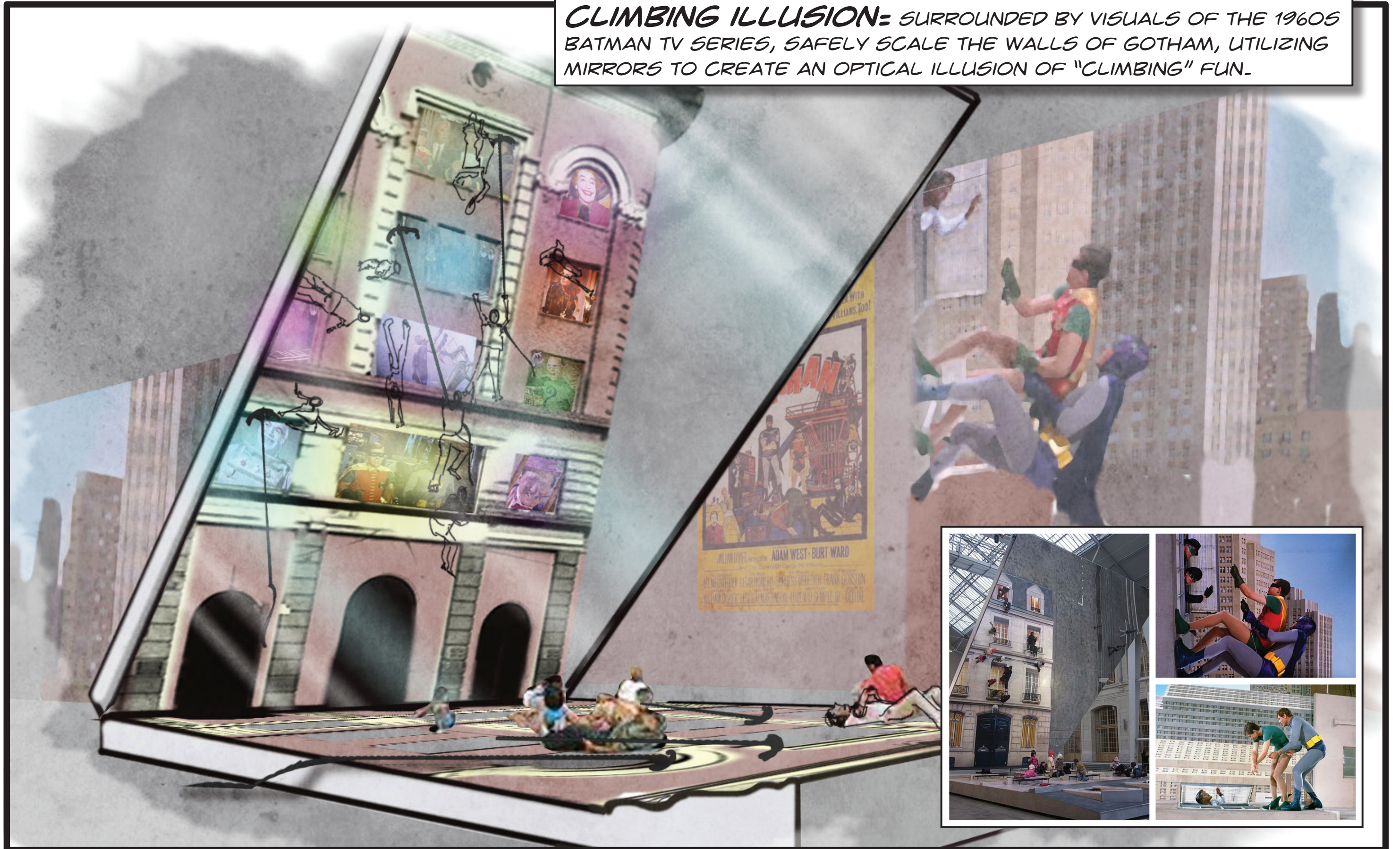
STEP UP TO THE WEAPONS CASE TO CHOOSE YOUR WEAPON FOR YOUR BATCAVE PHOTO OPP:-

- BATARANG
- GRAPPLING GUN
- BAT SHARK REPELLENT
- UTILITY BELT AND TASER
- AND MORE.



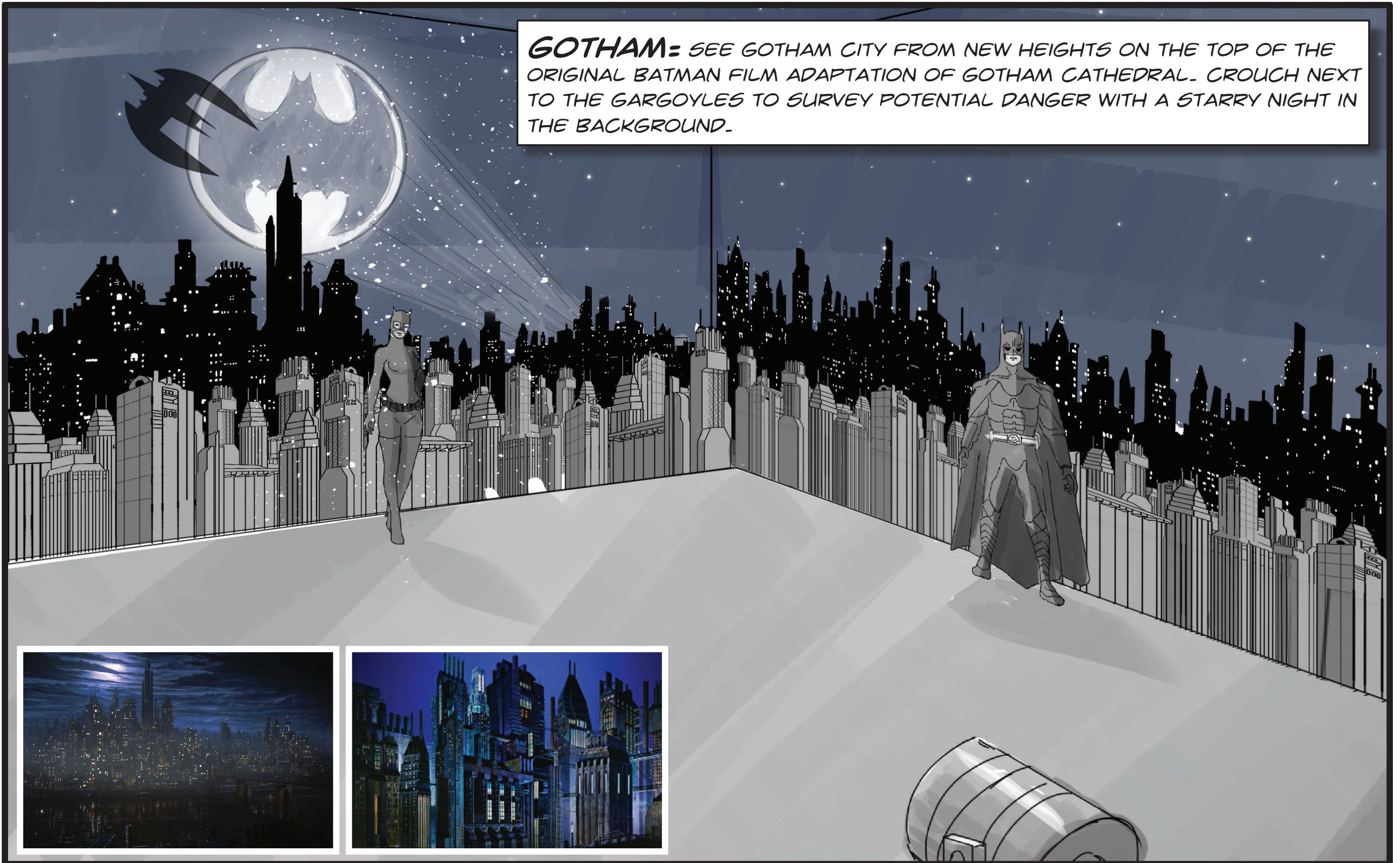
DOUBLE A LABS

CLIMBING ILLUSION: SURROUNDED BY VISUALS OF THE 1960S BATMAN TV SERIES, SAFELY SCALE THE WALLS OF GOTHAM, UTILIZING MIRRORS TO CREATE AN OPTICAL ILLUSION OF "CLIMBING" FUN.



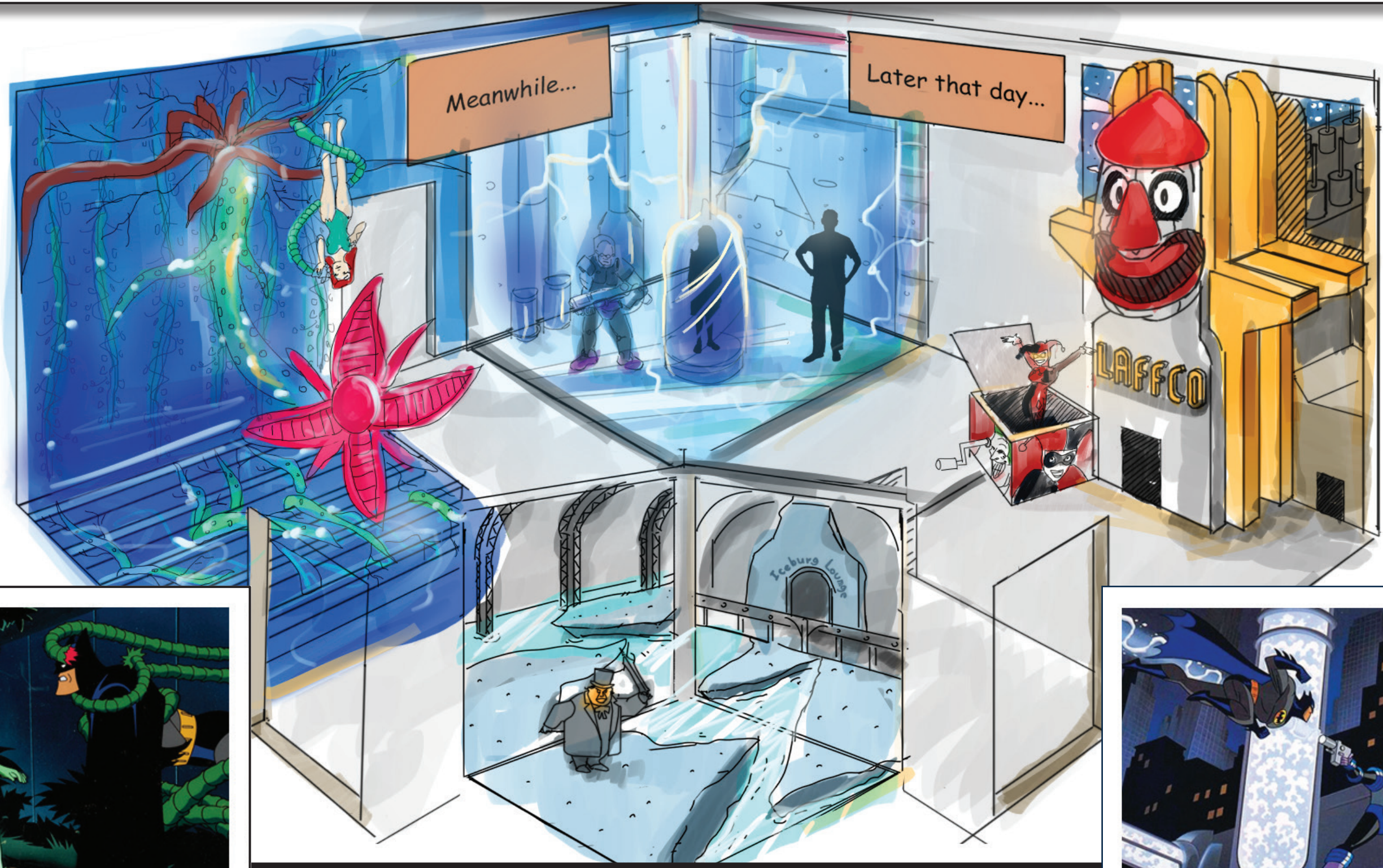
DOUBLE A LABS

GOTHAM: SEE GOTHAM CITY FROM NEW HEIGHTS ON THE TOP OF THE ORIGINAL BATMAN FILM ADAPTATION OF GOTHAM CATHEDRAL. CROUCH NEXT TO THE GARGOYLES TO SURVEY POTENTIAL DANGER WITH A STARRY NIGHT IN THE BACKGROUND.



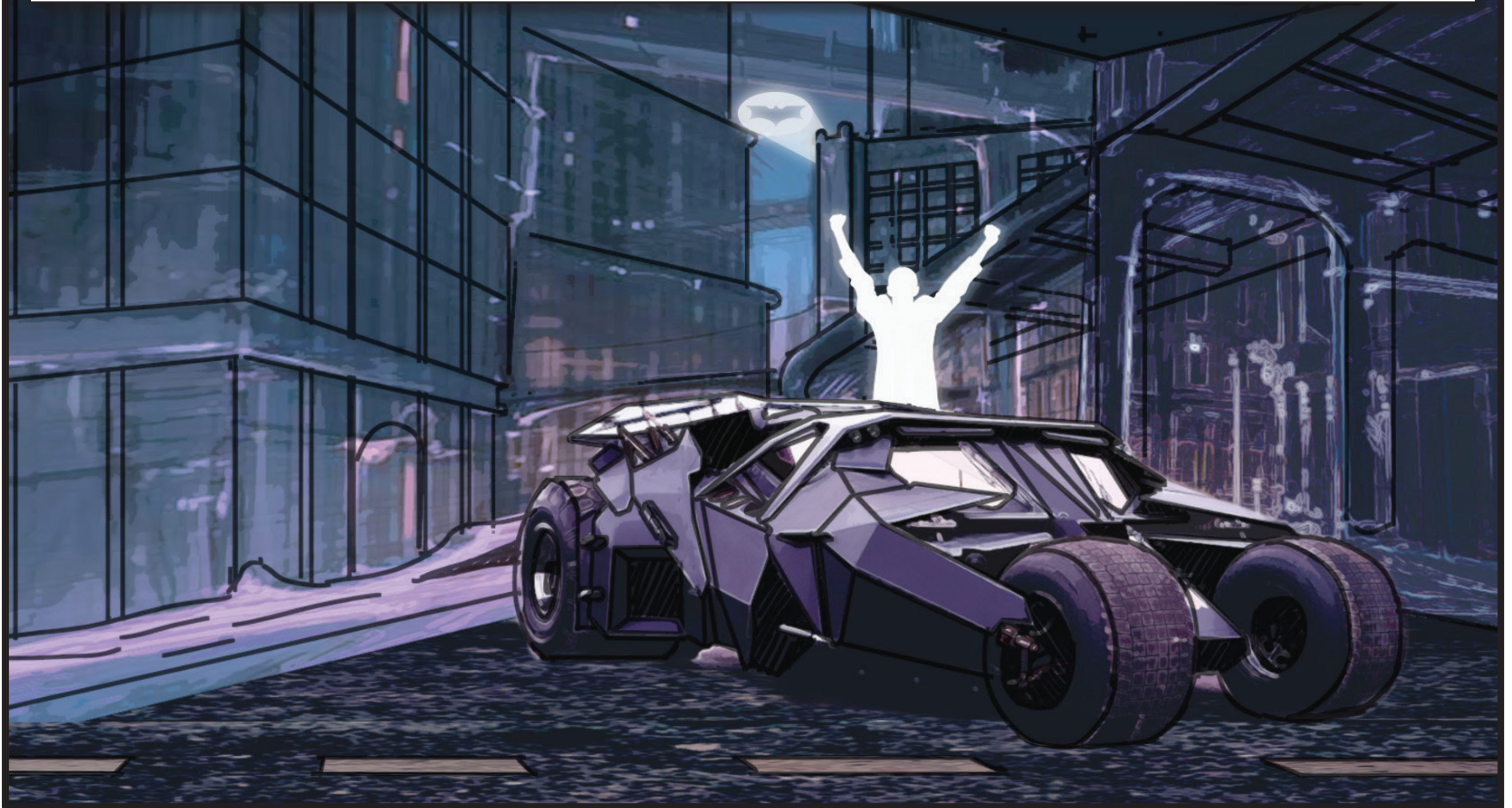
DOUBLE A LABS

VILLAINS: IMMERSE YOURSELF IN THE ICONIC SCENES ALONG WITH THE VILLAINS OF THE BATMAN: THE ANIMATED SERIES BY GETTING STUCK IN POISON IVY'S VINES, TRAPPED IN MR. FREEZE'S SNOW GLOBE, POPPING OUT OF A JACK-IN-THE-BOX WITH HARLEY QUINN AND JOKER AT THE TOY FACTORY, OR PLAYING CARDS WITH PENGUIN.



DOUBLE A LABS

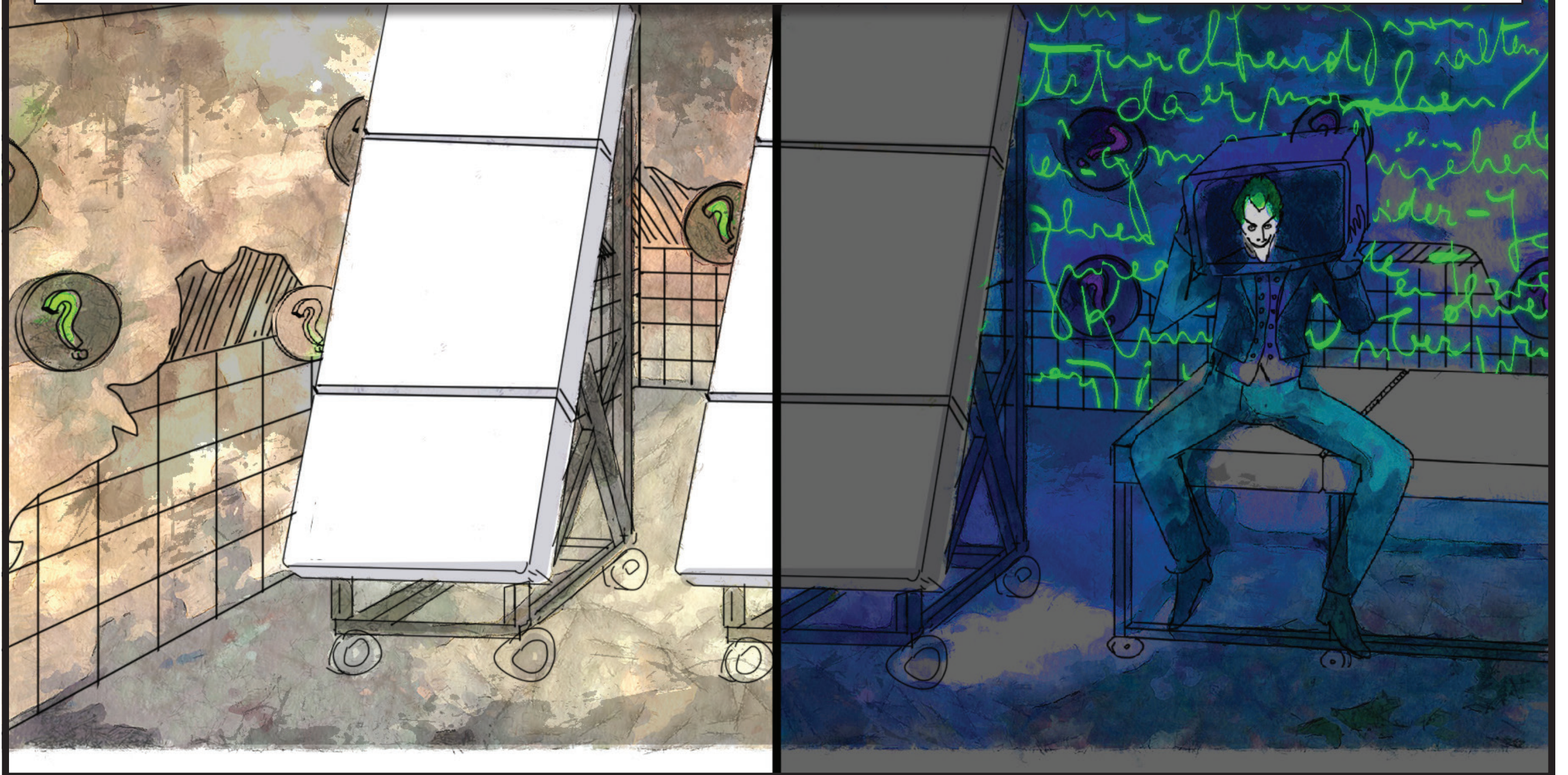
BATMOBILE: SURROUNDED BY BACKLIT PROJECTED WALLS OF GOTHAM'S STREETS SPEEDING BY, HOP INTO THE DARK KNIGHT TRILOGY'S TUMBLER FOR THE MOST EPIC 4D VIDEO MOMENT EVER, INCLUDING WIND IN THE FACE, SOUND EFFECTS, AND MORE.



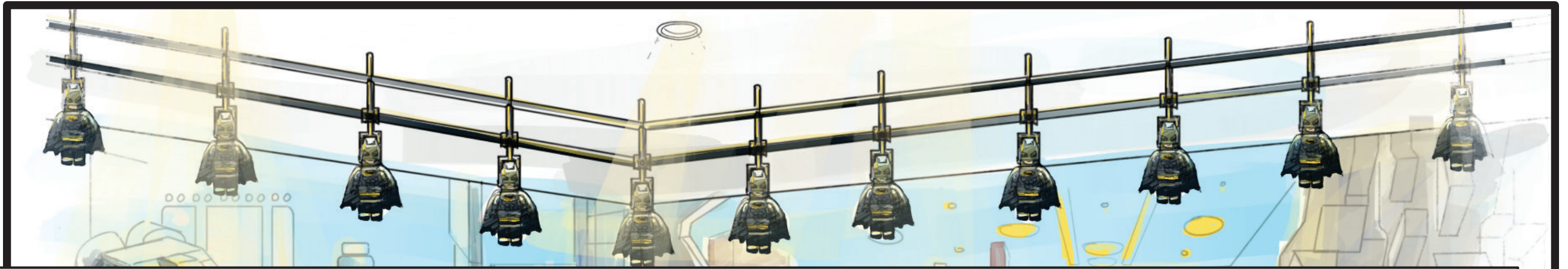
DOUBLE A LABS

ARKHAM ASYLUM: CAN YOU FIGURE OUT THE PUZZLING PLOT IN BATMAN: ARKHAM ASYLUM GAME'S RIDDLER ROOM? STEP ONTO THE "?" IN THE MIDDLE OF THE FLOOR TO CHANGE THE PHYSICAL ENVIRONMENT TO HELP SOLVE CLUES. INTERACTIONS WOULD INCLUDE:

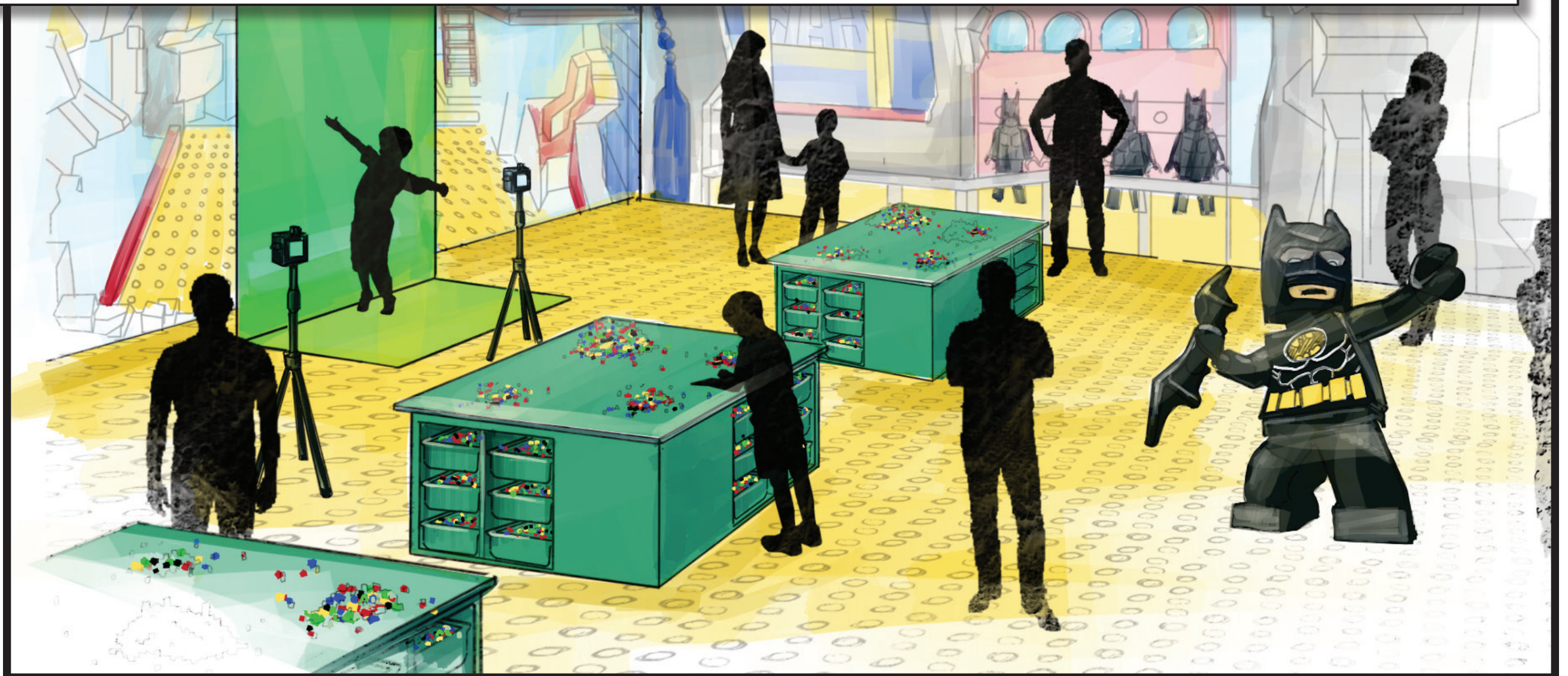
- EVERY OTHER LETTER IS WRITTEN ON THE WALL. STEP ON A BUTTON AND REMAINING LETTERS APPEAR
- HEAR RIDDLER GIVE THE ROOM A PUZZLE TO SOLVE
- STEP ON 2 BUTTONS AT ONCE - OR IN A PATTERN - AND BLACK LIGHTS TURN ON AND REVEAL HIDDEN RIDDLES.



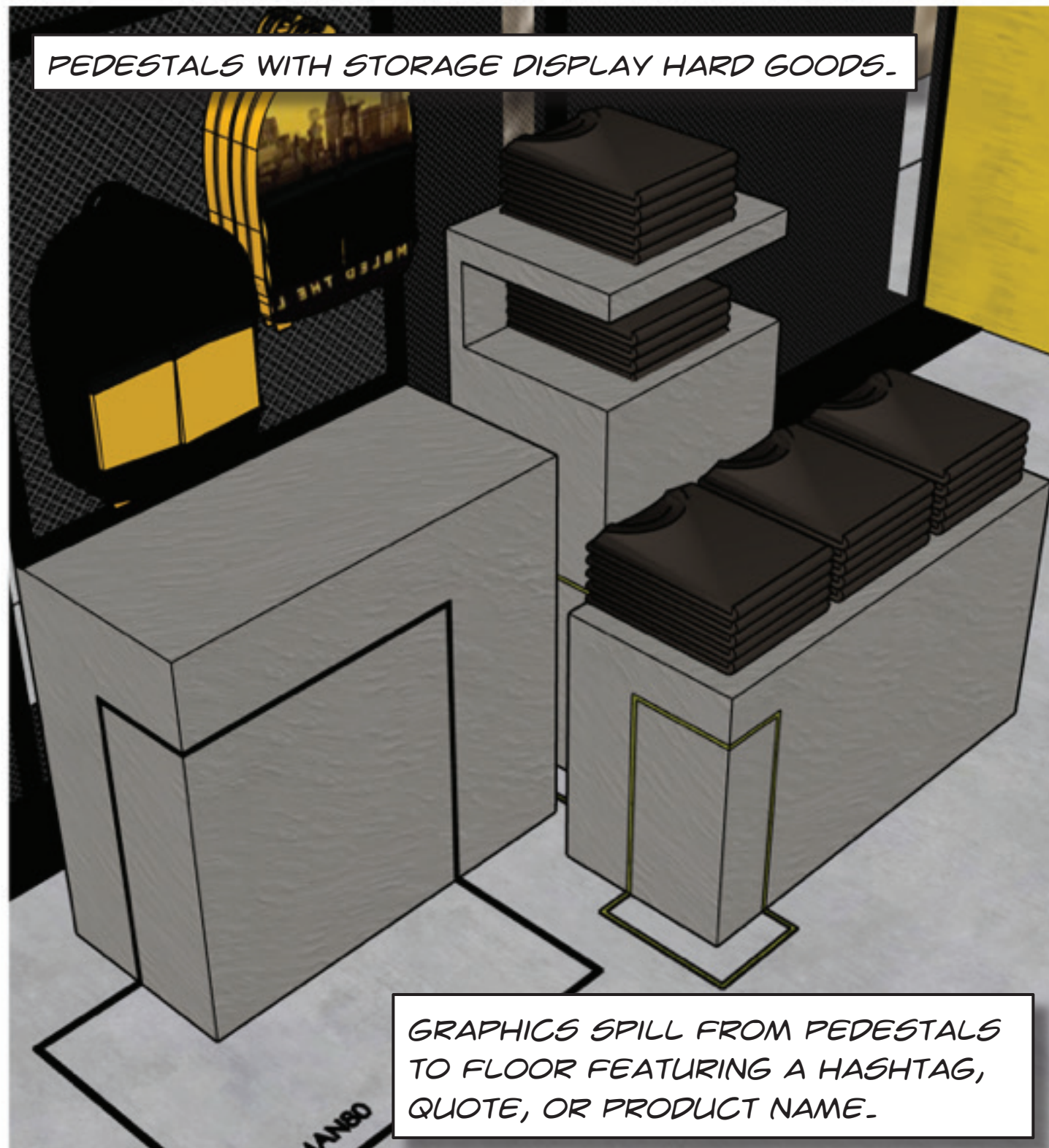
DOUBLE A LABS



LEGO BATMAN: LET YOUR IMAGINATION SOAR IN THE LEGO BATMAN MOVIE BATCAVE. TAKE A PHOTO WITH A GIANT LEGO BATMAN AND THEN MAKE YOUR OWN LEGO CREATION AND WATCH IT FLY ALONG THE THE PULLEY SYSTEM AROUND THE ROOM. WANT TO SEE YOUR CUSTOM CREATION BECOME LARGER-THAN-LIFE? STEP INSIDE THE GREEN SCREEN BOOTH TO TAKE A PHOTO WITH YOUR NOW LIFE-SIZE CREATION!

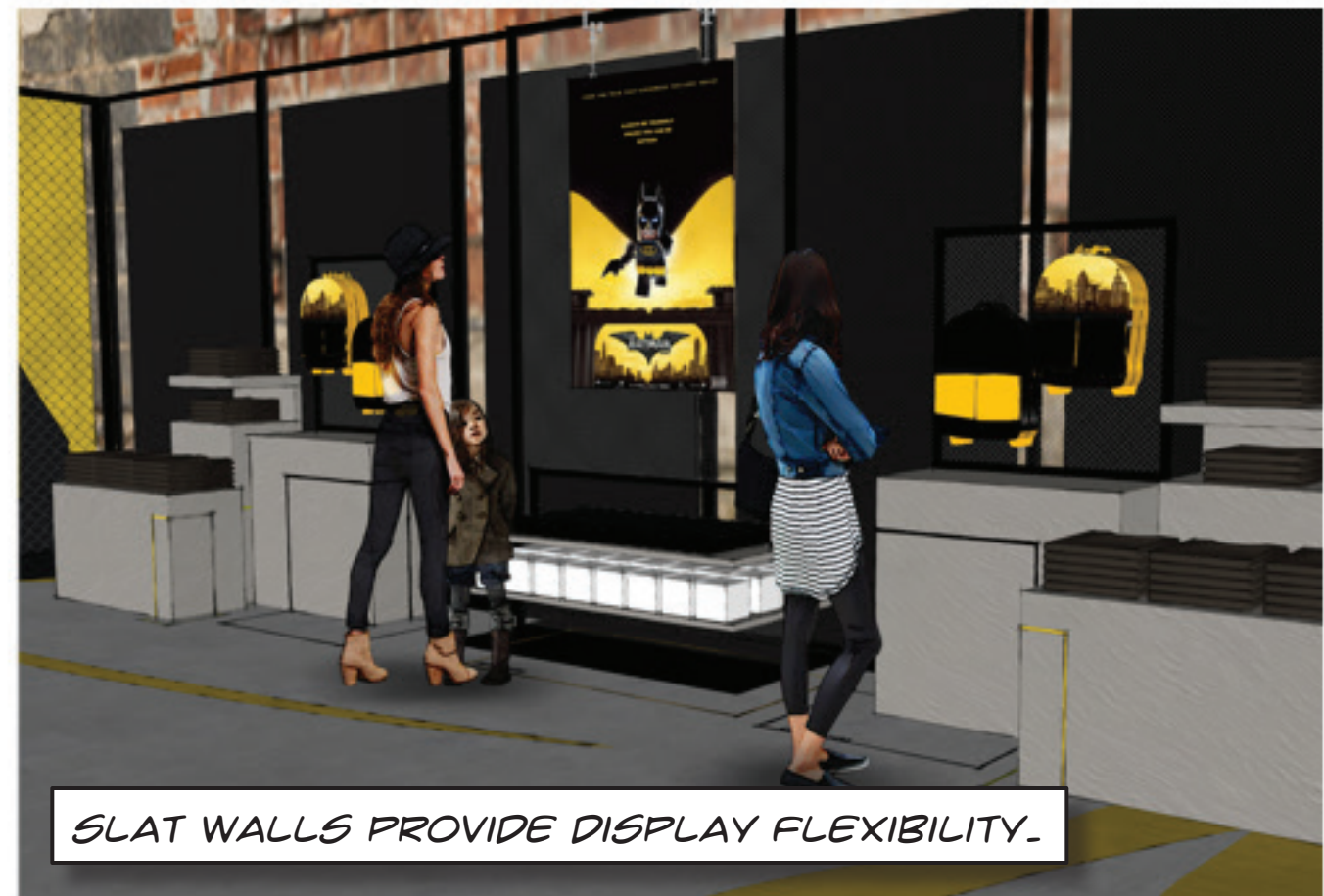


DOUBLE A LABS

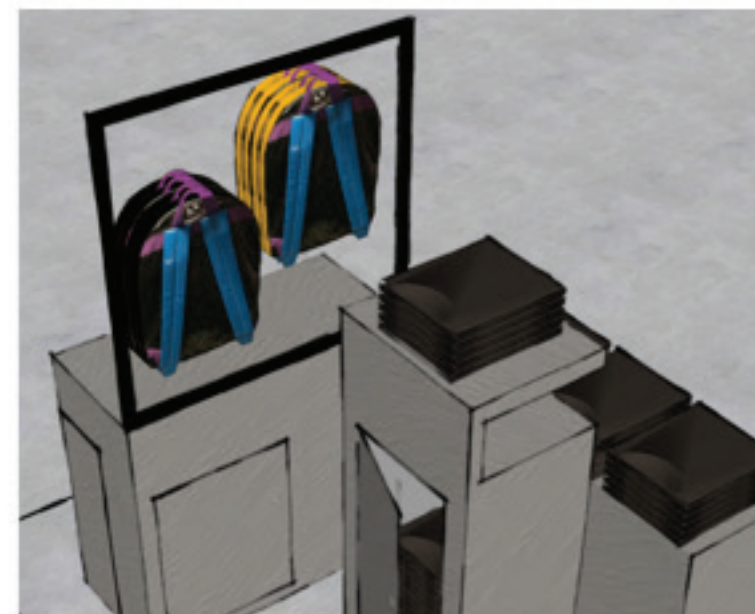


PEDESTALS WITH STORAGE DISPLAY HARD GOODS.

GRAPHICS SPILL FROM PEDESTALS TO FLOOR FEATURING A HASHTAG, QUOTE, OR PRODUCT NAME.



SLAT WALLS PROVIDE DISPLAY FLEXIBILITY.



BATMAN MERCHANDISE GIFT SHOP: WHILE SHOPPING FOR YOUR BATMAN GEAR AND MEMORABILIA IN THE BATMAN GIFT SHOP, STEP INSIDE A BATMAN ACTION FIGURE BOX FOR A BATMAN MANIA PHOTO MOMENT.



BORDERLANDS 3
REVEAL
CREATIVE VISION

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THE ANNOUNCEMENT



THE INVITE

What's that piece of beautifully crafted madness that just landed in my mailbox or inbox? Why that's only the most sought after invite of the year! It's an Intergalactic Travel Brochure with every detail you'll need to know from RSVP and beyond.

VIPS

Having received the invite travel brochure on March 20, VIPs are guided to RSVP on the registration page, and download the SHIT app. VIPs will also receive a pass that elevate them above the crowd.

GUESTS

On April 3 our other guests will receive a bitchin' digital invite with a CTA to RSVP via registration page and download the app. They're gonna be stoked to join the Borderlands elite and will be primed to share out the good news with the rest of the world.

AT HOME AUDIENCE

A dope trailer just dropped AND there's a freaking promo event THIS MONTH?! We're ready for heads to explode and mayhem madness.

DIGITAL PASSPORT

SCOOTER HODUNK'S INTERGALACTIC TOURS APP

Registration :: Data Gathering*

We need those sweet and juicy deets. With the special code that arrived in the digital and physical invite, these lucky bastards gain access to the SHIT app! Names, emails and character profile should all be heading our way to make sure we are ready for our guests. Attendees will also be able to customize their Digital Passport with their Borderlands persona and choose their Borderlands persona.

Pre-Event Teaser Opportunities (April 3 - 24)

Since we're gonna have some cool stuff in production during this time, why not get our invitees salivating? We're going to share photos and tease awesome experiences with notifications through the app, which can also be shared via social to build crazy FOMO.

App Functionality :: "What the hell can I do with this thing!?"

Let's keep the fans satiated with everything from an overview calendar and broad schedule of events to a link to preorder the game to guided updates from Scooter Hodunk leading up the event. From pre-buzz to post-buzz notifications, guests will be foaming at the mouth for more.

Event Day App Update

For on-site attendees, the app will also serve as your in-hand reservation system and interaction device to enable certain activities. We will be pushing a live update the day of show. As attendee's travel through the experience, they will check-in to collect SHIT stops. Once they've collected all the SHIT stops, a code to retrieve your digital swag will be unlocked. Sweet niblets!





VENUE TRANSPORT

For our VIPs we'll have some great travel options to get them from the hotel to the venue. Dedicated buses and cars will be moving folks to their designated entry points. VIPs that want the entry experience will be dropped off there, while the others will be brought to a secure VIP entrance so they can be boring and get straight to work.

As an alternative 'add on' we can work with Uber to create a custom fleet, or skin a bus to draw our guests into the world before they even arrive at the venue.

THE EVENT



CITIZENS OF PANDORA :: COSPLAY HOSTS

Upon arrival, guests will be immediately immersed in the Borderlands world. What better way to bring the game to life than actually having Borderlands characters IRL? Cosplayers will surround attendees to provide information, pose for pictures, and keep guests informed of the schedule of events, game reveal and more.

THE VENUE

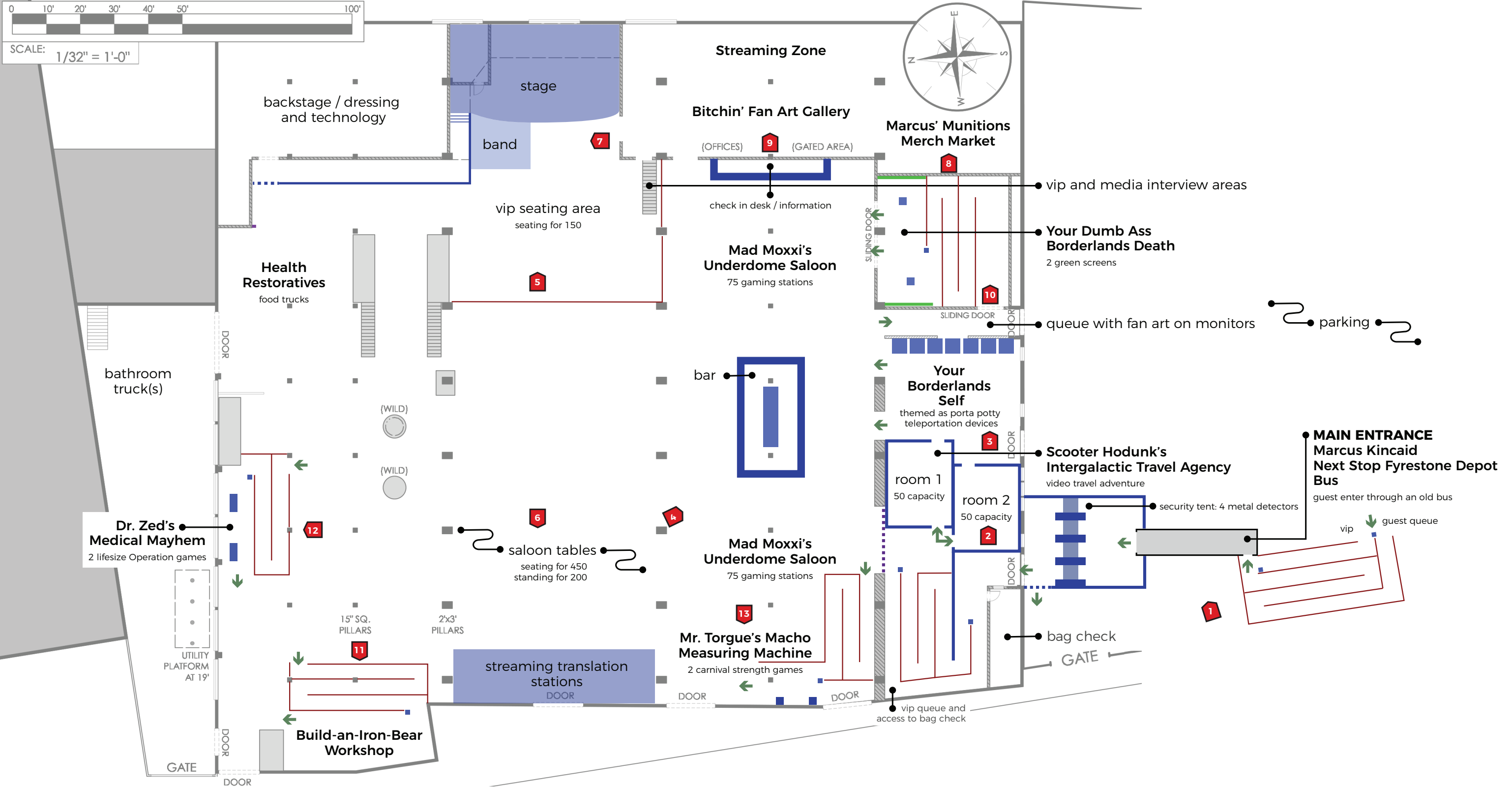
Look and Feel

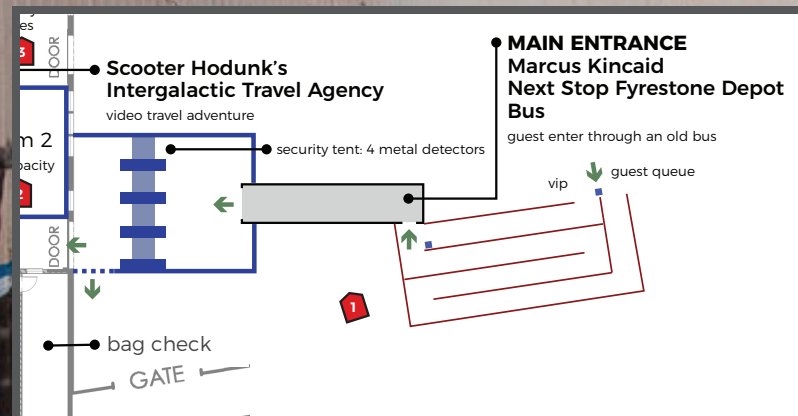
This vast and gritty Downtown Los Angeles venue offers the perfect backdrop for all the Borderlands 3 mayhem one could ever hope for. With multiple rooms, extensive parking, and an open floor-plan, the SCS Warehouse provides all the nooks and crannies for a successful launch event.

Location

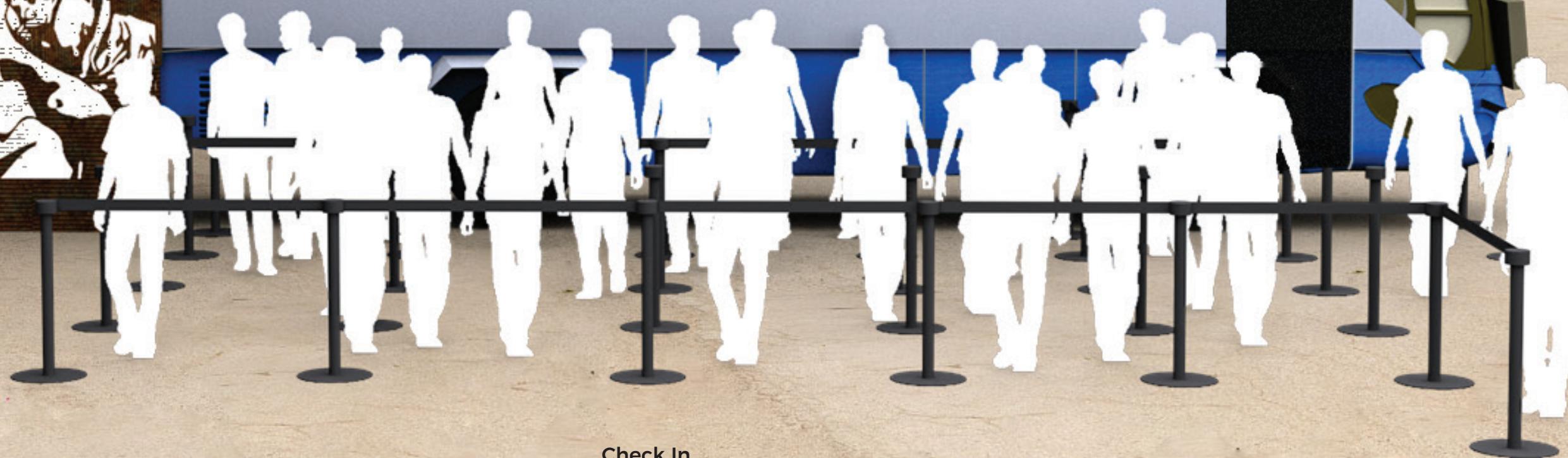
SCS Warehouse
516 South Anderson Street
Los Angeles

THE MAP





MARCUS KINCAID NEXT STOP FYRESTONE DEPOT



1. MARCUS KINCAID NEXT STOP FYRESTONE DEPOT BUS

VIP Queue

VIPs that want to participate in all the elements will enter our VIP queue, which will have priority entry into the venue.

VIP Handlers

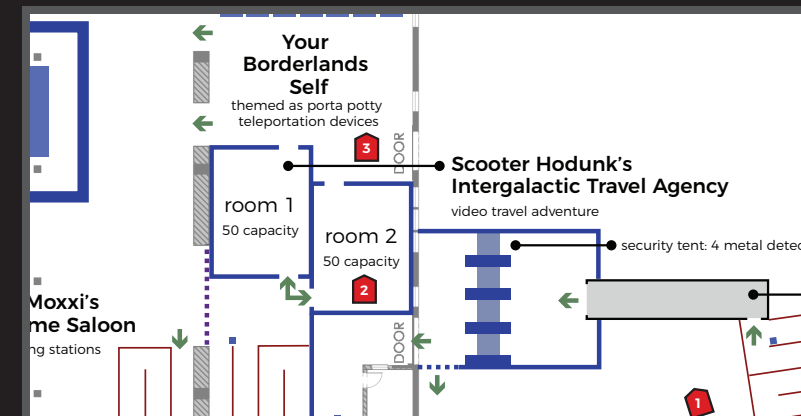
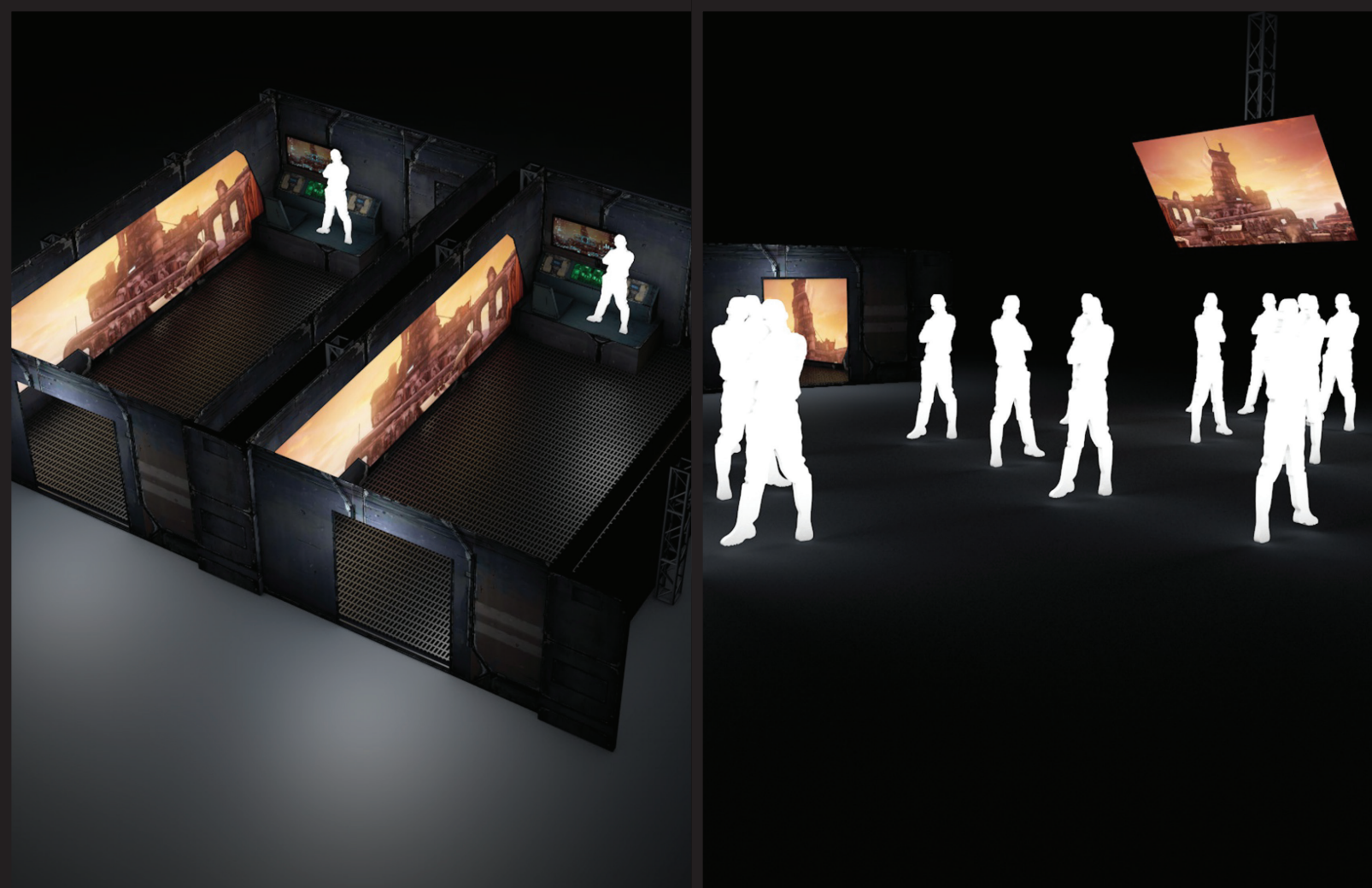
For special designated folks we'll have people ready their arrival. Whether it's helping them get settled in, or navigating the venue, our VIPs will have it all.

Check In

For those lazy folks who missed the boat on the app download CTA, now's their chance! It's time to step inside a replica of Marcus' bus from Borderlands 1 where our digital check-in is located. Once they complete the 1 - 2 minute process, they'll will be guided to the back of the bus, and through the emergency exit to our security set up.

Security / Bag Check

While we may be making a marvelous ode to mayhem, we take security very seriously. Metal detectors will be at every entrance and no one with a bag will be allowed through without inspection. We will also have bag check right after the metal detectors for folks that need to drop their junk.



2. SCOOTER HODUNK'S INTERGALACTIC TOURS

VIP Queue

For VIPs we will have priority boarding. VIPs will have a separate line which will have priority before other guests are allowed to load in.

The SHIT Show

Scooter Hodunk will blow your pants off as he walks you through the new and fantabulous galaxy of Borderlands 3, while he provides a tutorial about what's to come. The LED screens surrounding the room will give an immersive visual experience that will help attendees truly feel as if they were there. The actor portraying Scooter Hodunk will be decked to the nines and have a premium Borderlands look and feel with none of the smell.

Scooter's Message for Home Viewers

The at-home audience will also receive a special message from Scooter, letting them know to tune in for a crazy ass broadcast and about all the fun at-home experiences they can engage in.

Landing on Pandora

The finale of the SHIT show leads into the rest of the experience with Scooter suffering from "technical difficulties." Lights will flash and flicker and certain noises that aren't quite right will be heard/smelled. Scooter will do a quick check to see if everyone still has all their appendages. After making sure everyone is okay, Scooter will let them know they had to make an emergency stop on Pandora for repairs. The error message on the screens after the crash is a gif of dancing psycho masks. Folks will leave the room in an orderly fashion and will be led into the larger venue where they get to embark on a "choose your own adventure" of insane experiences and mayhem moments.

Mayhem Moments

Throughout the experience, you'll witness various mayhem moments tied to different areas. On top of these, we will plug and play bits of crazy stunts and Easter Eggs tied to Borderlands 3.

3. YOUR BORDERLANDS SELF

The Experience

After exiting the SHIT show, guests are in the open area of Sanctuary. Directly in front of the SHIT show exit are **Your Borderlands Self** stations. Staff attendees will help guide folks to open porta potties and keep people moving. If all stalls are busy, staff may direct attendees to other parts of the venue to come back later.

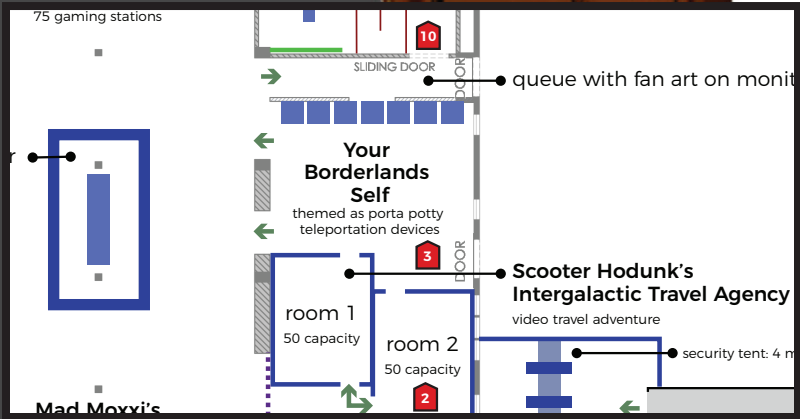
When you enter a porta potty, you step up and see a screen on the back wall. It will prompt you to select your Borderlands persona. The camera above the monitor will then scan the users face and superimpose it on the character while giving it those distinct Borderlands features. Once you're happy with your picture on the screen you will press the take picture button. A digital version for sharing will be sent to your app.

Share

Users will be able to digitally share with pre-written text and hashtags to all their social media channels.

At Home

Fans at home can have a similar experience. They can choose their favorite Borderlands character and take a selfie. The app will then add a graphic overlay of their Borderlands persona onto their face to share on social media.



4. MAD MOXXI'S UNDERDOME ARENA SALOON

Look and Feel

As you exit the porta potty and look to explore the rest of the area, you will be greeted by the vastness of Moxxi's Saloon. A full bar is decked out with Borderlands design and 150 of the spiffiest gaming stations you have ever seen. All PC setups will be complete with keyboard, mouse, mousepad, and a headset.

Network

We have a team of network engineers that will be setting up multiple access points across the venue for wireless connectivity as well as hardlines for all of the gaming stations. For the stream we will run concurrent lines to provide even more bandwidth while having redundancies in place.

Guest Gaming Experience Tracked

In addition, we can provide proprietary software that offers:

- Custom welcome screen
- Click analytics
- Quick survey related to the demo our guest just finished playing.

Information Booth

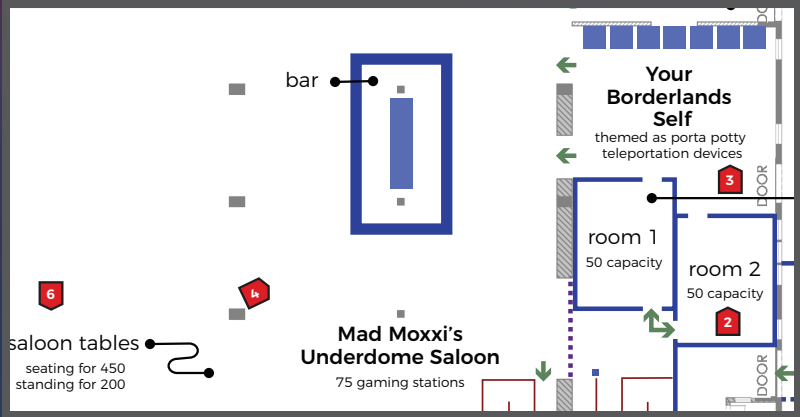
To help folks who are lost or just plain inquisitive, we will have a space with staff to answer their questions.

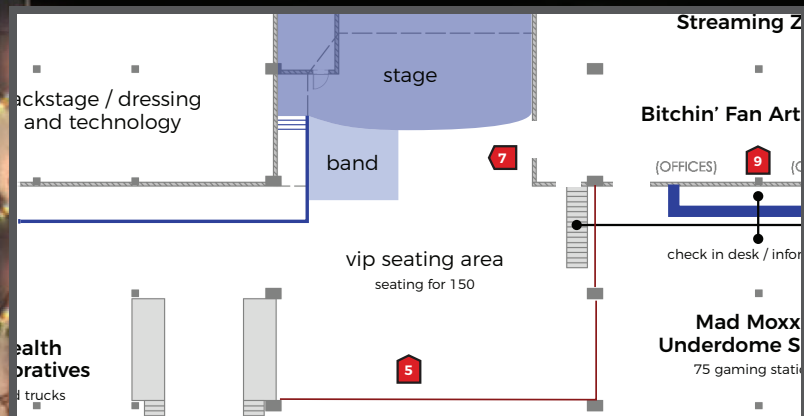
Scheduling Your B3 Experience

Using the app's reservation system, guests will be able to schedule a time for their demo, minimizing queuing and ensuring everyone gets an opportunity to experience the hero of the party – the game.

Mayhem Moment

Throughout the event, Mad Moxxi performs a song lounge-style with a spotlight.





5. THE MAIN STAGE

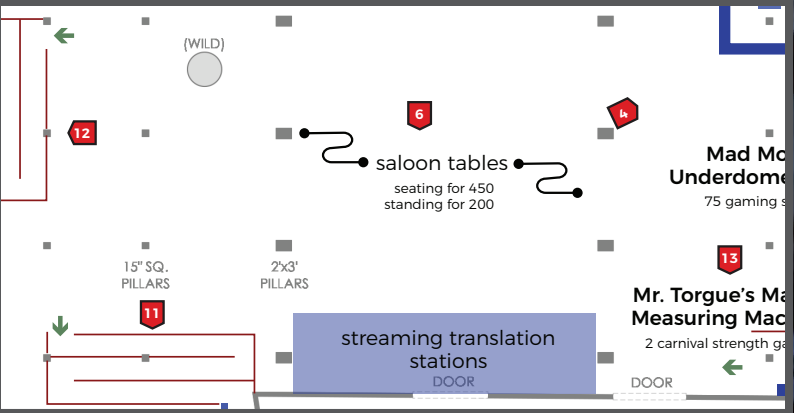
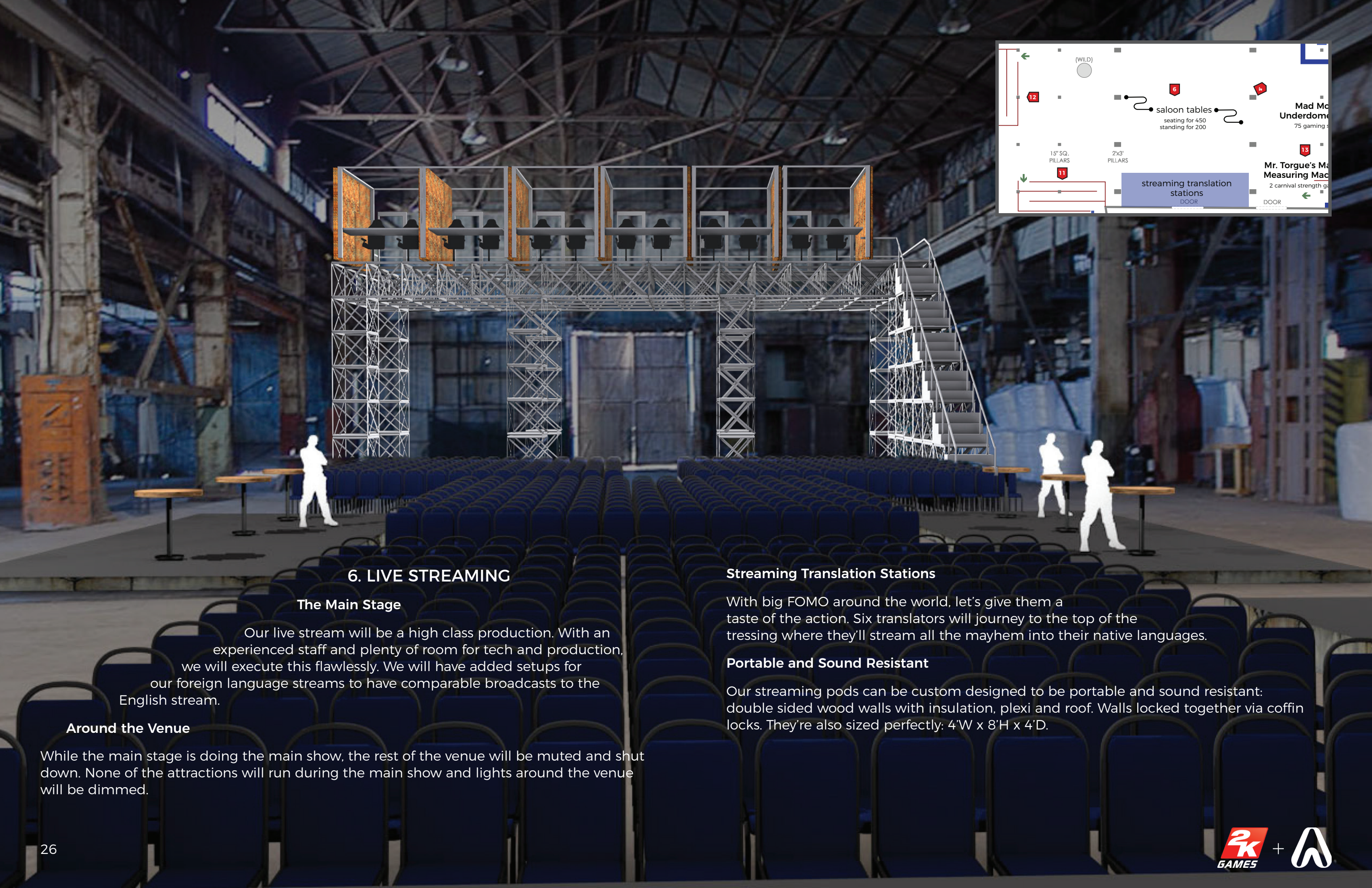
This stage is ready for anything. We will have this bad boy decked out for the main show, post show, and musical guests. Dynamic lighting and LED / projection screens will help set an immersive environment for whatever is taking place on stage. Sound and amps will be tastefully blended into the build to make sure everything bleeds Borderlands.

VIP Seating

For our VIPs we will have separate seating environments.

General Seating

Prior to the show, lights will flash and a countdown will occur driving attendees to their seats. The seating in the front is reserved for our hardcore super fans. These are the folks who are going to be ready and prepared for audience pans and reaction shots. With first come first served seating, we will have attendants sorting the guests to make sure we have no gaps in the seating.



6. LIVE STREAMING

The Main Stage

Our live stream will be a high class production. With an experienced staff and plenty of room for tech and production, we will execute this flawlessly. We will have added setups for our foreign language streams to have comparable broadcasts to the English stream.

Around the Venue

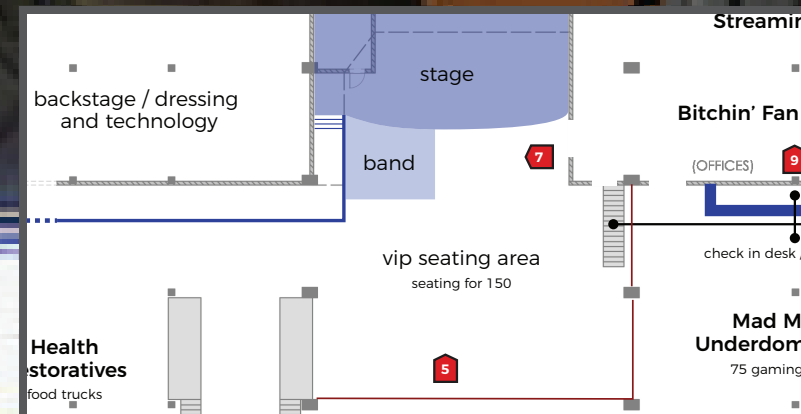
While the main stage is doing the main show, the rest of the venue will be muted and shut down. None of the attractions will run during the main show and lights around the venue will be dimmed.

Streaming Translation Stations

With big FOMO around the world, let's give them a taste of the action. Six translators will journey to the top of the tressing where they'll stream all the mayhem into their native languages.

Portable and Sound Resistant

Our streaming pods can be custom designed to be portable and sound resistant: double sided wood walls with insulation, plexi and roof. Walls locked together via coffin locks. They're also sized perfectly: 4'W x 8'H x 4'D.



7. STREAMING PODS

For those VIPs that need to get some alone time with the demo, we will have streaming pods available for them to capture that sweet sweet Borderlands 3 action. Folks will step into these lovely pods and will have everything they need to play in comfort. Software and hardware will be available for them to stream their gameplay to Twitch and / or YouTube. Streaming pods will also be operating during the main show. Dirty feeds will be fed into the pods to allow for commentary streams.

Stream in style with pods made of fabric walls, soundproofing, foam-coated aluminum poles, and an open top to ensure some breezy Borderlands airflow. These lightweight pods are perfect for intergalactic travel to future tradeshows.

Opportunities for 1, 2 and 4 Person Pods

We have kept the designs for the pods flexible in case we want to do 1, 2, or 4 person pods depending with how we want to set up the demos.

Using the App to Book a Streaming Pod

All streaming pod rentals need to be scheduled in advance of the event. Influencers should let their audience know when they'll be streaming from the venue via social media to maximize their reach and viewership.



8. MARCUS MUNITIONS MERCH MARKET

The Store

Built to resemble Marcus' store in Sanctuary, fans will step into a queue to be able to buy the physical merch we will have available on site.

Marcus Digital Emporium

Digital kiosks allow guests to buy merch and have it sent directly to their home or place of business.

Bragging Rights :: Sharing Your Loot

Signage around the merch store will entice guests to share pics of their spoils on social media with the appropriate hashtag.

Mayhem Moment

Free loot drops from above at certain times during the experience. (2K to provide swag.)



9. BITCHIN' FAN-ART GALLERY

The Gallery

The gallery is located in the alley that leads to the queue for the "How Did Your Dumb Ass Die" station. A solid row of screens and physical displayed art will adorn the hallway. Digital artwork will rotate out to make sure we can display as much Borderlands goodness as possible.

Physical and Digital Opportunities Throughout the Venue

In addition to the gallery, there will be other places throughout the venue that will have the ability to host content.

10. "HOW DID YOUR DUMB ASS DIE?"

Green Screen Snuff Film

Guests can take this opportunity to step inside the game and act out their own death. (This is contingent upon receiving 2K art assets.)

Did they challenge a Bullymong to an arm wrestling contest? Did they try to play a game of patty cake with Old Slappy? There are plenty of wacky ways to die on Pandora and we want everyone to have their own story which they can share. Frame it or use it as toilet paper, your choice.

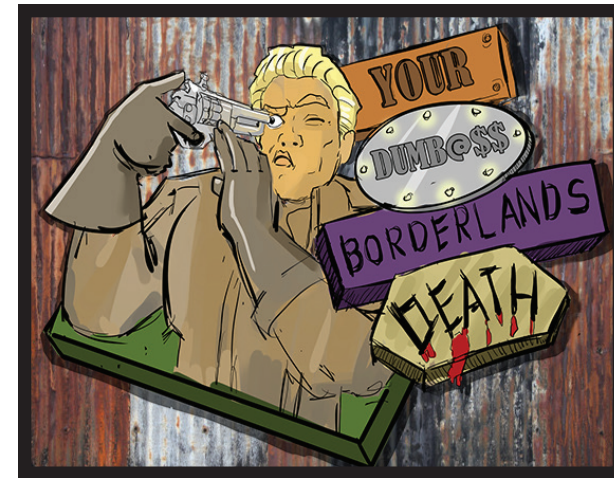
A questionnaire within the app asks specific questions about their personality, game play, style, weapon preferences, etc. This generates a custom obituary based on the user's selections.

Mourning Your Death (Sharing the Pain)

After the obituary is ready, guests will be prompted to share the fantastically sad news on social media.

You Too Can Die :: Try This at Home

Our mobile app will replicate the experience for fans off-site. They can take the same quiz and share it on social as well.



11. BUILD-AN-IRON-BEAR WORKSHOP

Fans can step up to our design stations and digitally customize their own Iron Bear Mecha.

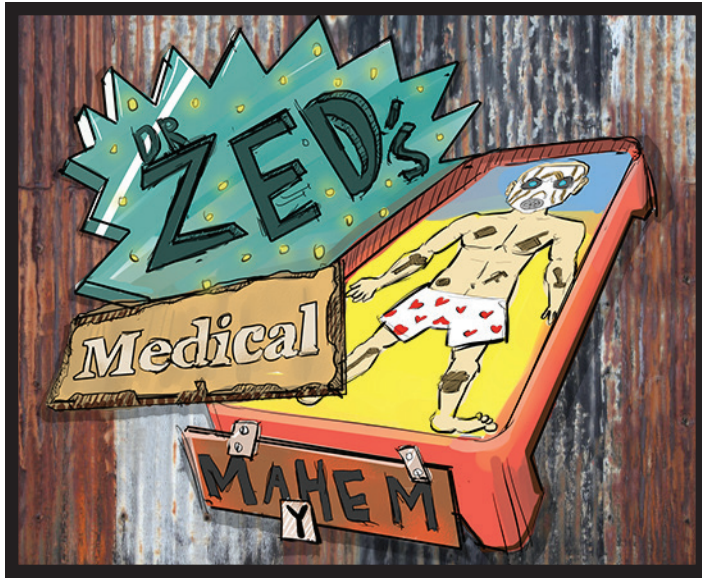
My Bear is Tougher Than Yours

Share that awesome pic of you and your mechanical mammalian marauder to the rest of the world and let them know who is boss.

Join in the Fun

Fans at home will be allowed to customize their own Iron Bear through the app and share it over social.



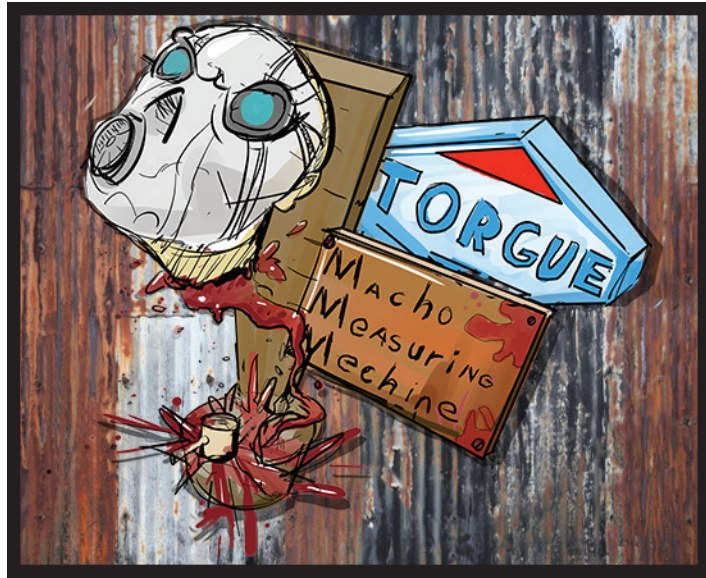


12. DR. ZED'S MEDICAL MAYHEM

You know what's more fun than a game of Operation? A bigger game of Operation! Play with your friends (same rules as regular operation) to remove any number of odd items from our full sized friend Psycho Steve, but be careful not to hit the sides! It's the most fun you can have without a medical license!

Medical License

If your patient survives and you're not too embarrassed, share your botched medical procedure with the world.



13. MR. TORGUE'S MACHO MEASURING MACHINE

Mr. Torgue is looking to find the most macho folks to join him at the Torgue Corporation. Step on up and show Mr. Torgue you have the levels of badassness to join his company by showing your strength on his ingenious Macho Measuring Machine!

Bragging Rights

We will prompt attendees to video their attempts in case they win.

HEALTH RESTORATIVES

Inside the venue, guests will imbibe on all their favorite beverages in Mad Moxxi's Saloon and then indulge in a wide array of themed grub throughout the day from multiple food trucks.

Cocktails

- Tannis' Tinctures
- Brick's Fist
- Lemon&Lime Bullet
- Gargle Blaster
- Fanalian Teddy (HOT TODDY)
- Squill Syrup

Breakfast Items

- Tina's Waffles/Pancakes
- Skag Meat
- Eggs, Spam, Sriacha, Soy Sauce + Rice

Lunch / Dinner

- Moxxi's pizza + pizza stations
- Flesh Sticks (Mozzarella sticks)
- Meat Puppets (prosciutto wrapped cheese)
- PSYCHO's Meat Puppies (Beef stew shooter)
- Badass Rakk Wings (Spicy Chicken Wings)
- Handsome Jack's Pretzels (pretzel bite bar with cheese, sugar, etc)
- SKAG Skewers (Beef + veggie Skewers)
- PIMENTACOS (taco bar)
- Erideum Nuggets (Chix Nuggets)
- Assorted veggie/dip spread

Sweets

- Tiny Tina's Crumpets
- Corrosive and Fire Cupcakes (choc/vanilla cupcakes)
- Chocolate Chip / Oatmeal Raisin Cookies
- Small White Skull + Bone Candies (Snow Cone station)

VIP LOUNGE



THE FACEBOOK IMAGINATION

2019 Holiday Party



DOUBLE A LABS
IMMERSIVE EXPERIENCES

STEP RIGHT UP!...



...to the Facebook Imaginarium where bodies bend and minds are tested! This immersive experience fuses circus, theater, and storytelling. Let your dreams and fantasies come to life!

From the moment you arrive, you'll be engrossed in a multi-sensory adventure. Human contortionists will mold into different signs. Aerialists will soar overhead. Every turn leads to a myriad of sideshows, meaningful connection opportunities, and inspiration for 2020.

Grab a cotton candy, a box of liquid nitrogen popcorn, and join us for this epic journey.

CLIENT OBJECTIVES

How Double A Labs will surpass your objectives

Multi-faceted

Create a multi-sensory experience that will deceive the mind and push the boundaries of perception

Mind-blowing

Fuse technology with classic circus to delight guests while instilling a sense of nostalgia

Interesting

Produce 'wow' moments that inspire employees to share on social

Memorable

Transform attendees into friends, building trust and memories along the way



CIRCUUS SUMMONS

A playfully mysterious and highly anticipated email lands in your inbox, inviting you to the Facebook event of the year. We need you to answer a few questions to improve your experience:

- Which night will you make your appearance?
- Upload your most-liked Facebook photo from 2019?
- What five Emojis most represent you? (Pick from a list of 15)

The water cooler conversations turn to speculation and the Facebook Holiday Party countdown begins.





WELCOME

to the

f A C E B O O K I M A G I N A R I U M

The time has arrived to be swept away with the magic of The Facebook Imaginarium. Magicians, jugglers, and circus performers surprise and delight you with an evening of performance art and innovative storytelling, while sharing real Facebook miracle connections through music, movement, and magic. Behind the red curtain is a world filled with elaborate draping, an eclectic mix of circus props, and a midway of food and fun.

THE GREAT
BACK

As you arrive, you're greeted by an elevated stage of street performers, ready to amaze you. You immediately dive into a mind-bending moment. The logos are exact and yet created in a magical way. Contortionists are drenched with light, as they display the Facebook logo with artful beauty. As they twist and turn, partner brand logos, including Oculus, Instagram, etc., appear instilling pride among all divisions. This introductory teaser is mesmerizing, leaving you wanting more as you step up to one of the six check-in booths.



FACEBOOK & SHOWBILL

At registration, you will receive your Showbill, which will guide you through your upcoming journey:

CAST OF CHARACTERS: Learn the backstory of the real people behind the interpretive stories and the characters who will represent them.

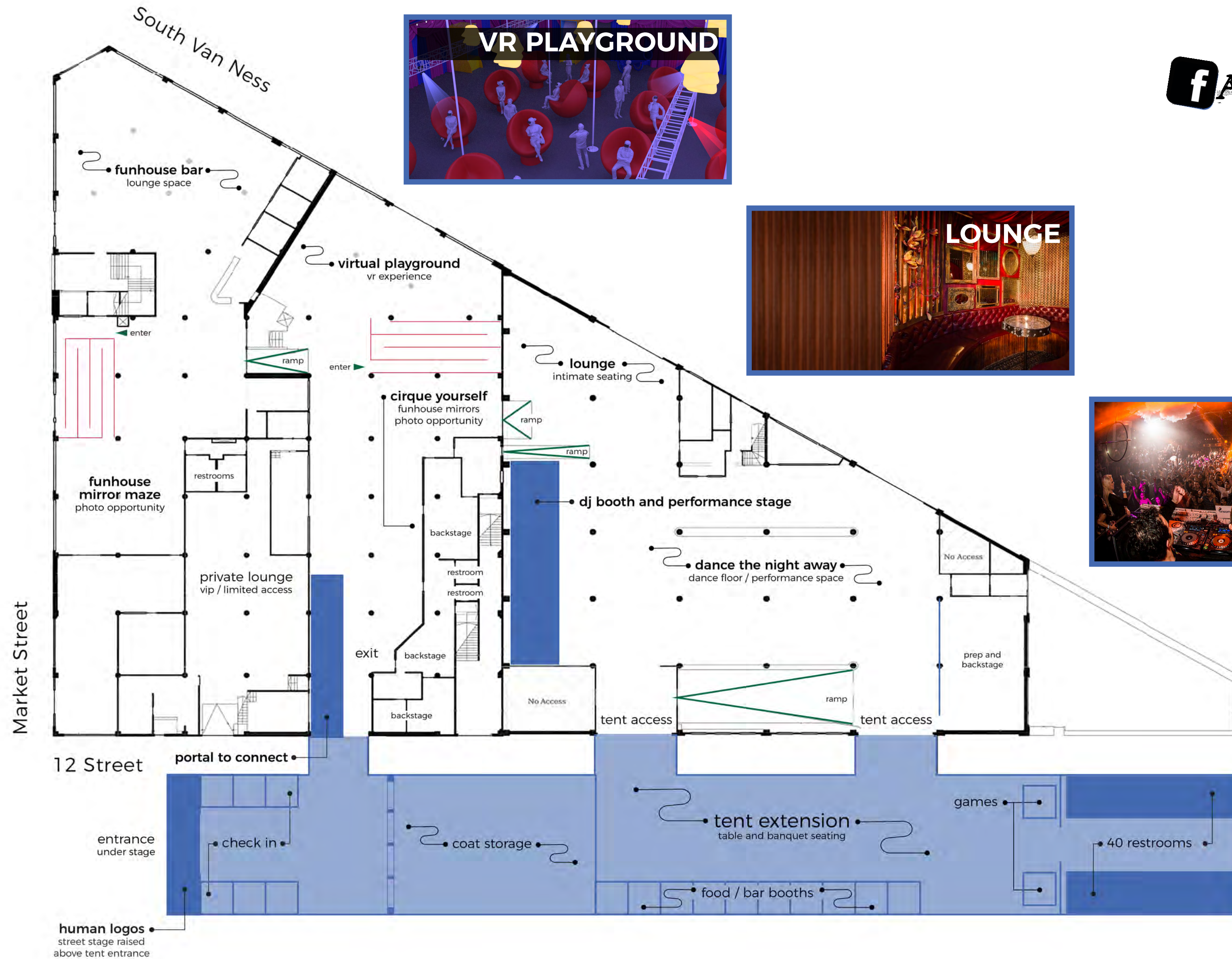
FLOOR PLAN DETAILS: Get a sneak peek into all the nooks and crannies we've dreamed up for you.

PERFORMANCE TIMING: View your cheat sheet for a list of some of the popup moments.

MIDWAY GAME TICKETS: Play an updated version of some of your favorite carnival games and win fun prizes.

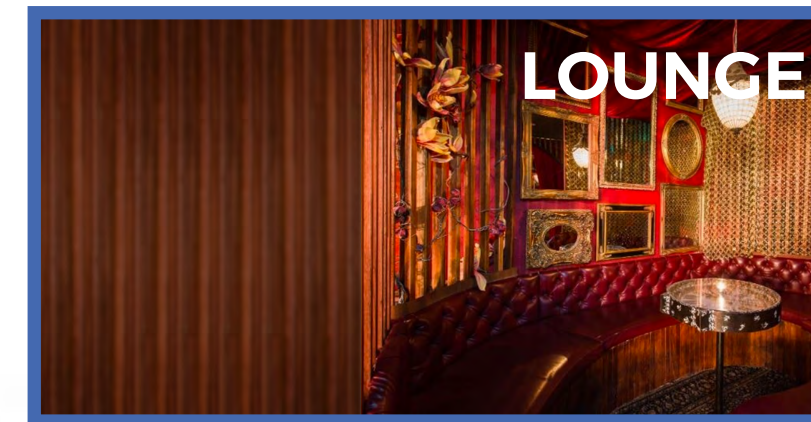


INSIDE THE BIG TOP



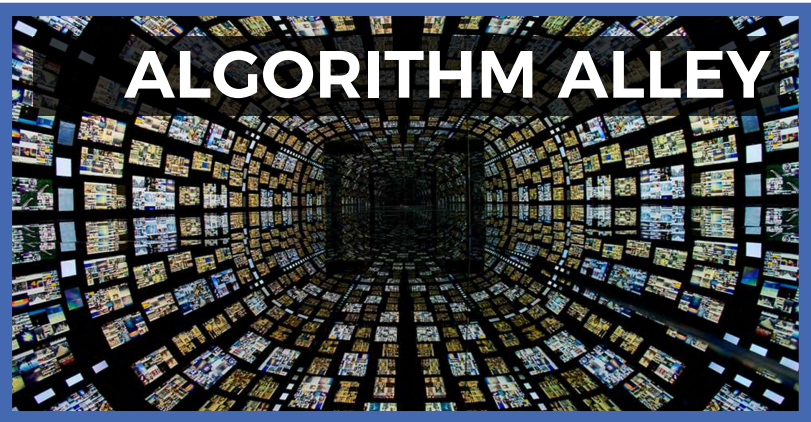
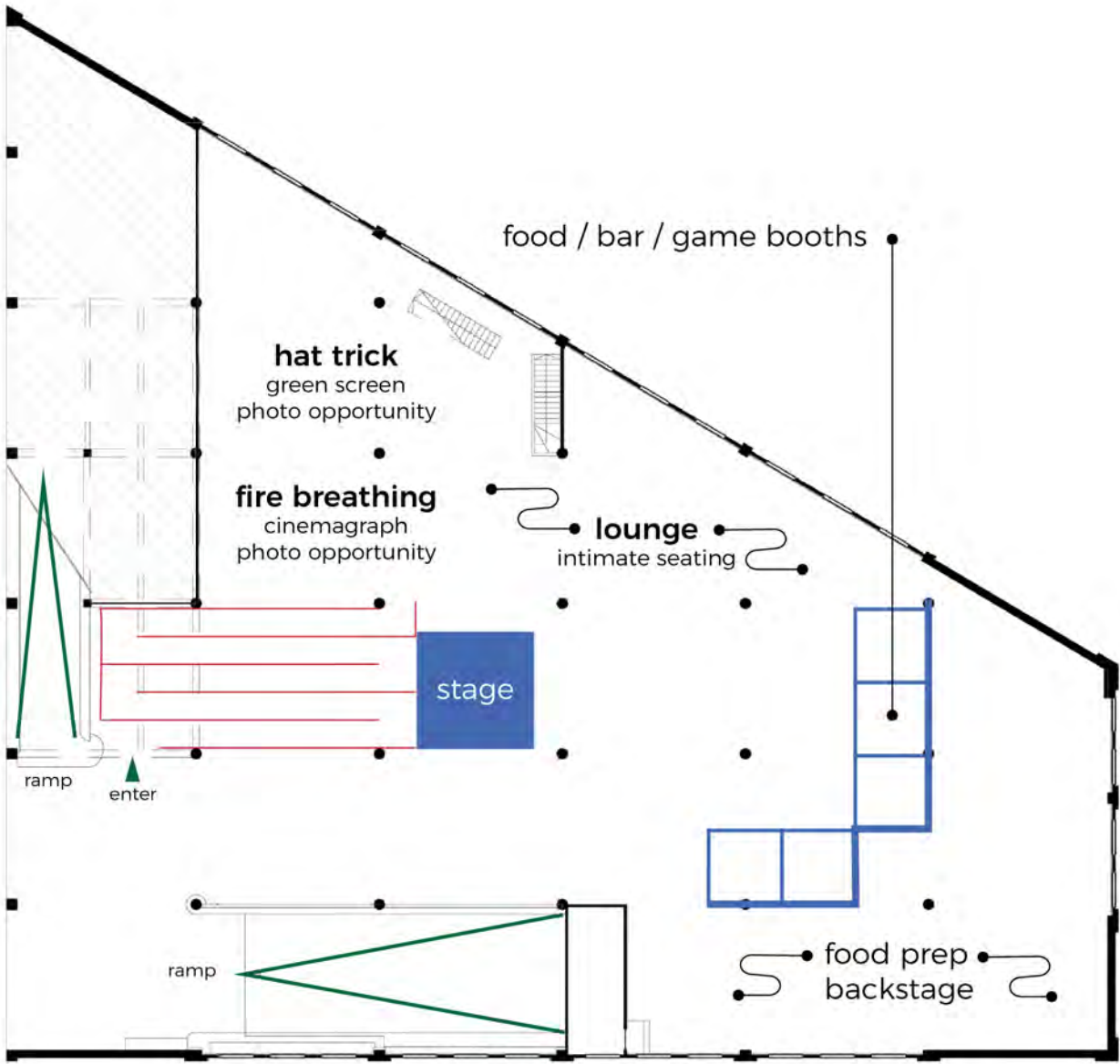
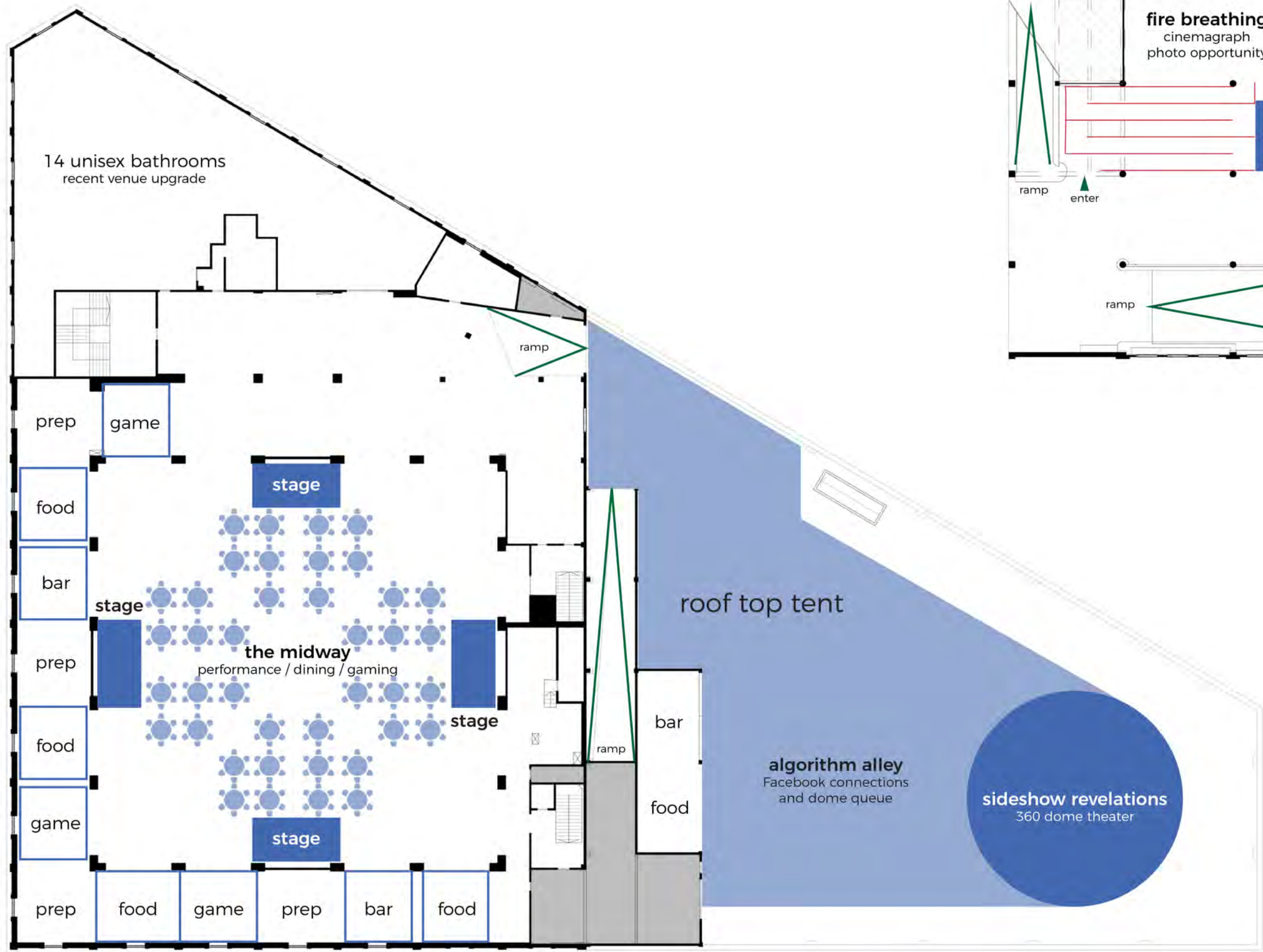
welcome
to the
facebook IMAGINARIUM

STREET LEVEL



SECOND LEVEL

ROOF AND TOP LEVEL



PORTAL TO CONNECT

Your inner child will sing with glee as you're led through a colorful portal that metaphorically logs you into a fantastical reimagining of the Facebook Universe. Utilizing color and light, the tunnel provides a passage into a new world of connections.

THE LATE
BACK

f A C E B O O K F A I R Y T A L E S



CAST OF CHARACTERS

Sharing real life Facebook connections told through music, movement, and magic.

Throughout the evening, you'll be introduced to characters dressed in extraordinary costumes that will guide you through an evening of circus, magic, and innovative storytelling. Each story representing a TRUE miracle connection made on Facebook as shared by users through **Tell us your Story**: recounting stories ranging from the reuniting of a mother and adopted son to an organ match that saved a life.



POPUP CONNECTIONS

Every thirty minutes, you'll be mesmerized by a popup immersive experience as told by our rich cast of characters. Some stories and moves will be synced to music and video, while others will be highlighted with the use of lasers and lights. Watch as the characters connect the dots in these metaphoric moments symbolizing the Facebook miracles of 2019.



JAMES :: A SAMPLE STORY



A spotlight finds James sliding down an aerial silk. A woman waits with a watchful eye. Childlike, James performs a solo aerial piece and then hops off to continue his routine around the space. The woman loses sight of him while two additional performers appear among the attendees. They watch James' dance which takes us through decades of growth. The spotlight shines on the woman watching. She performs a similar routine, but riddled with longing. Their eyes meet and together they're immersed in a Facebook blue light. His confusion causes him to try and retreat. She follows. Together, they find the balance of connection. The connection they found on Facebook.

By checking your Facebook Showbill, you learn the story of James Becker who was adopted at birth to a lovely family. Thirty years later and after an extensive search, the biological mom reconnected with James via Facebook – bringing both families back together for a very happy ending.

ALGORITHM ALLEY

So many immersive stories of connection leads to the greater question of “How do we connect?”

Travel through an immersive hallway, filled with memories and fun facts generated from the Circus Summons invite to find the overlap. The collection of data around you is transformed into a digital representation of how we all connect. From your top emojis to your most-liked photos, Algorithm Alley is your 2019 digital yearbook. It's a conversation-starter and a digital spectacle. Can you find yourself in the mix? Are you surprised by all the connected dots?

I didn't even realize I was in line for the next adventure...

BACK

SIDESHOW REVELATIONS

You've reached the front of the line where you enter a 360 degree crystal ball dome to become a part of a 'Sideshow Revelations' Experience. Step inside the future for a projection mapped environment, filled with constellation and cosmic beauty that will help tell impactful stories of 2019, insights into the year to come, and the lessons to carry with you.

THE LIFE
BACK

VIRTUAL PLAYGROUND

From real magic to virtual, it's time to transport yourself into a VR Oculus Rift game that immerses gamers into a virtual carnival full of fun and games, featuring 9 unique mini-games for you to enjoy including a Fire Archer, Balloon Knight, Shooting Gallery, Cannon Skeet, and more.

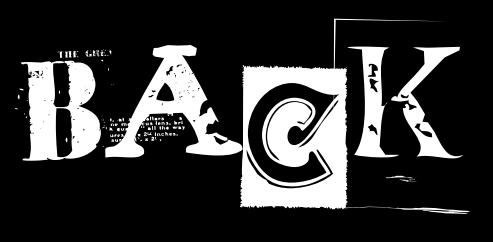




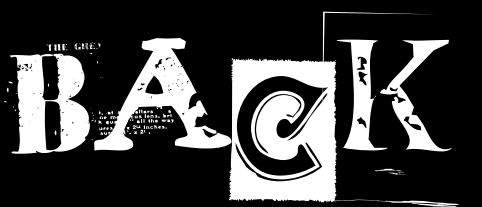
PHOTO MOMENTS

CINEMA GRAPHER



Project fire into your social life with an image of moving flames while the rest remains static.

You will take a photo as though you are blowing fire. We will then magically impose flames shooting from your mouth to create a mesmerizing sharable GIF.



GREEN SCREEN HAT TRICK



Who needs a rabbit when we can pull you and your friends out of a magic hat? Immerse yourself deeper into the sideshow fun with this green screen video moment. Squat down and jump up to give the illusion that you're popping out of the magic hat. Add another friend as the magician if you prefer that to the magician's hands." to Turn another friend into the magician for another fun twist.

BACK



THE MIDWAY

BACK

FACEBOOK FEED

Grab your favorite Carnival treats at themed food booths and bars stationed throughout the venue. We will elevate the classics with some of your favorites from turkey legs to funnel cakes – all upscale sweet and savory bites.



FUNHOUSE FOOD

In true carnival style, each station will be designated to different types of food and beverages.





MIDWAY GAMES

Get your whole body into the action with updates to Midway-style games like human-sized Wacky Wire and high-tech balloon popper.

THE FUNHOUSE



Grab a drink at one of the satellite bars that will be strategically placed throughout the Imaginarium, or head over to **The Funhouse Bar** where you will be able to mix-n-mingle with the carnies and stagehands planted inside.

BACK

FUNHOUSE LOUNGES

As you continue to experience magic all around, you need moments to sit back, relax, and connect with your new friends and colleagues. Funhouse Lounges offers a speakeasy vibe with comfortable seating.



THE CAFE
BACK

FUNHOUSE THE MIRROR MAZE

Don't forget your camera as you get lost in a circus-themed Mirror Maze. This epic photo moment features an infinity image of you surrounded by lights, mirrors, and mystery. As you walk through the maze, you can take a collection of photos or capture a video of the dramatic look.

BACK

DANCE THE NIGHT AWAY

Let loose and get moving on the dance floor with an eclectic mix of tunes from DJs and a local San Francisco band. The energy will be palpable, forcing you to be part of the action.



THE ONE
BACK

THE CURTAIN CALL

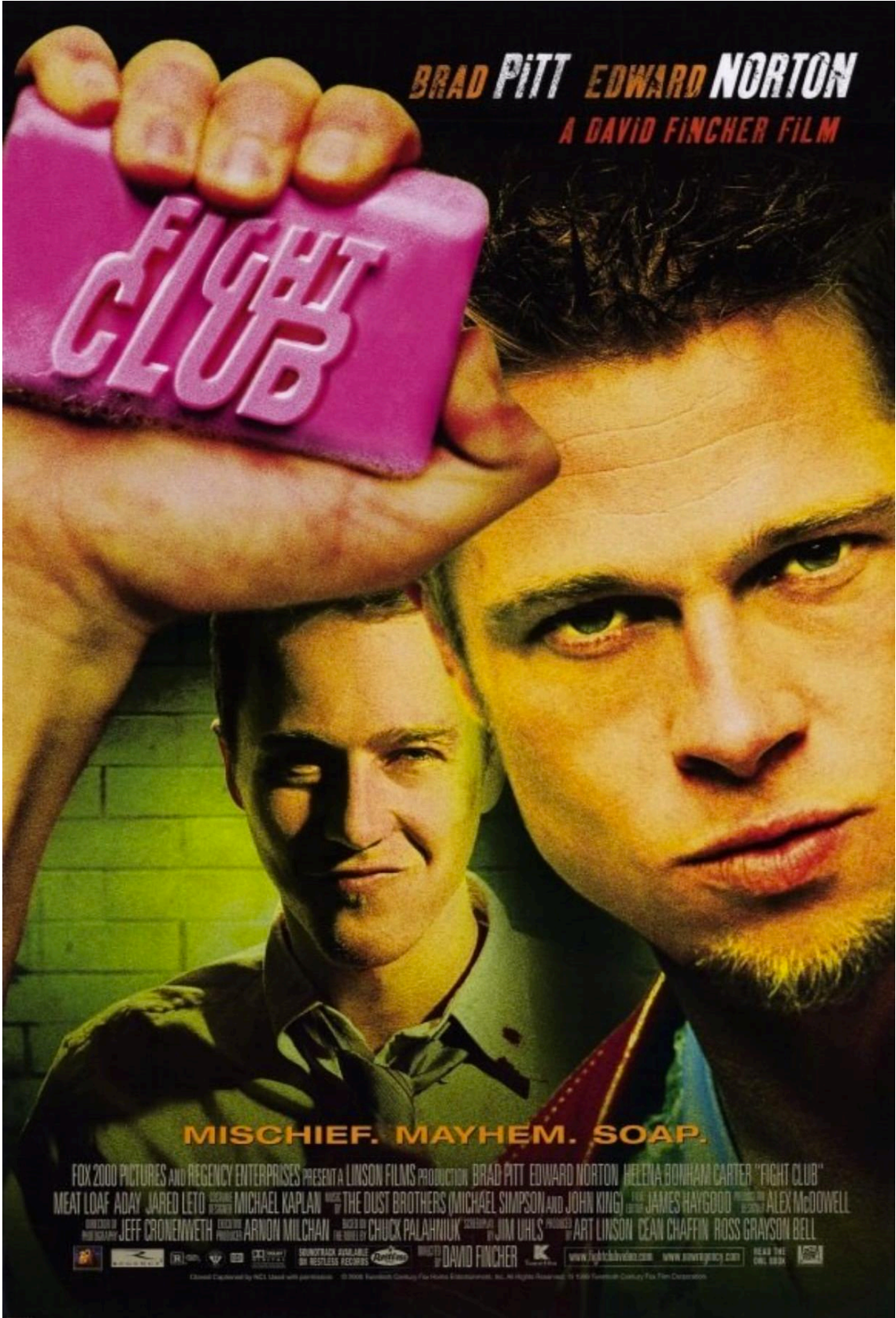
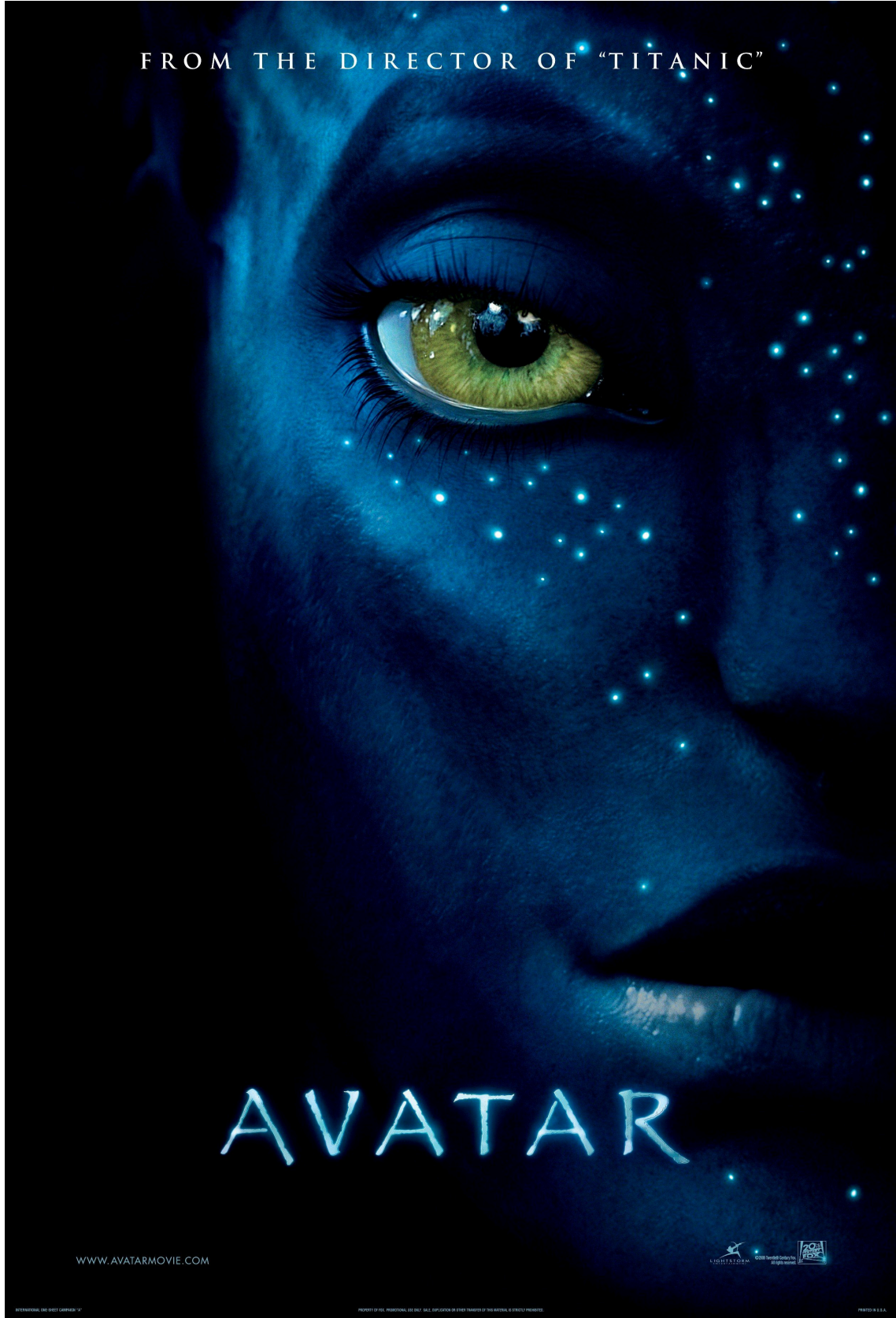
The night has come to an end. The lights slowly grow brighter. The performers disperse through the space to lead you to the exits where you will be sent off by an epic goodbye: the cast of characters wishing you one last farewell.



SDCC 2019 :: AVATAR · OFFICE SPACE · FIGHT CLUB · ALIEN



20TH CENTURY FOX...



YOU'RE NEXT

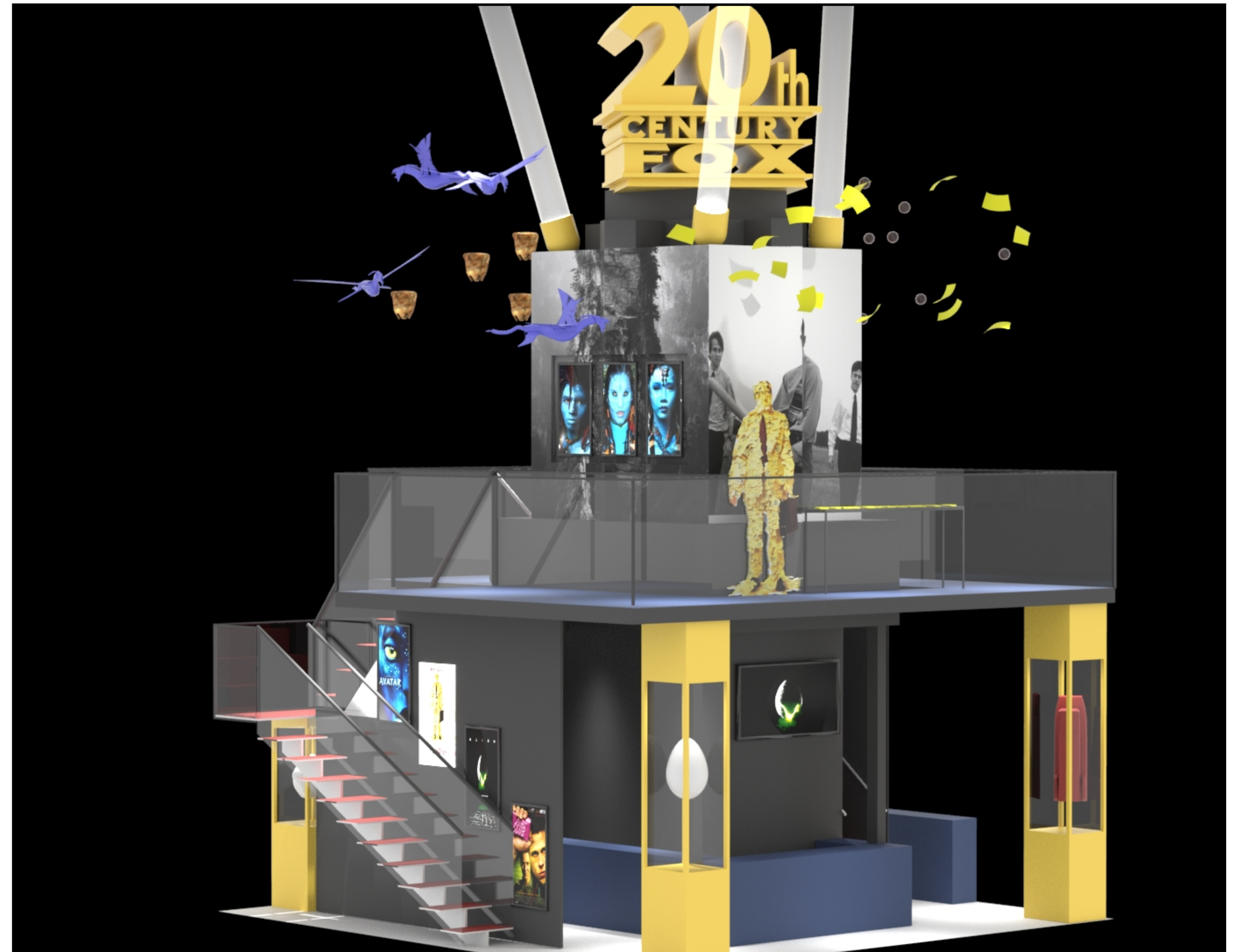


CELEBRATE FOUR CLASSIC MOVIE ANNIVERSARIES

Get ready to be wowed at San Diego Comic Con – both on and off the show floor – with an anniversary celebration for some of our favorite films. Immerse yourself in a two-story, 20th Century Fox-themed booth installation featuring the iconic ‘Fox Fanfare Tower,’ a retail storefront, and activations that showcase nostalgic moments from four historic titles.

Step outside to take a stroll around the Gaslamp District for additional instagrammable vignettes that will extend the fun to the additional 200K people that attend San Diego Comic Con without show floor access.

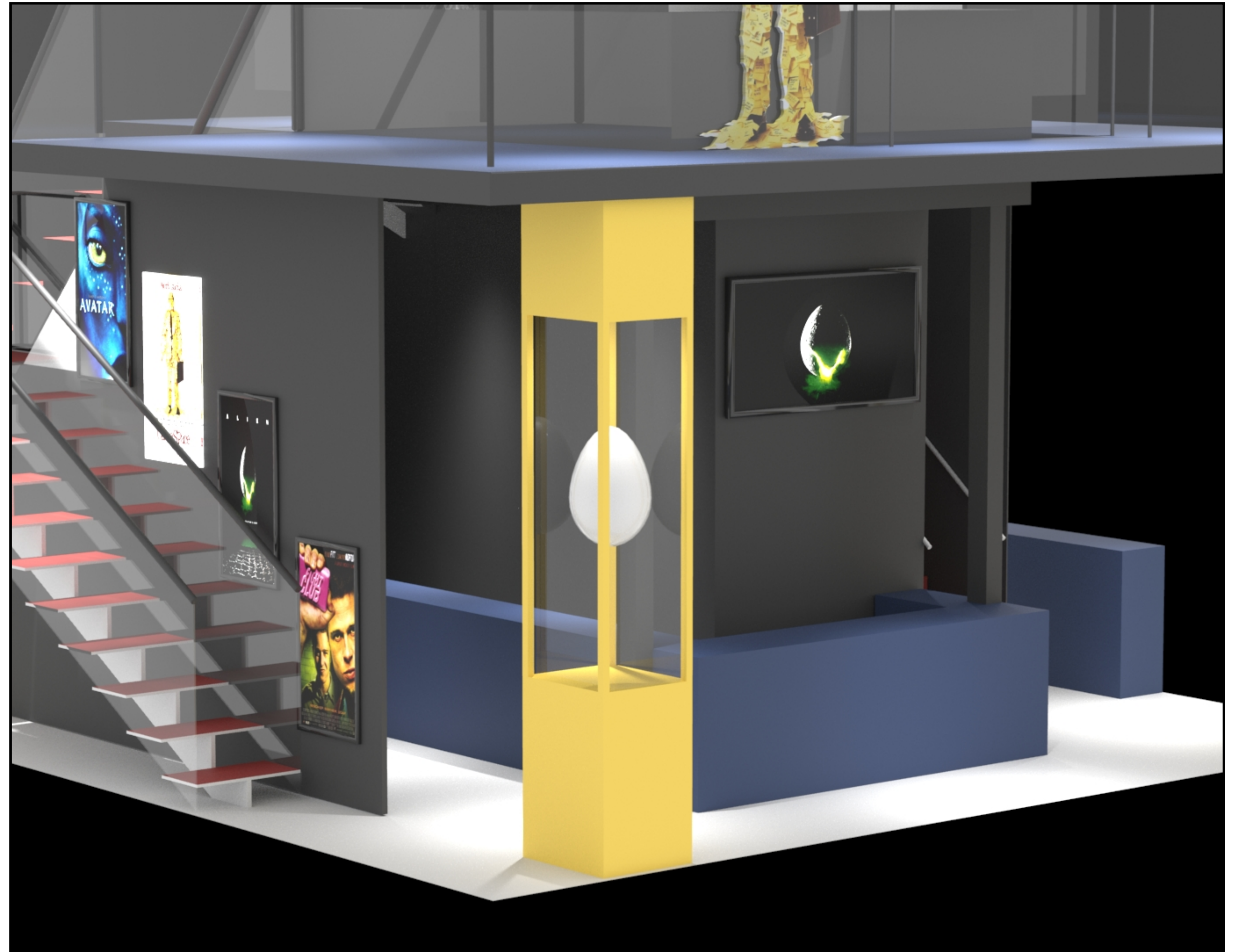
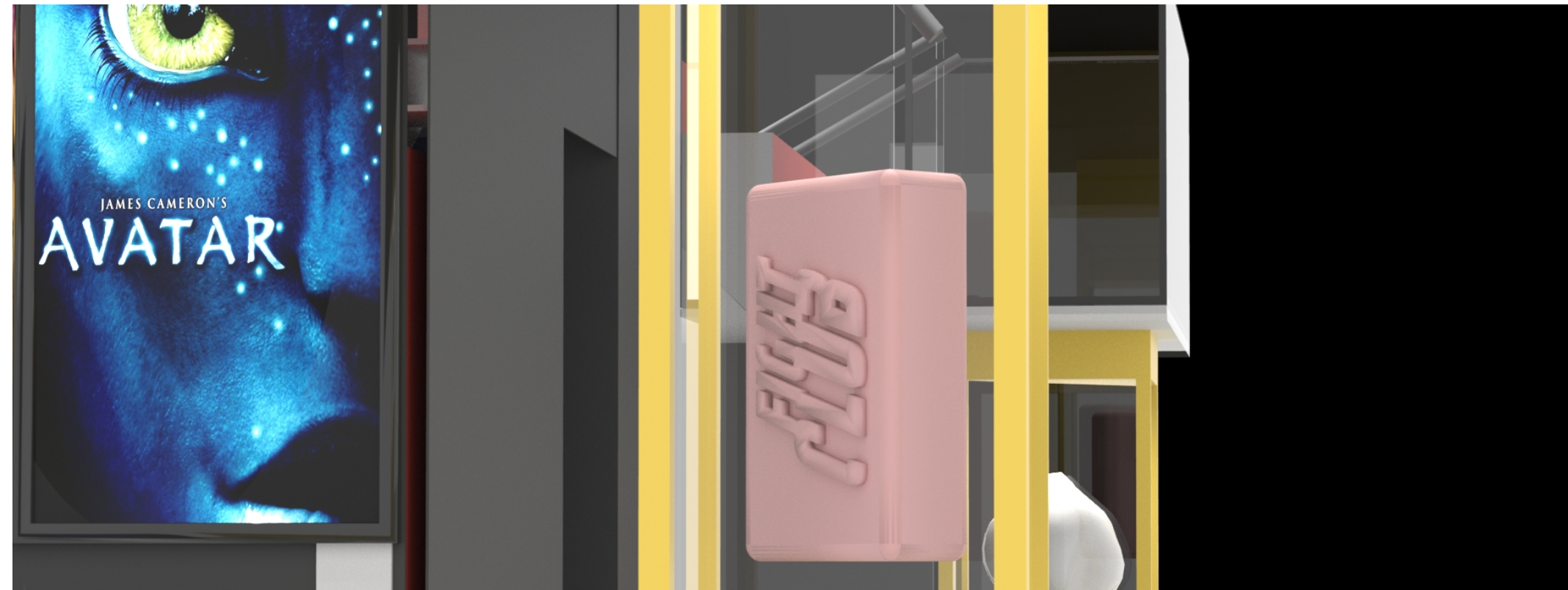
Whether on the show floor or during the off-site activations, user details can be collected via purchases, social sharing, and swag giveaways.



SHOW FLOOR :: RELIVE YOUR FAVORITE FILM MOMENTS

From the moment you arrive on the show floor, you'll have an opportunity to join the interactive fun with a myriad of activities.

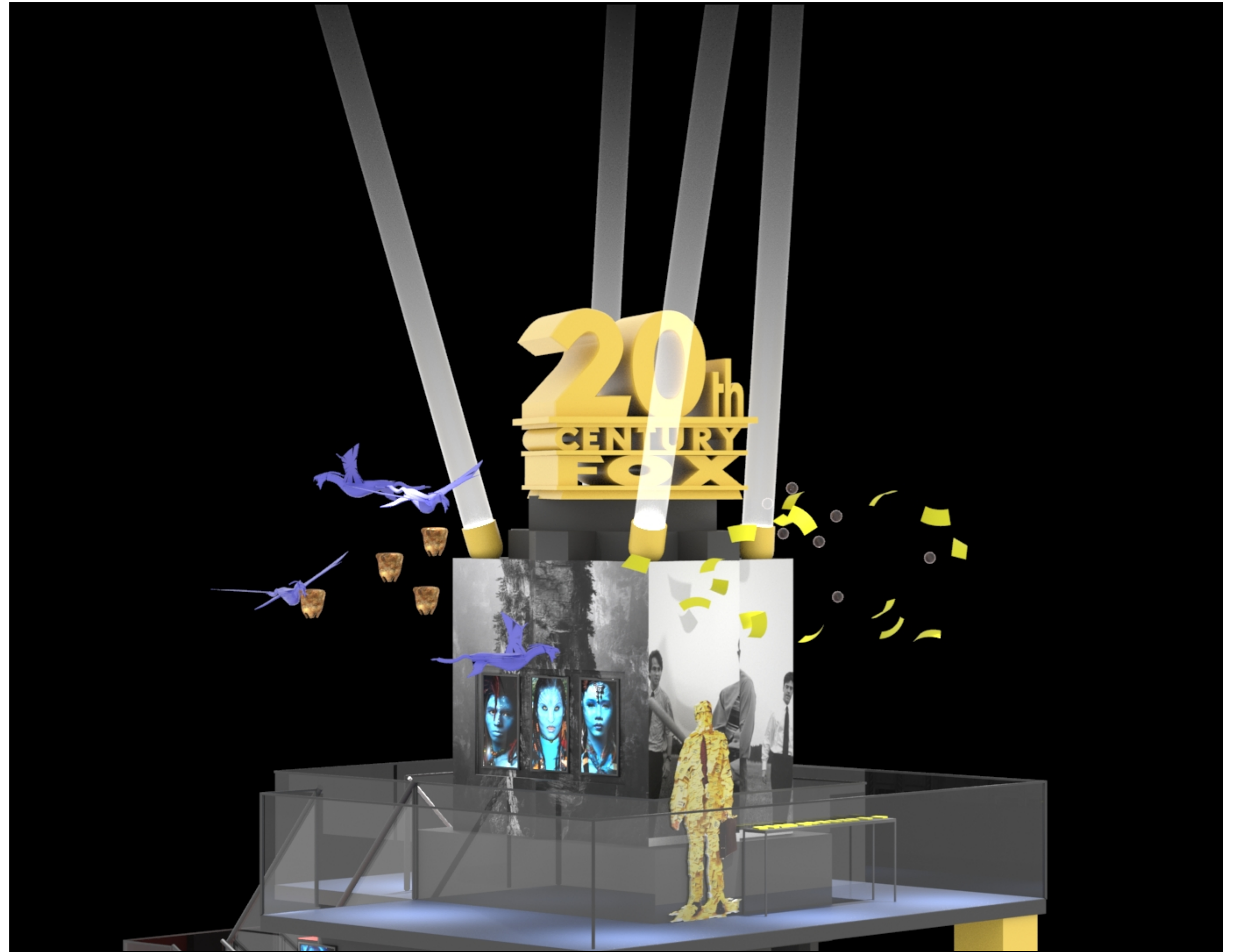
- Retail Experience: Buy some cool merch and receive a custom Fox Anniversary Playing Card Deck
- Props: Grab a photo with larger than life props from each hero film
- Avatar: Transform yourself into a Na'vi
- Office Space: Snap a selfie within the famous key art
- Fight Club: Indulge your inner voyeur to catch the fight scene
- Alien: Unleash the alien within with a sharable augmented reality stomach exorcism



SHOW FLOOR :: FOX FORWARD

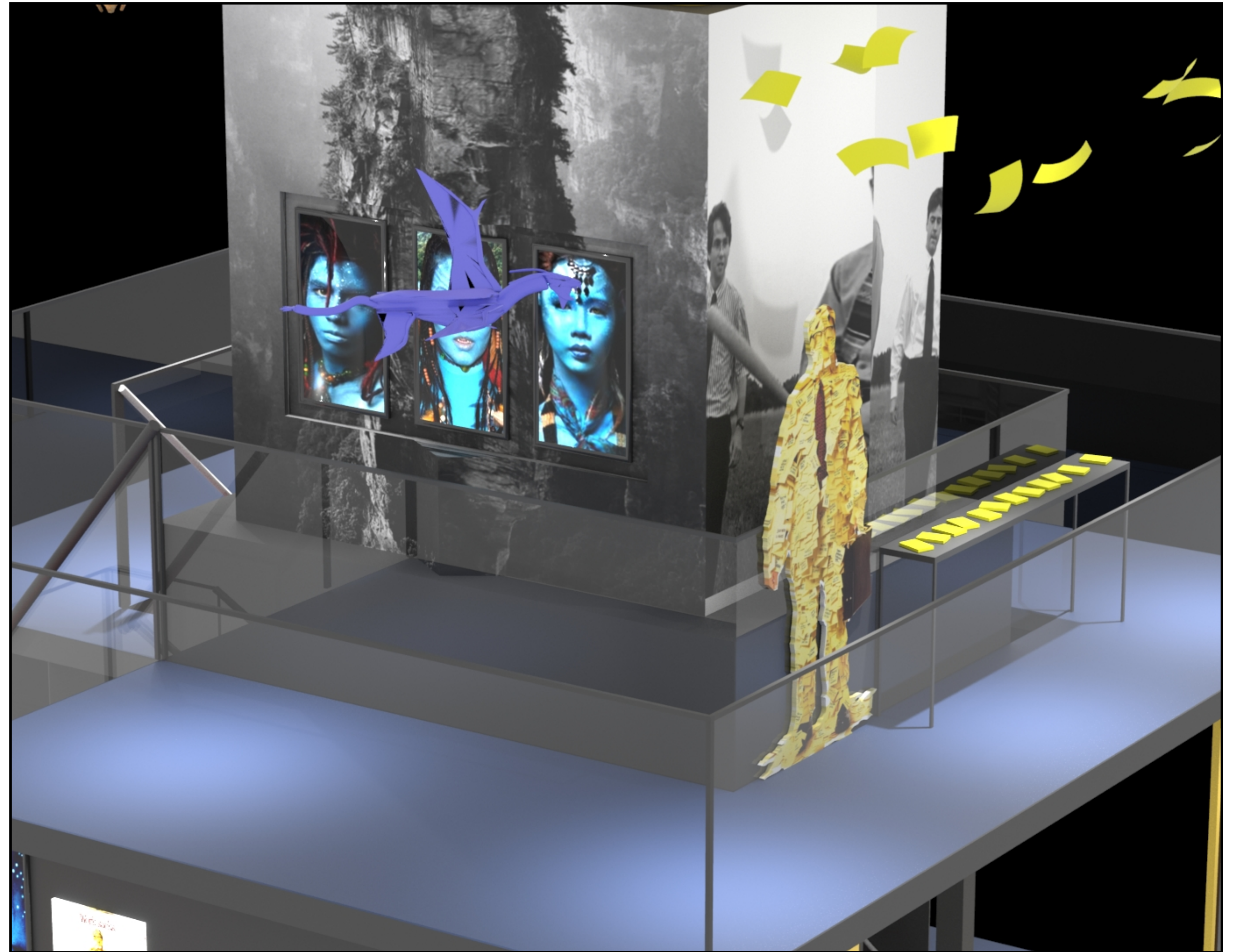
You can't help but feel nostalgic when you step up to the iconic 20th Century Fox tower standing tall and proud in the center of a 2-story booth with pillars showcasing four larger-than-life memorable props from the featured films.

You'll want to hop in line, because the merch is exclusive and you'll score some cool swag with your purchase. Your friends will be so jealous of your limited edition deck of FOX playing cards. Each suit will represent one of the four featured films and the joker will be the Fox Tower.



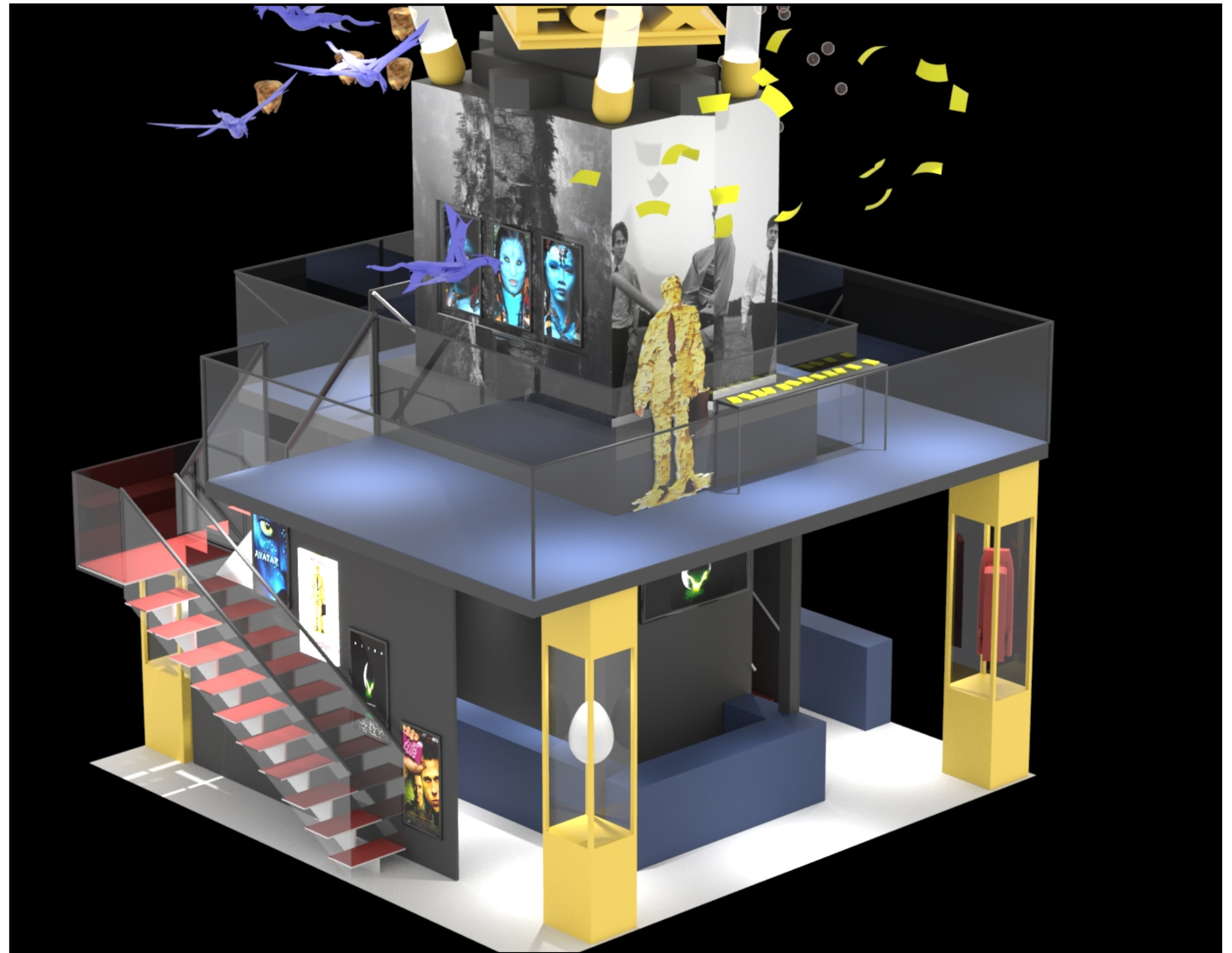
SHOW FLOOR :: AVATAR: BECOME A NA'VI

As you walk up the stairs into the world of Pandora, you'll step into one of three spots and using facial recognition, watch yourself transform into a Na'vi on a big screen. Take a moment to indulge in your blue self before turning the corner into the world of Office Space.



SHOW FLOOR :: OFFICE SPACE: TELL US WHAT YOU REALLY THINK

Once you turn the corner, you'll see a cutout of Bill Lumbergh (the boss) from Office Space and it's covered in sticky notes to replicate the title treatment. Feel free to grab a sticky note and add your own and then stand next to him for a quick selfie. Guests can then share their Office Space photo with their co-workers and friends on social.



SHOW FLOOR :: FIGHT CLUB: TAKE A PEEK INSIDE

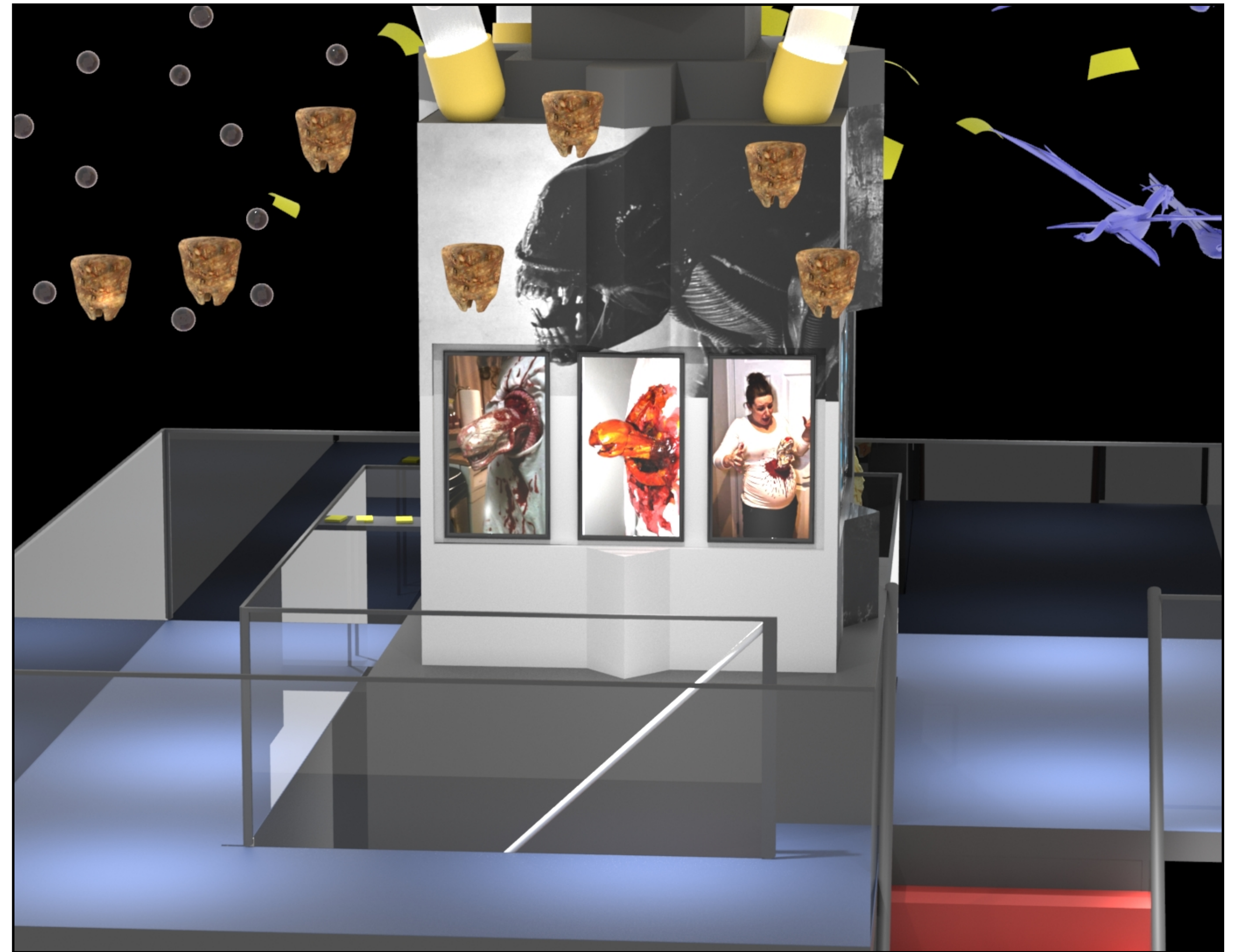
You'll feel like an outsider as you peer through the window into an area filled with monitors playing the best fight scenes. You feel like a voyeur, but you know the rules, "you do not talk about fight club..."



SHOW FLOOR :: ALIEN: LIVE EXORCISM

At the final stop upstairs, you're ready to be exorcised. Our computers are loaded up with augmented reality (AR) technology to help capture this gruesome experience. Place a small AR sticker trigger on your chest and watch as the trigger transforms into an alien, breaking out of your chest.

No biggie – you'll live to share the story. Plug in your phone number or email* and the horrifically amazing clip will be sent to you with a hashtag overlay to be shared on social.



*Data collection opportunity

SHOW FLOOR :: CORE BUDGET

- Booth Build *
 - Fabrication
 - Audio/Visual
 - Install and Dismantle Labor
- Larger than life props
- Na'vi Technology
- Alien Augmented Reality
 - Software
 - Triggers
 - Computers
 - 3D Model with Animation
- Staffing for Line Management/Merchandise Counter
- Double A Production & Logistics

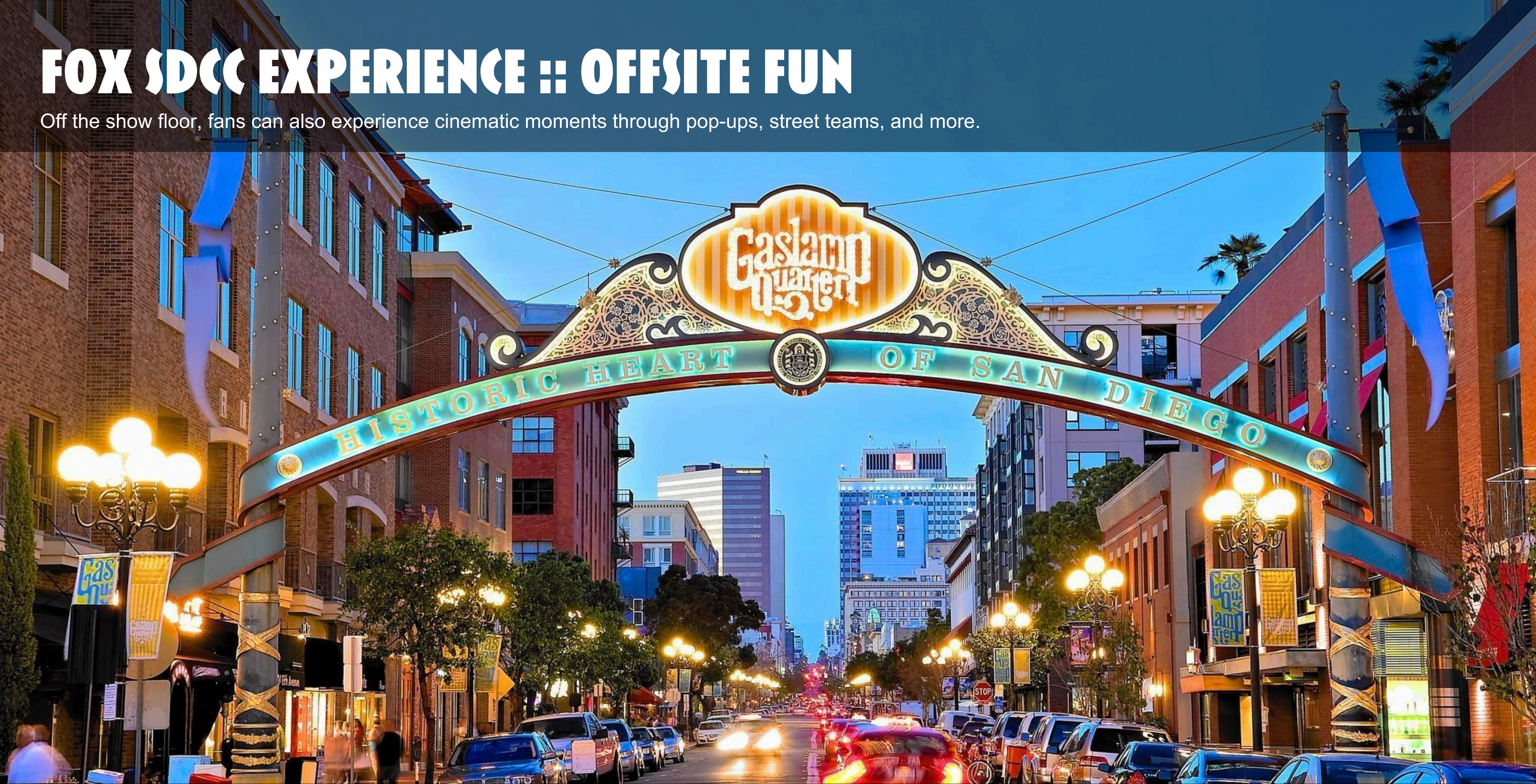
Total Estimated Budget: \$450,000

*Does not include show services such as electrical, drayage, carpet/padding, rigging, internet, etc.



FOX SDCC EXPERIENCE :: OFFSITE FUN

Off the show floor, fans can also experience cinematic moments through pop-ups, street teams, and more.



OFFSITE :: OPTION A: STREET TEAMS

The Fox Anniversary celebration spills into the streets as brand ambassadors dress up in iconic outfits to hand out swag and drive traffic to the booth and attention to these iconic film anniversaries.

- Fox Fan-Flair: Tchotchkes “Employees” from Office Space complete with 15+ pieces of flair walk around SDCC and try to trade flair with attendees while handing out custom flair.
- Fox Punch: Have a member of the street team in a padded “boss” suit walk around with a briefcase in hand, and allow fans to give their best punch ala Office Space.
- Fox Anniversary Trivia: 3 – 5 players are given a buzzer to ring in the correct answer after being shown a prop, given a quote, or shown a still image. When attendees guess correctly, they get a point. The player with the most points at the end wins a prize.
- Fox Anniversary Deck: Fans in line at various off-site activations have an opportunity to play card games with the limited edition Fox Playing Cards. Winners win the deck. Others can get it with a purchase at the on-site merch store.

Total Estimated Budget: \$100,000



OFFSITE :: OPTION B: AUGMENTED REALITY SCAVENGER HUNT

Transform movie artwork into an experience with an augmented reality (AR) app that recognizes the title treatments of each featured film and delivers unique content.

- Movie posters featuring the anniversary films would be sprinkled around the Gaslamp district.
- Using the movie title treatments as AR triggers, the app can pop out a scene from the movie, a discount code, or even a shareable experience such as the alien popping out of the box.
- The custom experience could also be experienced by at-home users beyond SDCC by using the title treatment on a DVD or website as the trigger
- As an add-on, attendees could get an AR triggered tee as swag that initiates the Alien exorcism.

Total Estimated Budget: \$60,000 + \$3K per unique trigger, \$10 per AR triggered tee



OFFSITE :: OPTION C: FOX EXPERIENTIAL PLAYGROUND

Invite attendees to escape into the worlds of their favorite films. This Fox Experiential Playground celebrates the featured films with physical builds, instagrammable vignettes, meet and greets, panel discussions and more.

- Office Space: Release your cooped-up anger against office cubicles and outdated technology through a 2 minute anger release session. Smash a printer with a baseball bat, throw a stapler, or stomp on an old PC while the soundtrack of Office Space plays in the Office Playground chamber. Post experience, guests will receive a shareable 15 sec slow motion clip for sharing.
- Fight Club:
 - See yourself side by side with Tyler Durden's face in a split personality takeaway using lenticular photo technology.
 - Build buzz with a realistic, choreographed underground fight club experience.
- Alien: Relive the Alien exorcism done in the onsite activation with the AR trigger.
- Avatar: Utilizing the same facial recognition technology in the booth, unleash your Na'vi self.

Total Estimated Budget: \$350K – \$600K depending on location and final activities chosen.

