

NEW. NOW.
NEXT!



IAAPA ATTRACTIONS EXPO 2015

Conference: Nov. 16-20, 2015 • Trade Show: Nov. 17-20, 2015

Orange County Convention Center • Orlando, Florida, USA

www.IAAPA.org/IAAPAAttractionsExpo

nightlife

at the California Academy of Sciences

Presented by
Amie Wong, Sr. Digital Marketing Manager



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www.IAAPA.org/IAAPAAAttractionsExpo



About the California Academy of Sciences



IAAPA ATTRACTIONS EXPO 2015

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Steinhart Aquarium

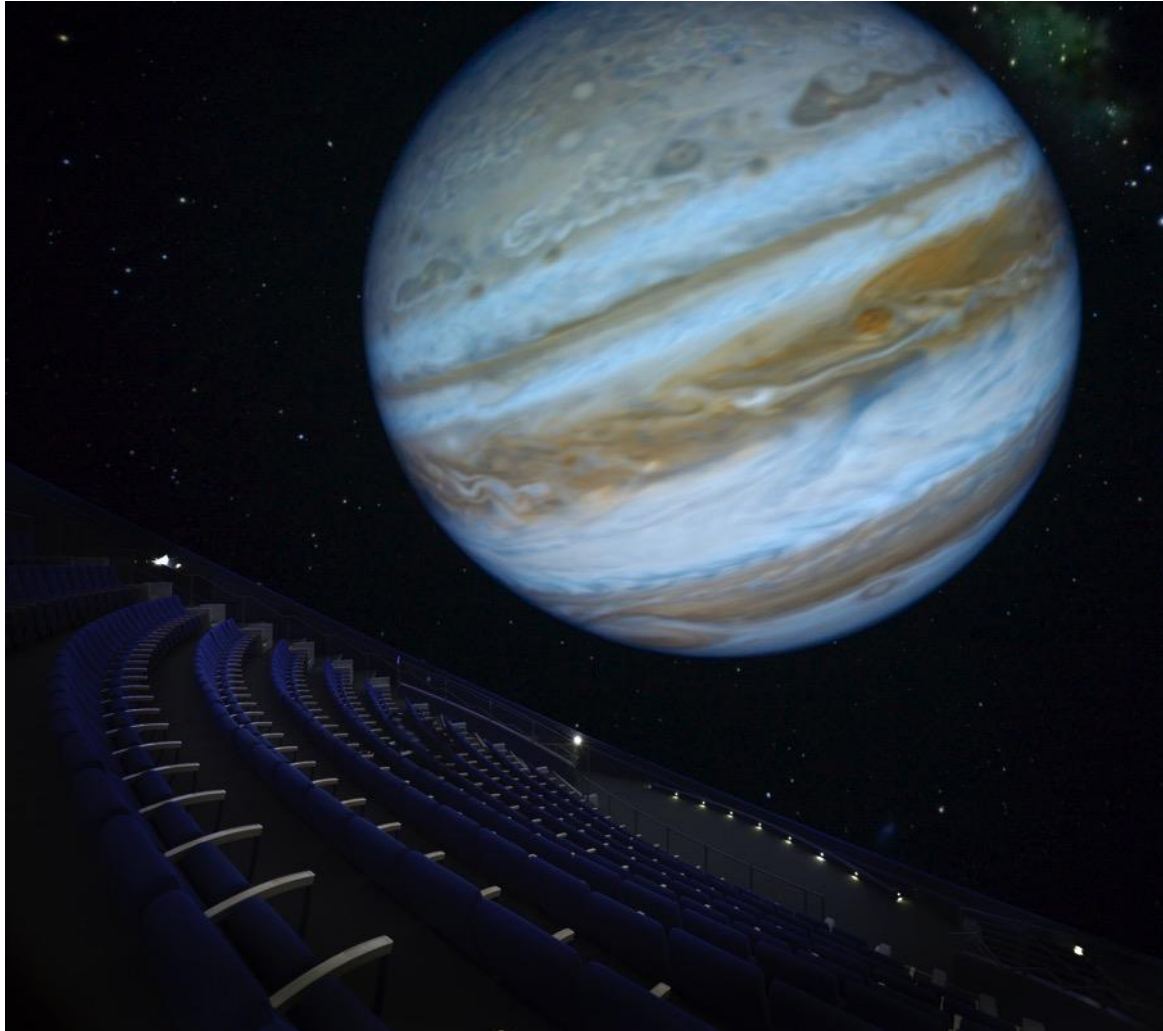


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Morrison Planetarium



IAAPA ATTRACTIONS EXPO 2015

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Four-Story Rainforest



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46 Million Scientific Specimens & 100+ Scientists



IAAPA ATTRACTIONS EXPO 2015

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... all under one Living Roof



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About NightLife: Music



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About NightLife: Creatures

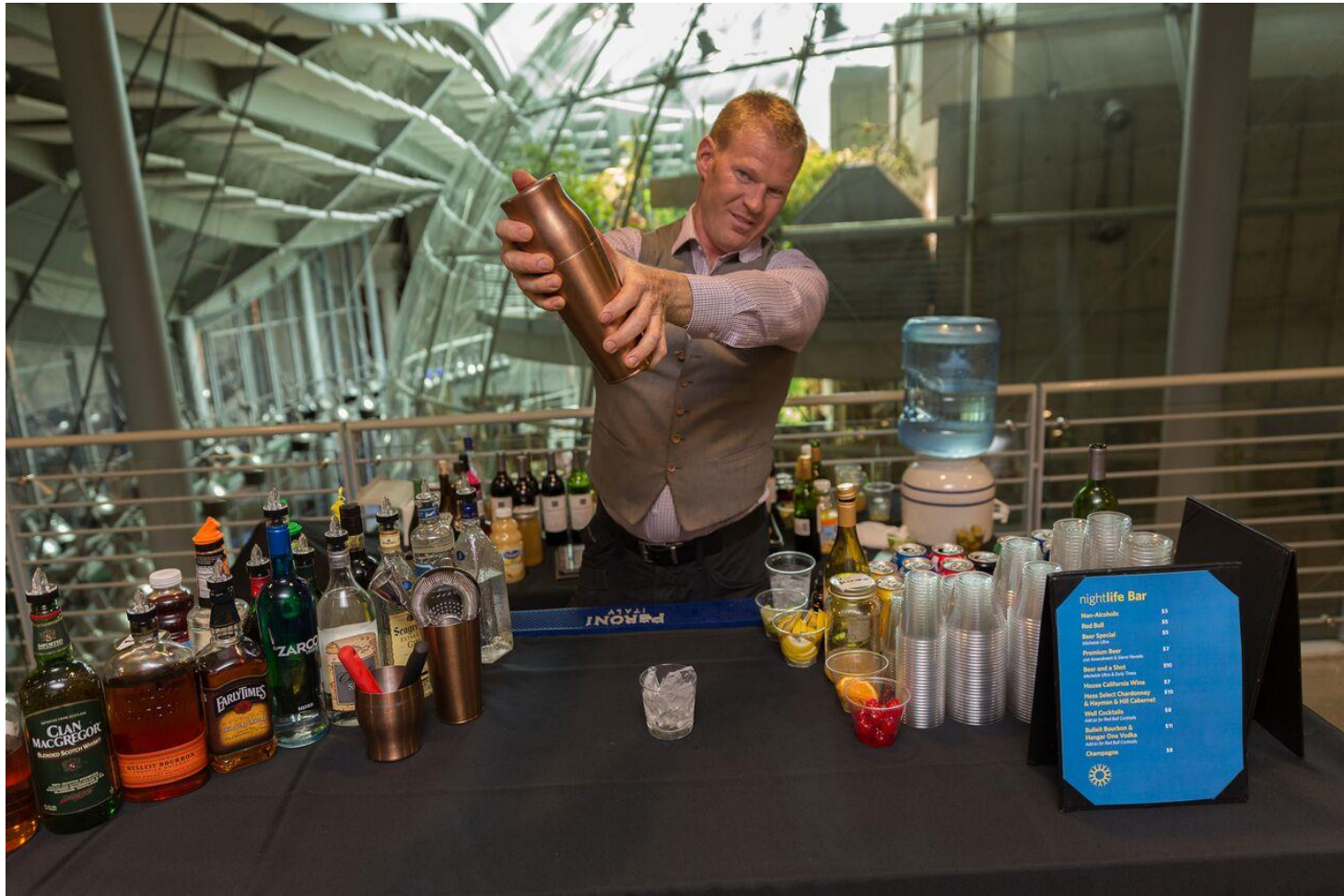


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About NightLife: Cocktails (it's 21+)



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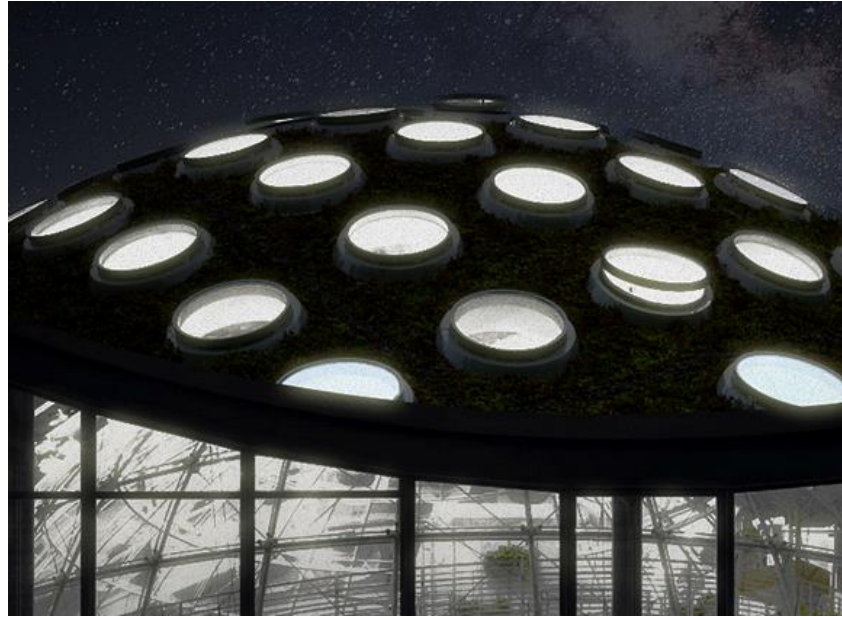


(And science, of course)



The Basics

- Every Thursday, 6-10pm for 21+
- Weekly themes & live entertainment
- Reduced admission price



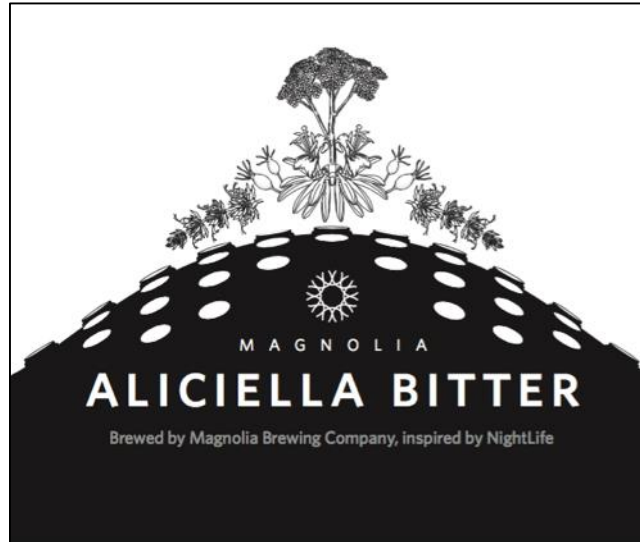
Programming

- Art + culture + science
- Build an experience with fun, educational, interactive, buzz-worthy speakers and performers
- Tell a story with weekly themes
- Keep it fresh and experiment



Local Partners

- Work with key local partners that can help provide a unique experience and draw new audiences



Repeat Successes

- Create annual events to build upon that repeat visitors can look forward to



Keep Innovating

- NightLife LIVE summer music series



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Know Your Crowd

- Regular visitor surveys
- Attendance trends



Get Creative

OCT 22 6-10 PM, Every Thursday

COSMIC

Expand your mind with an out-of-this-world lineup of "cosmo talks" presented by Wonderfest!


Featuring UC Berkeley's Alex Filippenko, SETI@Home's Dan Werthimer and NASA's Chris McKay.

Show off your cosmic knowledge with a few rousing rounds of space trivia from Brainstormer Trivia.

Create "space-crafts" with GoGo Craft!

Disco tunes by The BeDazzlers in the Coral Reef.

nightlife
Music, Creatures and Cocktails. 21+
calacademy.org/nightlife | @CASNIGHTLIFE

 CALIFORNIA ACADEMY OF SCIENCES

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BEER GARDEN

Drink your way through a botanical-inspired beer garden with Magnolia, Calicraft, Fort Point, Almanac, Stone, Golden State Cider, and more.

Learn how to brew with botanicals during a conversation with Magnolia Brewing Co's Dave McLean and Sutton Cellar's Carl Sutton.

Meet the plants infused in your beer, at SF Botanical Gardens' pop-up beer garden within a garden.

Get brewing tips from SF Brewcraft and make DIY coasters. Live DJ sets by Andy Cabic (Vetiver) and Luiza Sa-Davis (CSS).

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NightLife: The Team

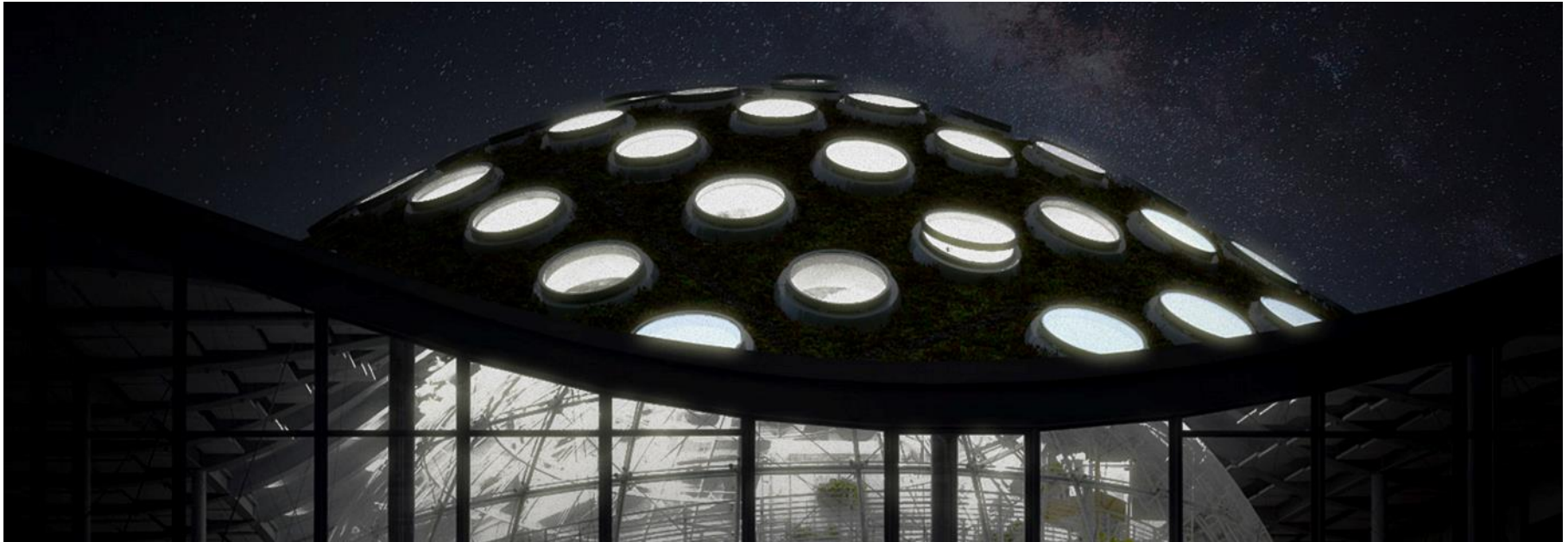


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NightLife: 7 years later ...



“Best Aquarium Turned Dance Floor” by **SF Weekly**

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Verano Muy Padre Latin Festival

Layne Pitcher

November 16, 2015

Birth of an Event

LOOK TO EXISTING
RELATIONSHIPS &
STRENGTHS





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Finding the Right Partner

REYESMEDIA GROUP



1) Association

2) Assistance



Finding the Right Partner



Finding the Right Partner



Grow Your Share of the Pie



Know Your Niche

Buying Power?

Culture?

Demographics?

Ability to Reach?



Filling the Shoulders



NO!!

Filling the Shoulders





It's a Marathon

- Allow growth over time
- Review best practices
- Update project sheets
- Evaluate partnerships
- Set dates to plan



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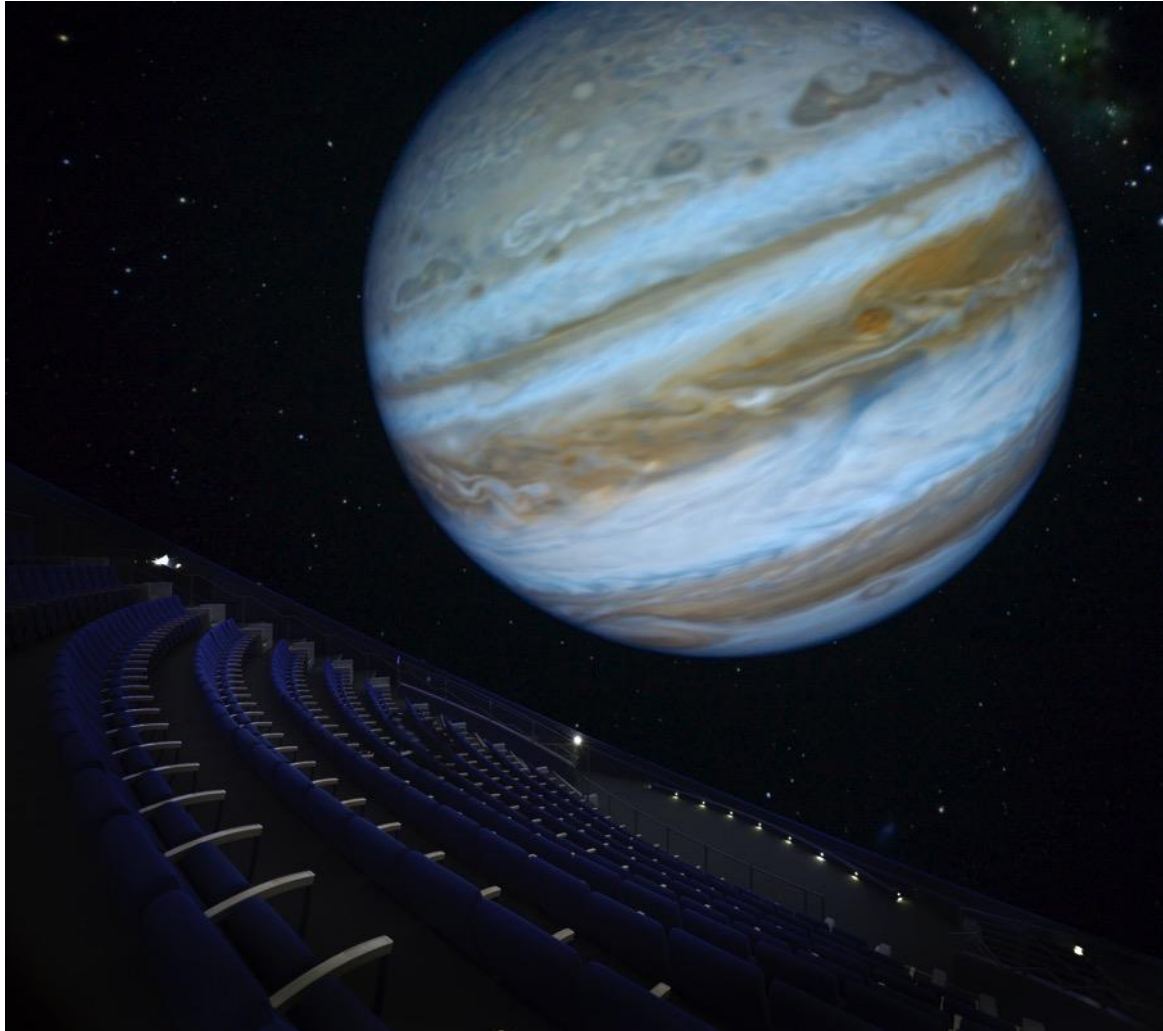


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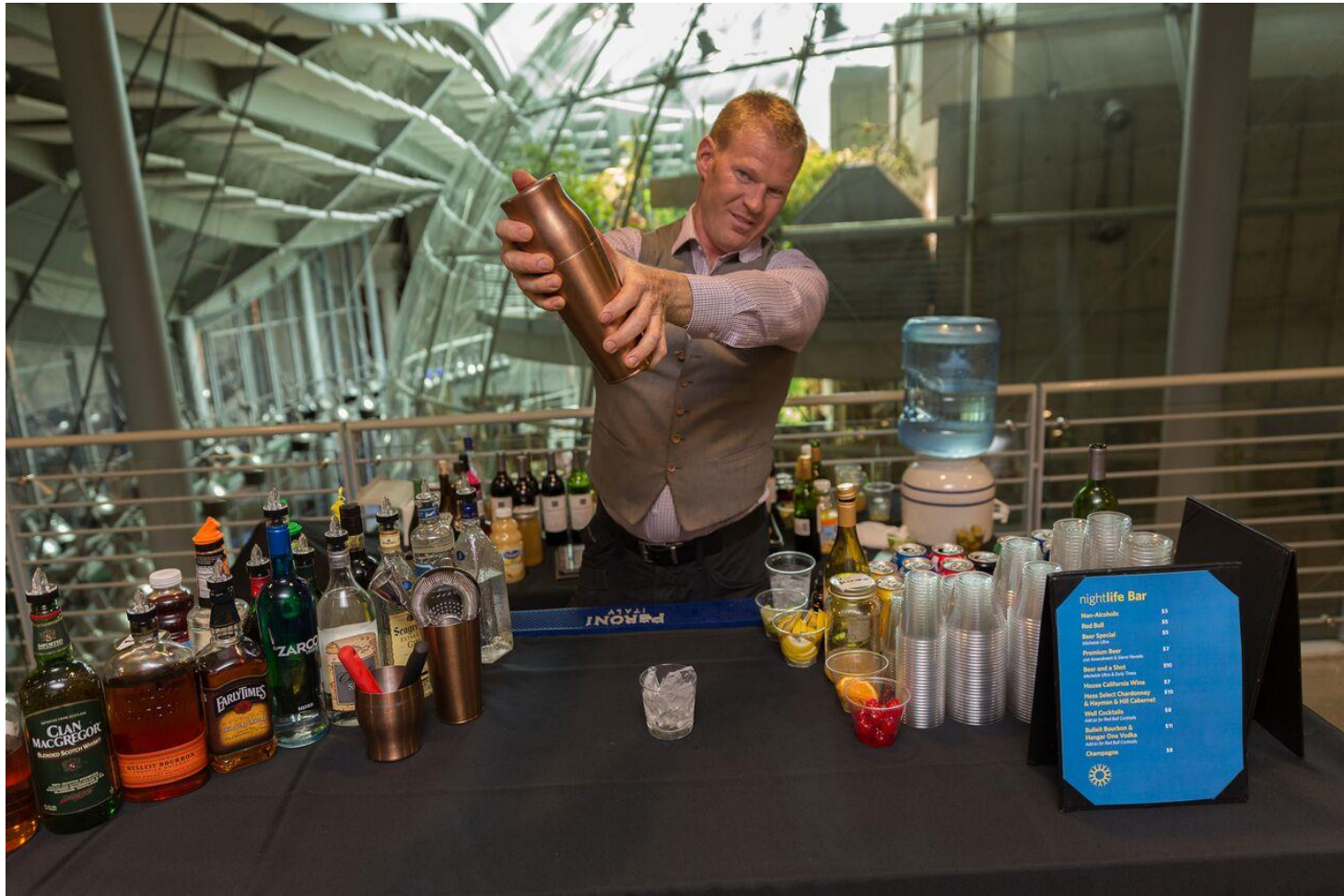


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About NightLife: Cocktails (it's 21+)



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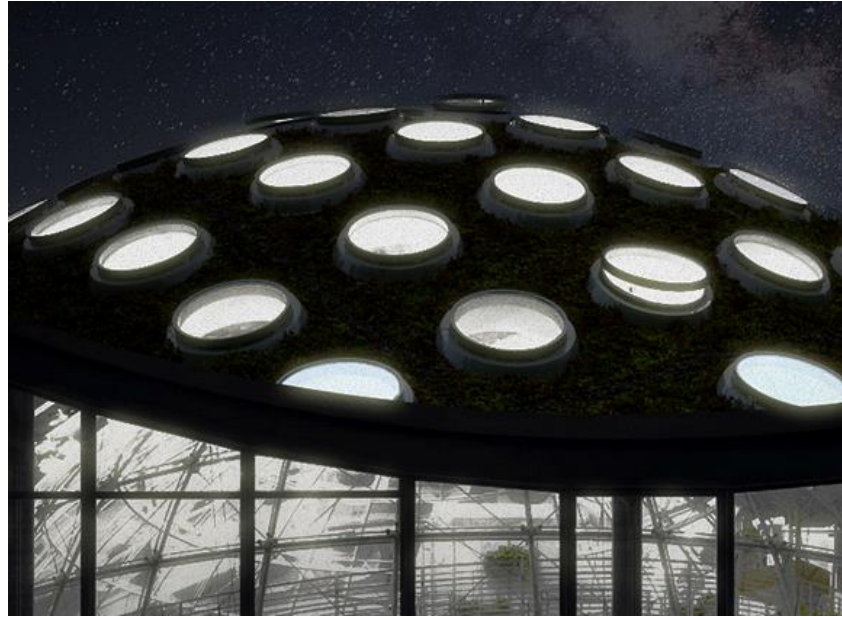


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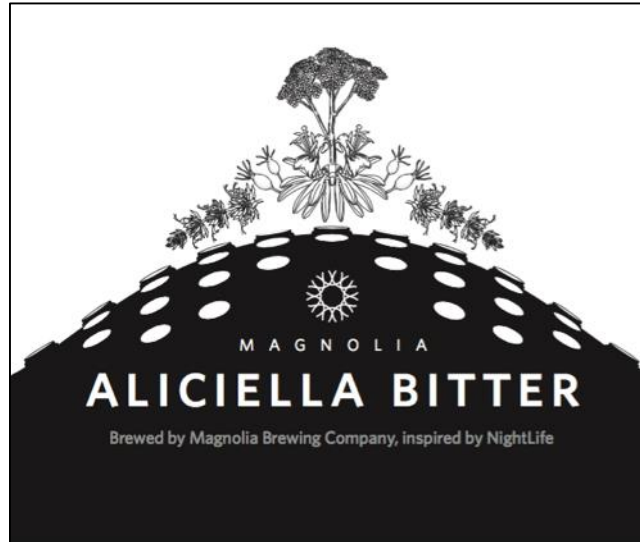
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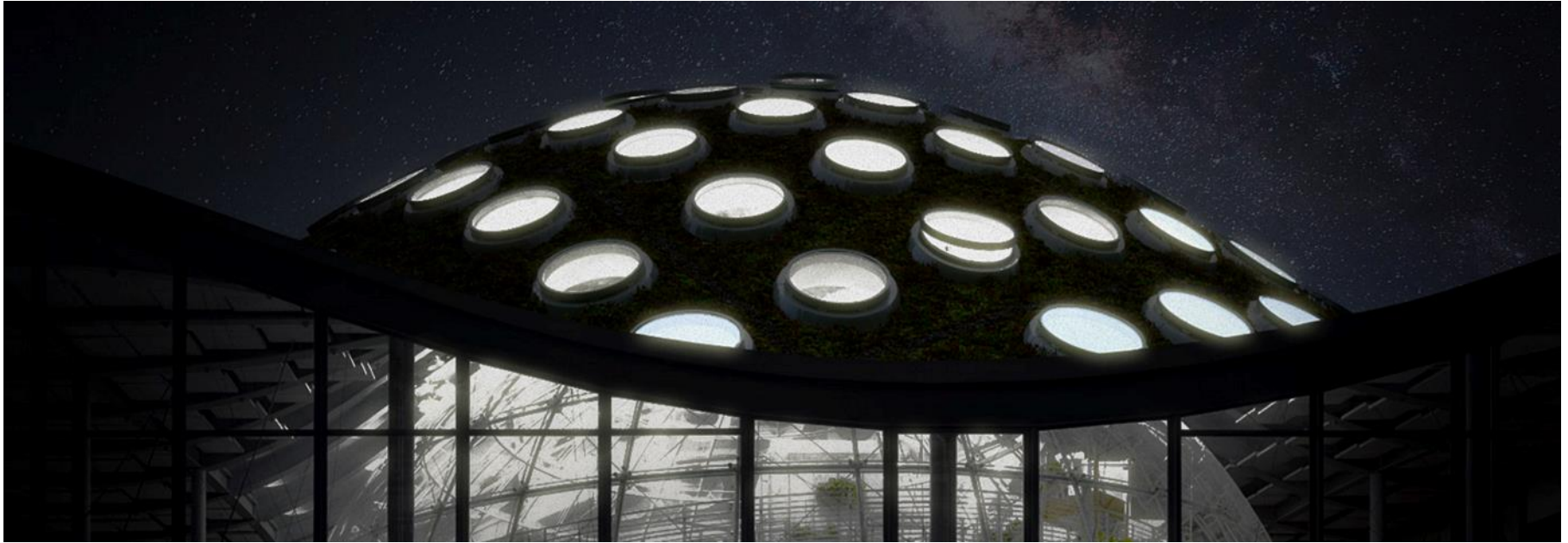


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Events: An Expanded Frontier for Your Business

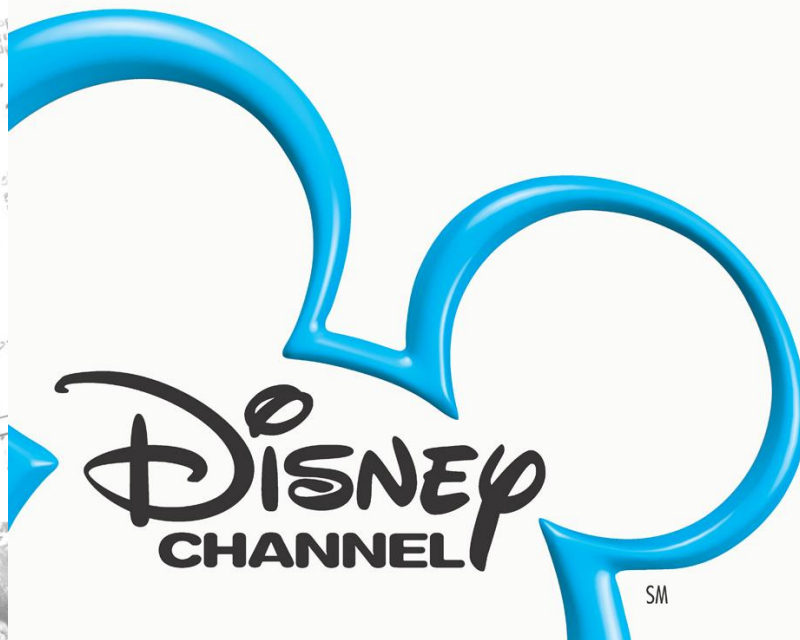


Presented by: TJ Mannarino, Sr. Director Entertainment Art & Design
November 16, 2015

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LEGENDS OF THE HIDDEN TEMPLE



DOUBLE DARE



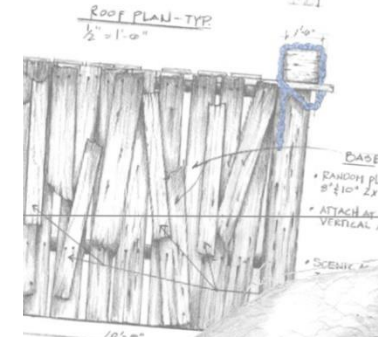
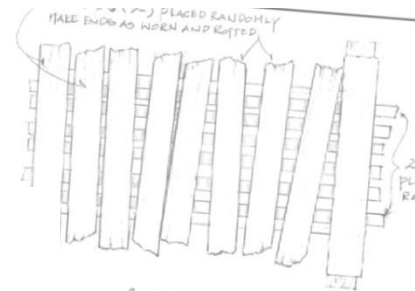
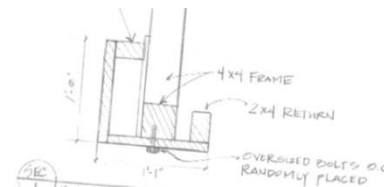
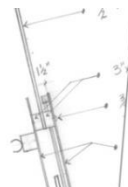
NICKELODEON GUTS

nickelodeon™

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Overall Events



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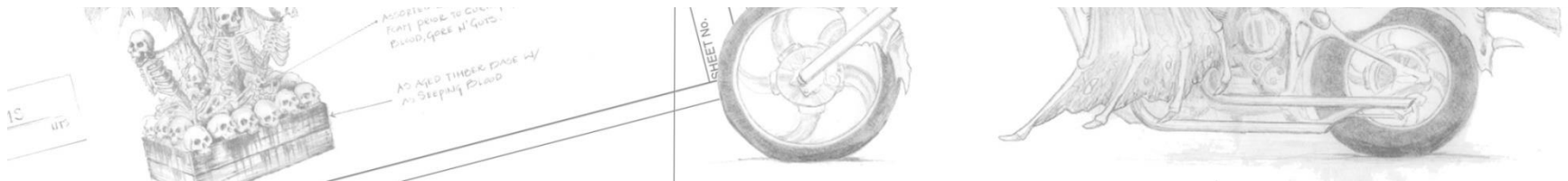
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Where do you start?

Decide what is your business need
Event/Show can fall into three categories

Major Attendance Drivers
Demographic Drivers
Capacity Relief



Major Attendance Drivers

Non-Peak Time Period
General Attendance
Major Marketing Campaigns

HALLOWEEN HORROR NIGHTS®

UNIVERSAL STUDIOS®
MARDI GRAS

GRINCHMAS

**MACY'S
HOLIDAY
PARADE™**
UNIVERSAL STUDIOS®

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Halloween Horror Nights



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Halloween Horror Nights



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Macy's Holiday Parade



Grinchmas



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Grinchmas



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MARDI GRAS

LET THE MUSIC MOVE YOU!

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Mardi Gras



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Mardi Gras



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Demographic Drivers

For Targeted Sales
Focused Attendance
Major Marketing Campaigns

A CELEBRATION OF *Harry Potter*

**ROCK The
universe**
UNIVERSAL STUDIOS®

UNIVERSAL ORLANDO'S
GRAD BASH

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A CELEBRATION OF **Harry Potter** JANUARY 29 - 31, 2016

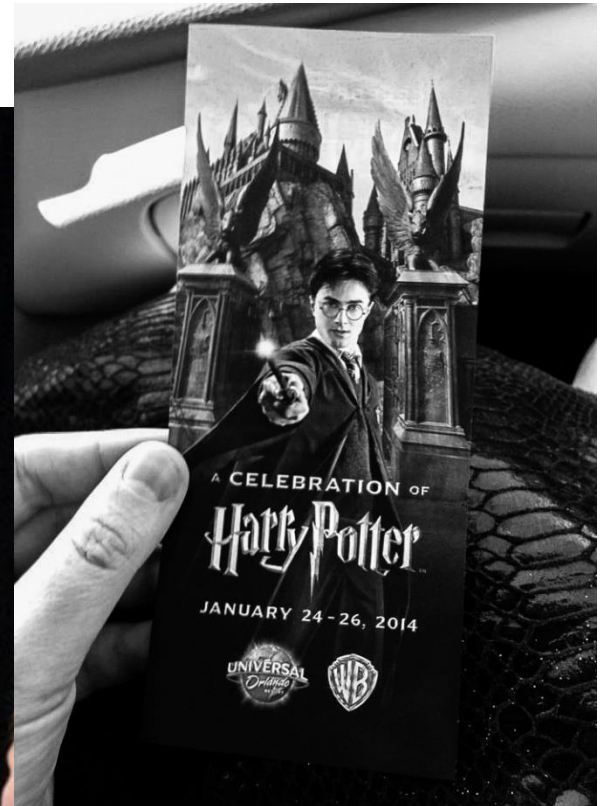


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A Celebration of Harry Potter



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A Celebration of Harry Potter



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UNIVERSAL STUDIOS PRESENTS
**FLORIDA'S BIGGEST
CHRISTIAN MUSIC FESTIVAL**
SEPT 7 & 8 4PM-1AM

ROCK The Universe

UNIVERSAL STUDIOS®



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Rock the Universe



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GRAD BASH '15

A ONCE-IN-A-LIFETIME
EXPERIENCE
NO HIGH SCHOOL
SENIOR SHOULD MISS.

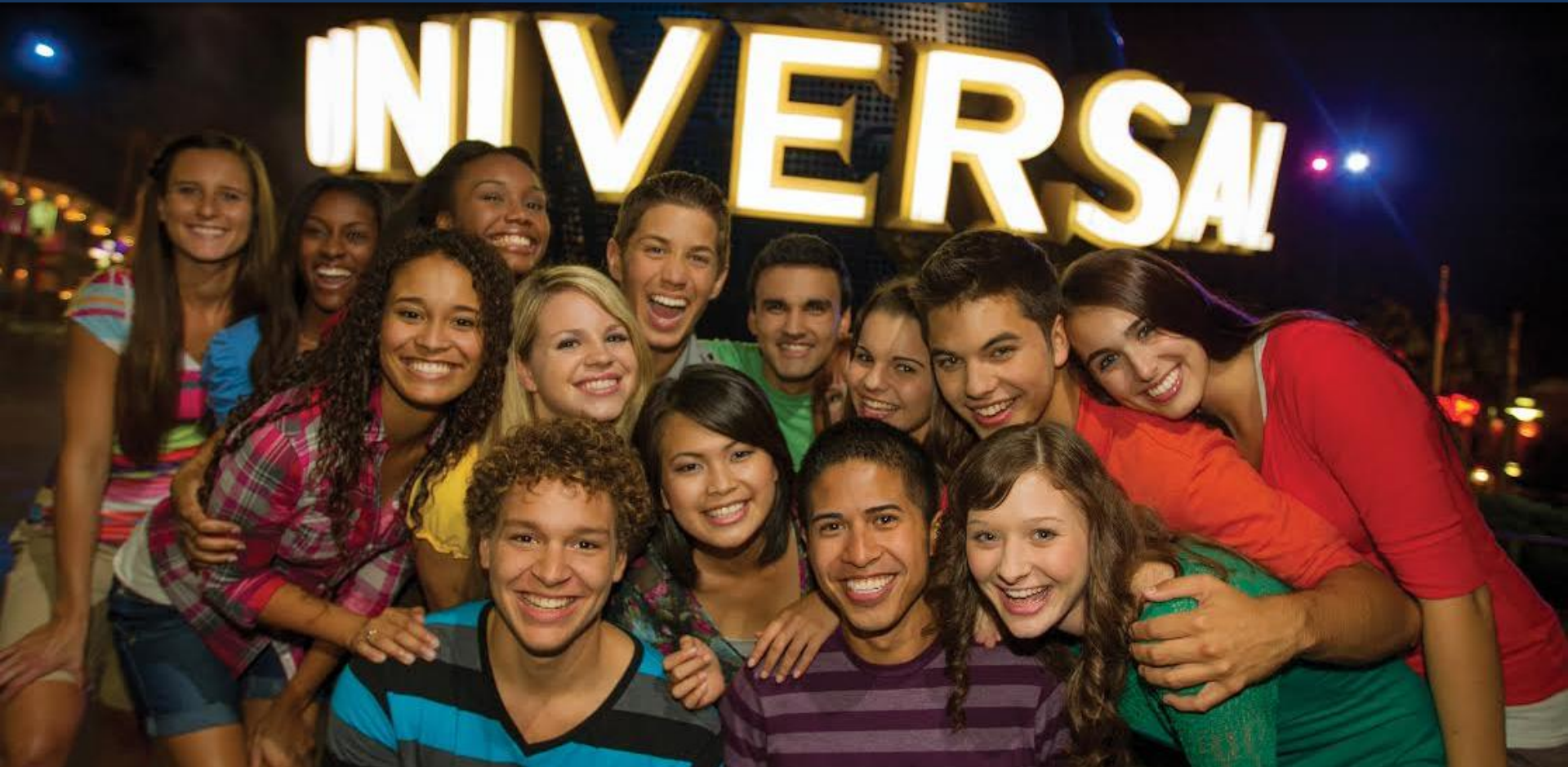


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Grad Bash



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Capacity Relief

During heavy peak periods
Adds event/show to spread out crowds
Not marketed, just added to your day





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Mat Hoffman



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BEAT BUILDERS

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Beat Builders



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Beat Builders



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STRAIGHT OUTTA FOOD TRUCK

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Straight Outta Food Truck



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Street Breaks



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Know your Audience

Support your Business

THANK YOU

