

FUTURETECHLIVE! @ COMIC-CON

www.futuretechlive.com



FACTS SHEET

1. LOCATION / SURROUNDING ATTRACTIONS

- FUTURETECHLIVE! @ COMIC-CON (formerly VR CON @ COMIC-CON) consumes the entire ballroom of the Omni Hotel in the Gaslamp, as well as the Hall of Fame area and lobbies.
- We are right across the street from the Convention Center.
- We directly face what has been the Game of Thrones attraction, which is also on the Omni property (last year, Game of Thrones there had day-long waits, snaking around the block; many camped out overnight in line).
- Behind us is another major activation on the lawn.
- Directly to the east of us is Petco Stadium, which hosts the Zombie run events and several activations.
- Just to the west of us is the Hard Rock Hotel, which in recent years have hosted the Suicide Squad and other activations.
- We are an OFFICIAL EVENT of Comic-Con, and as such we are embedded in their media and promotion.



2. EXHIBITORS / SPONSORS / DEMOS

Our prior events at Comic-Con included the following participants:

- Neil deGrasse Tyson Presents
Space Odyssey
- Wil.i.am / Black Eyed Peas
- Mira Labs / AR
- NBC Universal
- Lionsgate
- Qualcomm
- Samsung
- Sega
- Bandai Namco
- Digital Domain
- Google Tiltbrush
- MediaMation
- Radiant
- 360 Dome Pro
- Exit Reality
- Survios / Raw Data
- Space Shape
- StarVR / Acer
- VRCade / VRStudios
- Jaunt VR
- VR Werx
- A.I. Innovation Fair
- Hanson Robotics
- Brain2Bot
- HyperLoop Transportation
- Stimuli
- Steel Wool Studios

- Big Red Button
- Defrost
- Galactic Gallery
- Mars Odyssey
- Fifth Dimension
- Emblematic
- Electronic Software Assoc. Foundation
- Sonic Jump
- Rob Prior (Game of Thrones, Star Wars official artist)
- Ten Thirty One Productions
- GlamGlow
- Mccallan Whiskey
- Jones Soda

3. FORECASTED ATTENDANCE

- At our VR CON @ COMIC-CON last year, 2017, in the same location (Omni Hotel in downtown San Diego), we averaged about 3,500 people per day x 5 days = 17,500.
- Working with Comic-Con, we expect our flow of attendees in FUTURETECHLIVE! to increase about 1,500 more per day.
- As an Official Event of Comic-Con, we will appear as such in the Comic-Con event guide and will be fully embedded in the SDCC marketing campaign. The outreach extends to thousands in the media, and a twitter following of 1.5M and a Facebook following of 1.9M.
- We are the only event at Comic-Con that hosts an early Media Preview.

4. PRESS

- Last year, about 3,500 members of the press attended Comic-Con in 2017 from 34 countries.
- FUTURETECHLIVE! is the only event at Comic-Con that hosts an early media preview. Press are welcome throughout run of show, but this secures our exhibit as the first thing seen by Media at Comic-Con.
- We will provide key exhibitors/sponsors with the official Comic-Con press list. Last year, that list totaled about 2,000 press contacts.
- Meltwater reports that coverage of Comic-Con's spring event, WonderCon, its smaller sister con in Anaheim had a reach of 11 billion, not including social media, over a 30-day period during and after the convention. San Diego Comic-Con will be substantially more.

5. SOCIAL MEDIA

SD Comic-Con, which will promote FUTURETECHLIVE! as part of Comic-Con, has a very significant social media footprint... as of last year's Con it was:

- Twitter followers: 1.49M
- Facebook followers: 1.9M
- Instagram followers: 690k / more than 2M Instagram postings

Our FUTURETECHLIVE! sponsor/exhibitor partners will be adding additional social media and promotional support. For example, last year Sega tweeted about our event (Sega has 1.7M Twitter followers).

We are also expanding our FutureTechLive.com website, and we are developing an online map for the various tech and VR related activations across Comic-Con and San Diego.

6. COMIC-CON HQ NETWORK

The prior year saw the launch of the Comic-Con HQ channel, a joint venture between Comic-Con International and Lionsgate. They film across Comic-Con, including our event.

- <https://www.comic-conhq.com>.
- They also have a youtube channel (Get as many as 180,000 views per program): <https://www.youtube.com/channel/UC11fvEoiRkbBro9ErHO4sBw>
- They will also livestream during Comic-Con, as well: <http://go.comic-conhq.com/live/>

7. DEVELOPERS NIGHT

Last year, we added a Developers' Preview to the program, on the Wednesday, following the Media Event, to encourage developers and designers to engage with the exhibitors/sponsors of FUTURETECHLIVE!.

8. PANELS

At Comic-Con, we host several very popular panels. Sample Comic-Con panels we have produced:

- **“Creating Worlds”** - featuring: Neil deGrasse Tyson (celebrity astrophysicist, head of Hayden Planetarium), Bill Prady (Creator, Big Bang Theory), Len Wein (Co-Creator, Wolverine & the Modern X-Men, Swamp Thing), Peter Beagle (Author, The Last Unicorn) with Rob Prior (Game of Thrones & Star Wars official artist) live painting on stage.
- **“World Creators - Crossing Platforms”** - featuring: Ted Schilowitz (Paramount Studios' Futurist), Kiki Wolfkill (Head, Halo Studios, Microsoft), Randy Pitchford (CEO, Gearbox), Colum Slevin (Head of VR, Oculus), Wayne Kennedy (Digital Domain), Nathan Burba (Survios), Brooks Brown (Starbreeze/StarVR) and Marlene Sharp (Sega).

9. SPECIAL EVENTS

We host special events at Comic-Con. Last year, this included:

- **Wil.i.am and the Black Eyed Peas** – hosting a press conference related to their release of a VR headset by one of our exhibitors (Mira Labs), with was tied to the Marvel comic book featuring the Black Eyed Peas.
- **Power Rangers VR – Case Study** - presented by Qualcomm, this overviewed the journey of adapting the explosive narrative of one of pop-culture's most exciting franchises, The Mighty Morphin Power Rangers, from the splendor of cinema to the rad immersion of Virtual Reality, an experience powered by Qualcomm's Snapdragon tech. A collaboration between Qualcomm, Saban and Lionsgate.
- **Sounds of Sonic** - a live performance of Sonic music by master-producer, composer and guitarist Shota Nakama with a special band. As a musical guest, legendary Sonic Sound Director and Guitarist Jun Senoue, famed for penning many of the game series' most popular songs will perform with them. Featured video footage as well as special arrangements of both classic and new Sonic themes, in a one-night only free performance.

10. COMIC-CON BADGES

Sponsors/Exhibitors of FUTURETECHLIVE! will receive a certain number of badges for access to all of Comic-Con over the course of the show. This would depend on the level of sponsorship/exhibition space -- range from 2 to 25 (Presenting Sponsor).

11. SPECIAL AMENITIES

We can provide sponsors/exhibitors with the ability to:

- Have a draped-off area in back of ballroom for private demos
- Can provide special event for company employees
- Can leverage our VIP reception
- Can present our new MOBILE ZONE – for cell phone charging by attendees

12. COMIC-CON SAN DIEGO DEMOS

- 58% of attendees are under 30 years old and 64% are between the ages of 17-34.
- 54% identify as male, 44% identify as female and 2% identify as other.
- Over the last decade, there has been a 7%

- increase in female attendees.
- 62% of males are between 17-34
- 69% of females are between 17-34
- 81% of attendees would attend a panel that has cast and crew but does not have footage.
- 82% of attendees are more likely to watch a movie, TV show, game or comic after seeing it featured at Comic-Con.
- Those under 21 were even more likely (86%) to watch a movie, TV show, game or comic after seeing it featured
- at Comic-Con.
- Mean household income for our attendees was \$79,800
- 3,500 members of the press attended Comic-Con in 2016 from 34 countries.



FutureTechLive! @ Comic-Con will now also take place at Comic-Con International's sister Con, WONDERCON, in Anaheim, March 23-25. Held at the Anaheim Convention Center and adjoining Hotel.

WONDERCON DEMOS

- About 55,000 unique attendees last year.
- 63% are under 30 years old and 71% are between the ages of 17-34.
- 53% of attendees identify as male and 47% identify as female.
- **68%** of males are between 17-34
- **75%** of females are between 17-34
- **90%** of WonderCon attendees are aware that Comic-Con International organizes the convention.
- **90%** of WonderCon attendees would attend a panel that has cast and crew but does not have footage.
- **87%** of attendees are more likely to watch a movie, TV show, game or comic after seeing it featured at WonderCon.
- Median household income for our attendees was **\$50,000**
- **700** members of the press attended WonderCon in 2016.
- Meltwater reports that coverage of WonderCon had a reach of **11 billion**, not including social media, over a 30-day
- The period during and after the convention. **68%** of the coverage reached audiences outside of the United States.

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