

PARTNER ACTIVATIONS & ATTRACTIONS

ABFF offers companies the opportunity to customize their onsite experience, including auto displays, interactive murals, and other dedicated events to showcase their brands.

New to the 2019 festival is a branded "ABFF House." The "ABFF House" is a multi-day experience for one company to customize a variety of engaging activities throughout the festival to connect with the audience and showcase its brand.

Other activations and attractions include:

Ride With Cadillac – A complementary shuttle service offering rides to ABFF passholders to/from key festival venues.

Cocktails & Conversations – Company-hosted events offering cocktail hours paired with curated talks and meet & greets.



THE BETSY: ABFF House



PARTNER ACTIVATIONS & ATTRACTIONS (cont.)

ABFF Industry Expo – Exhibit area where ABFF partners share information about their companies' products, services and recruitment initiatives. Participating companies host a dedicated 3-hour time slot to create engaging experiences for the festival audience.

Passholder Lounge – A networking lounge where festival passholders have a chance to connect with fellow attendees. The lounge also features daily meet and greets with the official filmmakers of the festival as well as happy hours.

Custom Lounges – Dedicated lounges offer the opportunity to customize an engaging experience for the audience. Past lounges have hosted a variety of activities such as featured celebrity meet & greets, technology suites, and cocktail hours.

