

NEW! Crack the Code Sponsor Engagement Game - Exhibitors

Drive more attendees to your booth through BizCon's brand-new exhibit hall engagement game!

Every sponsoring exhibitor will participate in the new "Crack the Code" game, an interactive activity designed to encourage dealer and guest attendees to visit sponsor booths throughout the exhibit hall on Day 2.

How does the "Crack the Code" game work?

Each dealer and guest attendee will receive a game card featuring a **mystery phrase** they must solve for a chance to win cash prizes. Clues (letters and placements) are found by visiting the sponsor booths throughout the exhibit hall.

Every sponsor plays an important role in helping attendees solve the puzzle.

- Lower-level sponsors (those priced at \$500-\$750 member price) will provide single letter clues for the mystery phrase (or a unique hint about the mystery phrase).
- Higher-level sponsors (those priced at \$1000 or more member price) will reveal letters that may appear in the phrase multiple times (*as well as the location of the letters in the phrase*) which will help attendees solve the phrase more quickly!

Dealers also must visit a minimum number of sponsor booths, regardless of if they are able to solve the puzzle quickly or not. This ensures that even if they are able to solve the puzzle quickly, they also have to visit many of the sponsors. We will monitor this by using unique sponsor verification codes.

We want all dealer attendees to play – or at least engage the best they can with the sponsors.

- All attendees who collect the minimum required number of clues will qualify for the **\$250 Participation Prize Drawing**
- Attendees who collect the minimum required number of clues *and* correctly solve the mystery phrase will be entered into the "Crack the Code" **Grand Prize Drawing for \$1,000!**

Your unique sponsor clue, verification code, and instructions will be provided the morning of Day 2 before the game starts.

Simple to participate. Fun to play. Designed to drive meaningful conversations between attendees and sponsors.