



WTF
WOW THE FLOOR
AI IMAGE EXPERIENCE

INNOVATION
IN ACTION

SHOW FLOOR MAP

SHOW DIRECTOR

Wow

THE FLOOR

**CREATE UNFORGETTABLE
BRANDED EXPERIENCES**

EVENT ENGAGEMENT SOLUTIONS

BECAUSE EVERY BRAND DESERVES A **WOW**.

ENGAGE AUDIENCES	PERSONALIZE EXPERIENCES	DRIVE SHARING	GENERATE RESULTS	FUEL BRAND CONNECTIONS
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AI-POWERED EXPERIENCES • REAL-TIME ENGAGEMENT • MEASURABLE RESULTS

Custom-branded event experiences for trade shows, conferences, and corporate events.

Turn Attendees Into Part of the Brand Story

Wow the Floor creates custom-branded event experiences that transform attendees into personalized characters, stories and campaign visuals. Each activation is built around the client's brand, audience and event goals, then delivered as a professional on-site print, a digital image or both.



- ✓ Trading cards
- ✓ Magazine covers
- ✓ Movie posters
- ✓ Corporate hero portraits

- ✓ Travel posters
- ✓ Custom name badges
- ✓ Group transformations
- ✓ Fully custom concepts

Every experience is created around the client's brand, audience, and event goals.

How the Experience Works

- 1 The attendee scans a QR code, completes a short survey, and receives a personalized QR code. That code is scanned on site so their responses can be used to tailor the finished image.
- 2 The attendee is photographed on site.
- 3 The attendee selects a visual concept or style.
- 4 The attendee's photograph is transformed into the selected custom-branded image.
- 5 The attendee enters a cell phone number or email address for digital delivery, and the finished image is delivered by text, email, professional print, or a combination of these.



Built for the Event

- ✓ With the client's approval, attendee information can also support lead generation and post-event follow-up.
- ✓ Every activation is professionally staffed.
- ✓ The experience can be designed for individuals, couples, or small groups of up to five people.
- ✓ Every activation is customized before the event.



Why Clients Choose Wow the Floor

Business Benefits

- ✓ Attract attention and bring more people into the client's booth or event space.
- ✓ Create a personalized experience that gives attendees a reason to stop, participate, and remember the brand.
- ✓ Give attendees a branded print or digital image they will want to keep and share.
- ✓ Capture approved attendee information for lead generation and post-event follow-up.
- ✓ Provide post-event reporting on participation, prints, digital deliveries, and downloads.



Planning an event?

Let's create a custom-branded experience around your brand, audience, and event goals.

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SCAN TO LEARN MORE