



GAMES built for business!

Captello's gamification platform creates engaging experiences for virtual, in-person, and hybrid event attendees, exhibitors, and sponsors.



Easily embed uniquely branded games that are educational and entertaining, and that reward attendees for taking the actions you want them to take.



CUSTOMIZE GAMES, LEADERBOARDS, AND FORMS EASILY

with Captello's intuitive Activation Builder. Seamless, secure integration into any event platform provides a smooth experience at any live, virtual, or hybrid event.

A unique gamification data layer automatically identifies players, giving you the opportunity to post results to leader boards, deliver rewards, communicate, or automate business processes.

HOW IT WORKS

- 1: Choose from dozens of game templates.
- 2: Build customized, branded games in minutes.
- 3: Deliver consistent experiences across live and virtual environments.



- 4: Easily embed games into experiences to engage live, virtual, and hybrid event attendees.
- 5: Players are automatically identified from registration data.
- 6: Easily embed leader board results from any number of games.
- 7: Award winners with over 250 internationally recognized e-Gift Card Rewards available for instant delivery in a number of currencies and denominations.



SCAN TO PLAY NOW!





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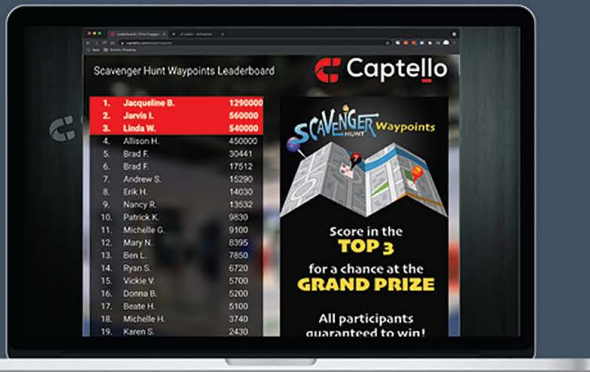
Benefits of Gamification

- ✓ Increase engagement by 135% on average.
- ✓ Increase lead capture by 400% on average.
- ✓ Deliver more value to attendees, exhibitors, and sponsors.
- ✓ Generate more revenue.
- ✓ Create memories with meaningful experiences.
- ✓ Tap into attendees' innate desire to win.
- ✓ Reward and incentivize participants.
- ✓ Help attendees network and bond with team activities.
- ✓ Unify the experience across virtual, live, and hybrid events.



A Few of Our Favorite Use Cases for Show Organizers

1: Run treasure hunts & scavenger hunts with prize incentives.



2: Encourage session participation using QR Codes, Waypoints & Check-ins.



- ✓ Increase traffic for sponsors and exhibitors.
- ✓ Create individual or team competitions.
- ✓ Launch fun and educational experiences.

3: Increase brand exposure and social interaction with staged live and virtual photo booths.



And more...

- Fundraising
- Individual or Team Competitions
- Surveys & Polling
- Digital Marketing Campaigns
- Sponsorship Opportunities
- Instructional Meetings
- Contests
- Workplace Events