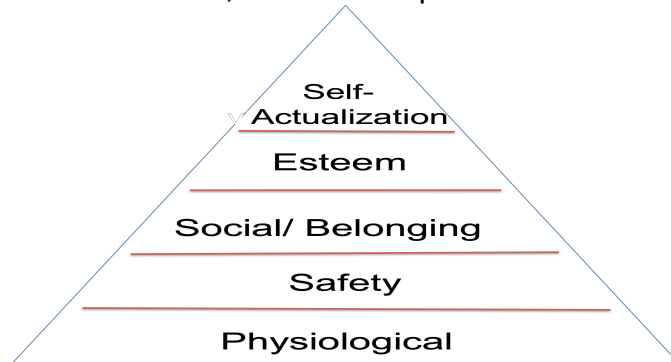




Friday 5:00 PM **Spot-on software demonstration** Wanting social media exposure, data and happy exhibitors and attendees? What does research reveal? *Jennifer McElrath* compares features of popular event apps. HokuPop DIGITAL COMIC CON™ unleashes the con experience.

Summation of key presentation slides and demonstration:

- 1 The top three levels of Maslow's hierarchy of needs could not be more evident than with fans in fandoms, though many fans would put being in a fandom on par with food, water & sleep – elements of Physiological needs.



- 2 And 85% of people identify as a fan of something, and that's 97% for the 18-24 age range (fanthropologist and fandom expert, Susan Kresnicka).

Respondents (2600+ con attendees who replied to Eventbrite's 2014 study) claim to be "super fans" of 3+ *GENRES* on average, with 80% attending more than one con per year. [1 con-21%, 2-31%, 3-22%, 4-9% and 5-17%]

- 3 Fandom conventions in North America grossed \$600M in ticket sales in 2013 alone (Eventbrite estimate based on their ticket sales) and if you apply a market multiplier for the economic effect that's worth \$5B (Rob Salkowitz, author & faculty at U of Washington, and expert on the "comic con" market).

Where half spent \$100-\$500 on merchandise, and a quarter spent more at these cons. [<\$100 – 22%, \$100-\$500 – 52%, \$500-\$1k – 15%, \$1k-\$2k – 7%, \$2k-\$10k – 4%]

- 4 Let's focus on the expressed needs and desires for con runners, exhibitors and attendees at these cons, starting with con runners.

From discussions with a half-dozen con runners, small and large, and may I presume you – con runners want exposure to a geographic reach beyond your immediate vicinity, and you want to create awareness among fans that follow "sister" genres/ fandoms – all of whom are likely target markets that might otherwise not know of your event. Most con runners want more attendees, or to at least hit their maximum capacity.

And you want demographics of your attendees, in order to understand what outreach works, to create more appropriate programming and to select exhibitors.



- 5 Within exhibitors I'll address merchants and artists. Of course, it was confirmed with hundreds and hundreds of merchants and artists, they wanted more sales. They also told us they want to communicate with potential customers, and be better able to select cons.
- 6 We have the most data on attendees' wants/ desires/ needs from the Eventbrite study and from our own formal surveys of con attendees... who were standing outside of cons, usually in long lines.

Why do fans go to cons? The Eventbrite study identified three main motivations for attending cons:

- 70% want to “buy stuff I am interested in”
- 65% want to make new friends, while 40% want to reconnect with fans they've met in the past, 43% want to meet people they've connected with online, and 15% want to meet potential love interests. It's not clear how much these categories overlap, so it's conceivable that meeting people applies to 100% of attendees
- 53% of respondents said meeting celebrities and creators was their main motivation

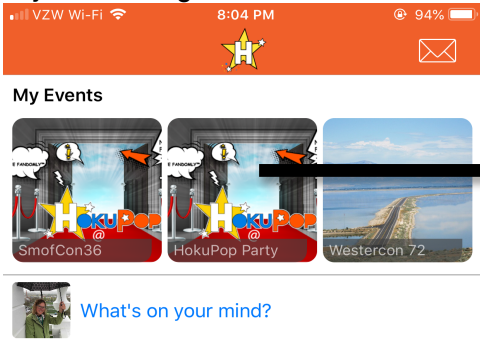
Our own survey percentages nearly match these.

- 7 And while attendees in the Eventbrite study found half of LARGE cons fun, but stressful and disorganized, our own surveys revealed that attendees frustration at cons IN GENERAL was from three things:
 - Long lines 73%
 - Difficulty finding desired merchandise 36%
 - Difficulty finding people they want to meet 37%
- 8 The number one request from exhibitors and attendees... is one app with ALL the cons! And for it to be more than a list.
- 9 There are lots of blogs and sites with partial lists, and there are a large number of event apps, some, such as Eventbrite that list “their” events. Our team evaluated 9 event apps on 23 features, and for presentation purposes, eliminated the one presenting at Smofcon on Sunday – Grenadine, and four others for various reasons, such as, those that seemed to be used for corporate events only or that lacked a key feature.
- 10 [Summary lines only, with a comparison chart from Guidebook attached.]

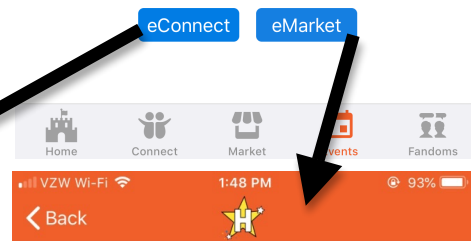
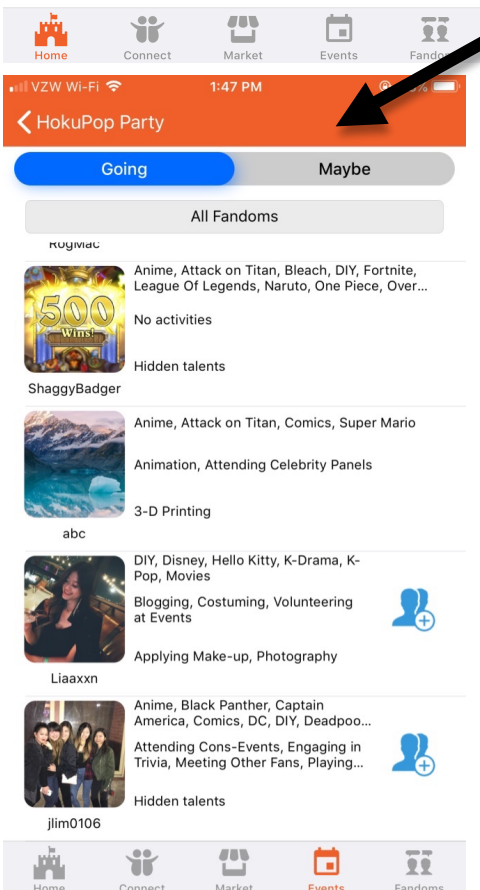
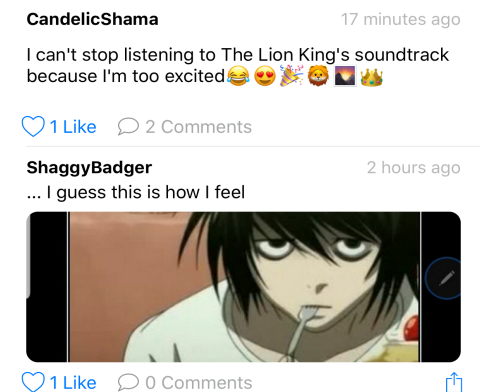
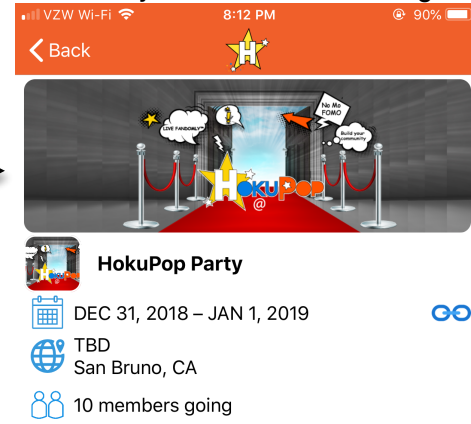
Guidebook is the most robust for event management, with an excellent reputation and some would say with a price tag to match. A few years old, HelloCrowd gets the job done, but with little to no flexibility. Cvent is easy to customize and use. However, since only admins can reshare attendee posts on social media, this may be a blessing or a showstopper for your con. Fanguru has a strong foundation for presenting events, though its lack of cohesive elements for its multiple features makes it feel overcrowded and confusing.

HokuPop DIGITAL COMIC CON™ – the app for all things fandom, listing ALL events, and enabling fans to find fandom friends and treasures at the con and beyond.

My Home Page

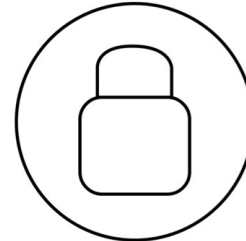
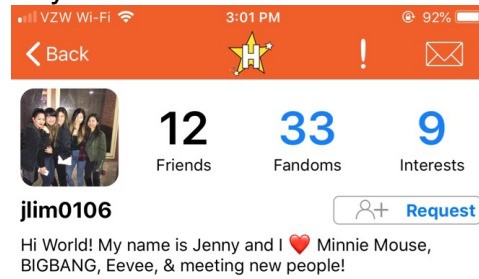
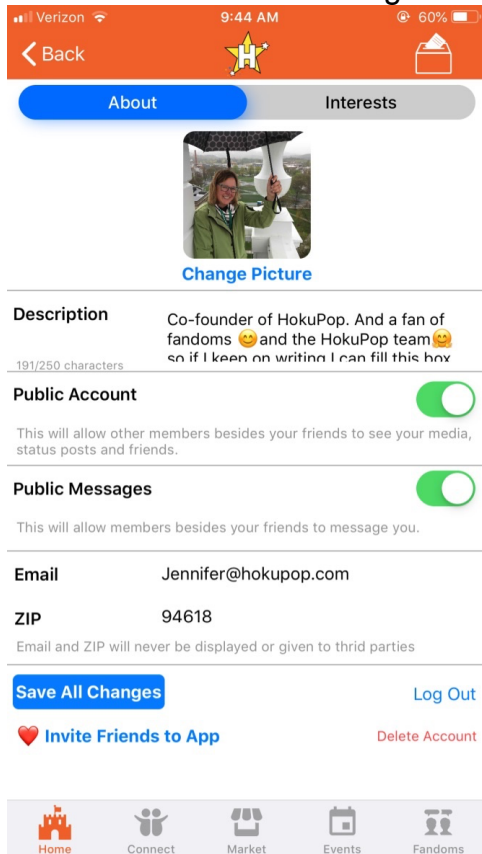


One of 'My Events' I'm attending





Yet with a social network that begins with privacy...



This Account is Private

And has a rich, feature development list, curated from speaking with con runners, exhibitors and con attendees. Some features to be released soon include the following:

- Load events via website
- Search on events
- Access reports via website
- Message merchants & artists

Sign up with a freemium member account to check it out! The app is freemium for con runners, exhibitors and members, adding significant value at the free level for all.

For con runners display your banner and logo (banner ideally 828x284px, high res png file; logo optional at 200x200px) for **free promotion**. Email your images to me and I'll enter them now. Meet the expressed needs of your members and exhibitors, and get **free demographic reporting in 2019** with a banner exchange. Ask me how.

HokuPop DIGITAL COMIC CON™ unleashes the con experience. Find fellow fans and immerse yourselves in hyper-linked worlds at the con and beyond.

Live | Be | Do all things fandom



\$\$

\$

	guidebook	attendify	Eventmobi	bizzabo.	Crowd Compass	doubledutch	eventbase	core-apps	MODO LABS.	U.S. Web	APPFIRE.COM
White label app	✓	✓	✓		✓	✓	✓	✓	✓		✓
Multiple options for securing your app*	✓	✓			✓	✓	✓	✓	✓		
Build before you buy	✓	✓	✓	✓			✓				✓
Multi-level collaboration**	✓		✓			✓			✓		
Social interaction and networking	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
Surfacing personalized content to attendees	✓					✓	✓		✓		
Published, transparent pricing	✓	✓									✓
Ability to edit your app on the go with a mobile device	✓									✓	✓
Tracking of content changes	✓										
Segmented messaging	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
TOTAL	10	6	5	2	4	6	6	6	4	5	5

* Enterprise Security: includes whitelisting, SSO, and MDM.
 ** Owners, editors, and invited collaborators (no need to create a log-in) can all participate in building an app.