

Activities

Treasure Hunt

Guests that wish to stay in the booth and explore will be given a map of the exhibit and a scavenger hunt list. Guests will be asked to complete sets of questions to win prizes. An example of a third tier prize would be a large set of BOX Blox, a second tier prize could be a small coupon or donation to BOX charity, and a first tier prize is a chance to win a BOX system. To reach a higher prize tier a guest would need to complete more and possibly more difficult questions on the list.

The treasure hunt will also help with way-finding by providing guests with a map. In addition, even if the guest does not want to participate, the questions provided could peak interest in the product.

BOX Blox

BOX Blox are the exhibit giveaway. Tables are provided so people may play with them at the exhibit. The blocks will not only be a reminder of a guest's experience, but also educate the user about the many options available.

BOX Building Competition

A daily BOX design competition will be held at the exhibit. To participate a guest will be required to design a BOX system on the website from the exhibit's location that day. This activity lets people know how many options BOX has and allows people to interact with the website. Competition winners will be awarded a prize.

Charity Collection

Exhibit staff will collect donations from guests to give BOX units to needy families. Participants will be awarded a BOX sticker that can be decorated by their child and will be on the exhibit units. The charity collection will not only be good for the community, but will also spread awareness about BOX standards.