

Be the Booth with the *BUZZ!*



UP TO
10%
HIGHER CONVERSIONS

UP TO
100%
MORE QUALIFIED LEADS

UP TO
300%
MORE VISITORS

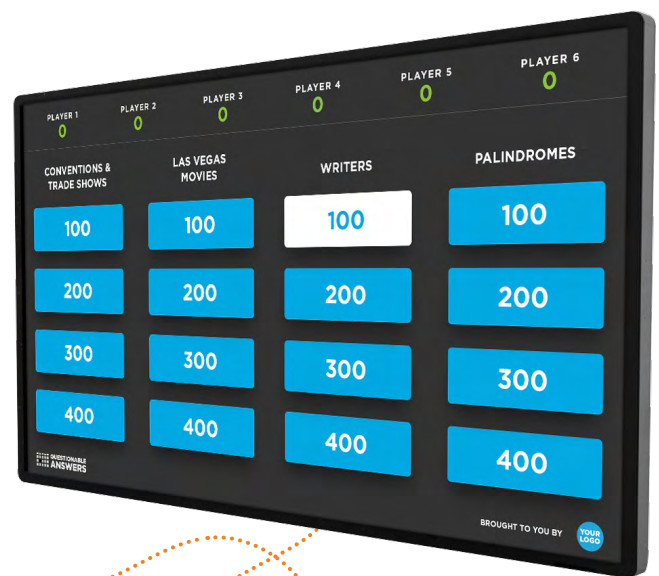
AT LEAST
500%
MORE FUN

Capture the attention of trade show attendees with contagious action and excitement—and transform your event ROI.

Get your potential customers competing and having fun—while they engage with your team and your brand—with GameBuzz!

“*GameBuzz was a huge hit at our Symposium. It brought folks together and helped enhance the networking experience. We received so many compliments, we brought it back the following year!*”

Karen Baelum
Senior Marketing Manager
Labelmaster



Game
BUZZ!

studionorth.com/gamebuzz

POWERED BY

STUDIO
NORTH

WHEN'S THE LAST TIME VISITORS EXCHANGED HIGH FIVES AT YOUR EVENT?



WHAT IS GAMEBUZZ?

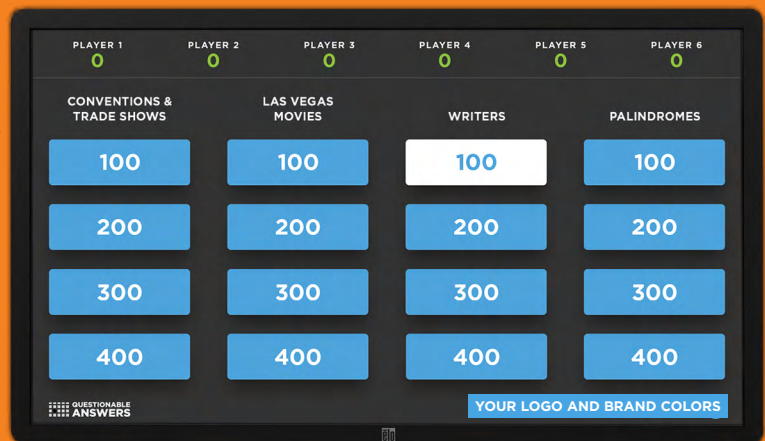


ONE GAME CONTROLLER TABLET FOR GAME HOST

ONE TOUCHSCREEN DISPLAY MONITOR*



SIX PRE-LOADED GAMES



SIX WIRELESS CONTESTANT BUZZ BUTTONS

Transform your event into a fun, lead-generating, brand-boosting destination with GameBuzz!



AWARD-WINNING GAME HOST**



ON-SITE SETUP AND SUPPORT**



GAME CONTENT CREATION**

*GameBuzz requires a touchscreen monitor with an HDMI port. Please confer with your A/V personnel or your event venue to make sure you have one available.

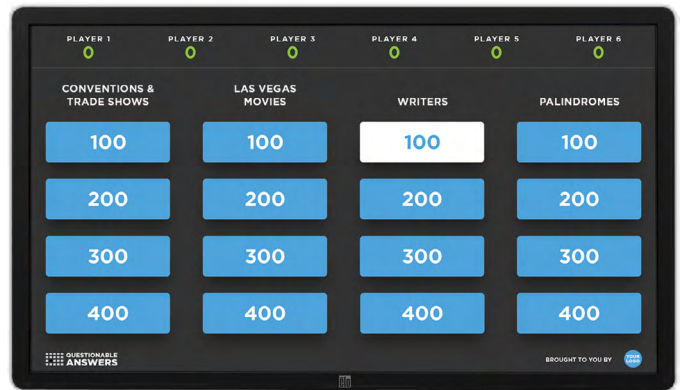
**Optional enhancements

SIX FAST-PACED GAMES KEEP THE EXPERIENCE FRESH.



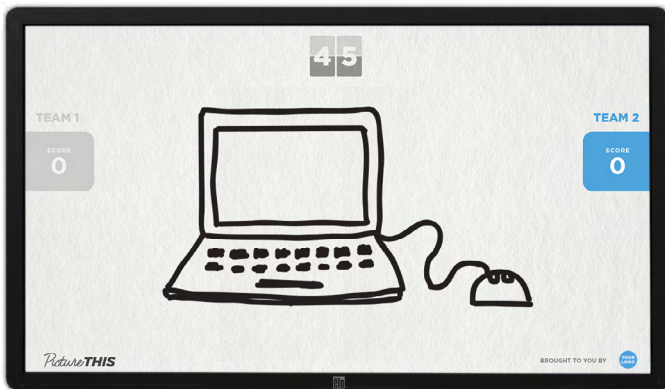
1. HIGH FIVE

Survey says... you'll have a blast naming the top five crowd responses.



2. QUESTIONABLE ANSWERS

A fun spin on that classic TV game show where players reply in the form of a question.



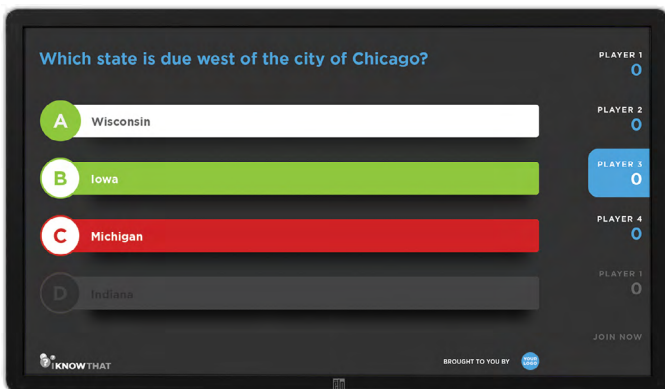
3. PICTURE THIS

Players flex their creative muscles by drawing an industry-related object in 30 seconds or less.



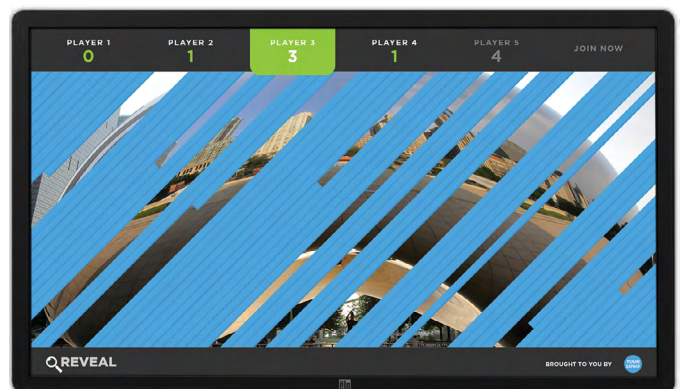
4. HIGH LOW

The number on the screen is wrong—but players have to guess if the right answer is higher or lower.



5. I KNOW THAT

Quick trivia quiz on your business, industry trends and fun facts.



6. REVEAL

The big screen slowly reveals an object from your industry, while players race to identify it correctly.

FREQUENTLY ASKED QUESTIONS



Will GameBuzz work at any event or trade show?

Absolutely! We've seen success at numerous trade shows in different industries, as well as corporate events with a captive audience.

How does it work?

Six players with hand-held buzzers interact with each other and the game system via a large touchscreen monitor. The host controls the games with a tablet, while the system automatically tallies points for each player.

How do the games promote our brand?

Your logo will be part of the game system interface, along with primary and secondary game colors customized to match your brand. More important, the game questions and answers make it fun for people to test their knowledge about your company and your industry.

Who writes the questions and answers?

You do—and we'll set you up with a form that makes it easy. Or, you can have StudioNorth write them for a small additional fee. We've been doing this for years, so we know what gets the crowds buzzing!

Who owns the content of the games I use?

You do! Regardless of who writes it, your content will never be shared with any other organization.

Does my team have to be tech-savvy to set up the system?

Not even a little. If you purchase on-site support, our team brings everything you need (except for the ELO monitor, which gets shipped), sets everything up, runs all the tech during the event and packs everything up.



What about the host?

Our hosts include Tom Clark, an award-winning TV and radio personality who also won the Game Show Network's "Coast to Coast Search for a Host" competition.

What's included in the fee?

Your fee includes all the gear you'll need (except for the monitor) and all six ready-to-play games. For an additional cost, you can add game content writing, on-site setup and support, and/or a fantastic host.

Will these games really get results at my event?

Definitely! GameBuzz engages six contestants every five minutes, along with crowds of people watching and waiting their turn. Once they're in your booth and having fun, it's up to you and your staff to connect with them.



GAMEBUZZ SUCCESS ”

“GameBuzz is an engaging way to draw people in during a trade show, but also for training. Teaching people in an interactive way really helps those lessons stick.”

Kelly Breneisen
NA Supplies Application Architect
Zebra Technologies Corporation

ABOUT STUDIO NORTH

StudioNorth is an award-winning business-to-business marketing agency, known nationwide for producing successful events for our clients. We turn events into complete marketing campaigns, with brand positioning and differentiation messages, immersive content, leading-edge display design, pull-through strategy and social media.