

Ideation

EVENT
ACTIVATION



We Make You Look Like a Rock Star!

ACTIVATION EXAMPLES

LEATHER PERSONALIZATION STATION

We create a personalized gifting experience at your event! Our events team travels all over the U.S. putting smiles on faces by creating custom gifts for attendees.

We pre-brand your gifts ahead of time, and personalize on-site for each guest, up to 200 gifts per hour.



CARICATURE PERSONALIZED LEATHER CREATIONS

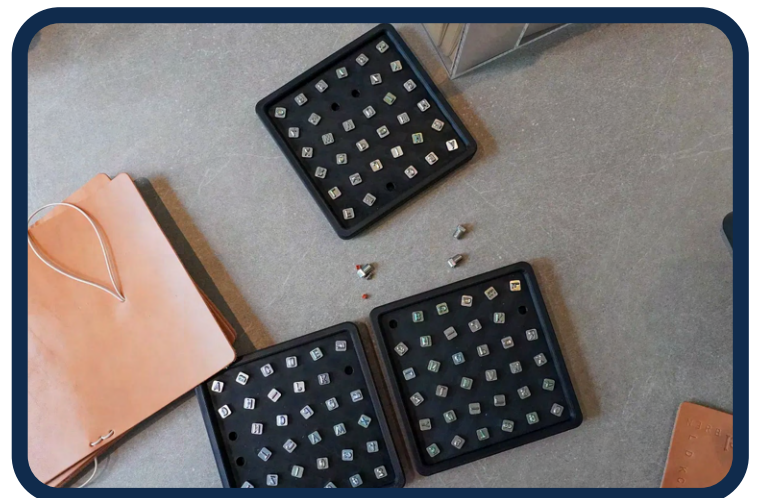
Introducing, a completely unique event gifting experience! Our events team travels all over the U.S. creating heart-warming, insta-worthy gifts for your event attendees.

We pre-brand your gifts ahead of time, and use our proprietary A.I. tools on-site to create a custom caricature gift for each guest.



LEATHER LAB PERSONALIZED NOTEBOOK

Leather Lab is a modular, on-site stamping setup that lets people personalize leather notebooks in real time, creating an immersive, tactile experience. High end event gift with a little extra touch of personalization and engagement.



ACTIVATION EXAMPLES

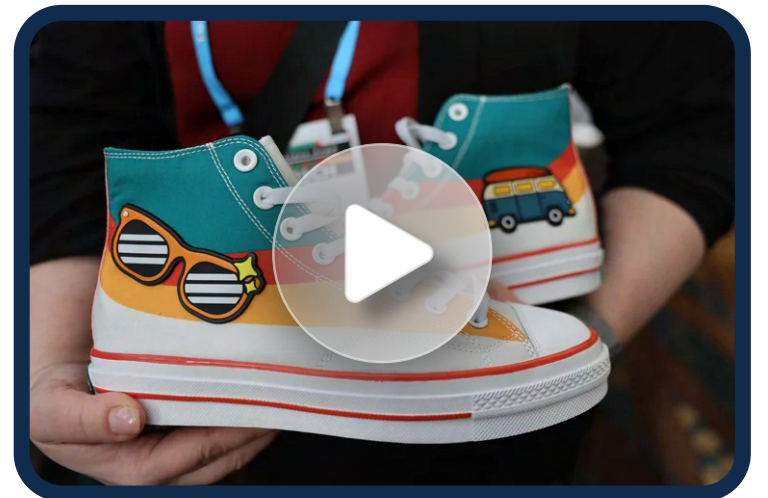
PEN BAR EXPERIENCE IN A BOX

Pen Bar Experience in a Box is a turnkey activation kit that ships with parts to assemble 300 branded 3-way pens, allowing end users to build their own pens on-site. Choose from brand colors to really reinforce the brand. This experience is a cost-effective way to provide engagement and a useful item without breaking the budget.



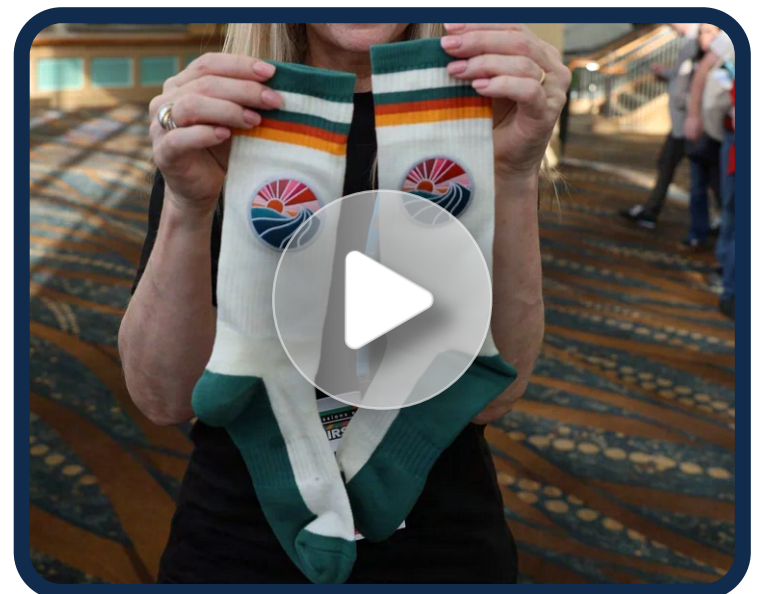
CUSTOM SHOE BAR

Shoe Bar is an experiential activation where event guests can customize shoes on the spot using patches, heat transfers, embroidery, and other techniques, with our team handling logistics, staffing, and branding. Custom decorations can be customized to be on brand without simply being a logo. Watch as people create their own custom shoes that they are excited to wear around the event. Custom socks can easily be added to this experience.



PERSONALIZED SOCK BAR

Sock Bar is an experiential setup where attendees can customize premium socks on site, with Ideation handling staffing, setup, branding, and operations. Start with some branded socks and then allow people to apply custom patches that are designed with your business and recipients in mind. People will love walking away with their own piece of wearable artwork.



ACTIVATION EXAMPLES

SHOE FITTING EXPERIENCE

Guests try on custom sneakers at the event to find their perfect size, then place orders while Ideation handles the rest—shipping, logistics, style runs, etc. This way you get a chance to wow your attendees with a post-show package and no guessing on sizes. You also get to order exactly what is needed without wasted inventory and you are providing an engaging experience at the event.



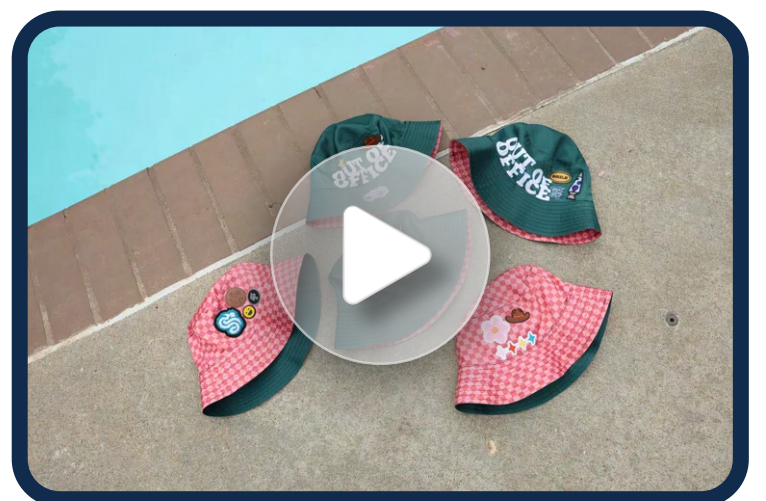
TRUCKER HAT CUSTOMIZATION BAR

The Trucker Hat Bar is an on-site activation where guests customize trucker hats with patches, heat transfers, embroidery, and more, that are designed with your brand and recipient in mind. Ideation manages staffing, signage, and logistics. Watch as attendees put their hat on immediately and show off your custom event experience.



CUSTOM BUCKET HAT BAR

At the Bucket Hat Bar, attendees customize a custom reversible bucket hat and socks on site with patches, heat transfers, and branding, while Ideation handles staffing, signage, and turnkey logistics. This activation is unique because not everyone has a bucket hat but with the reversible design there is lots of opportunity for creative decoration.



ACTIVATION EXAMPLES

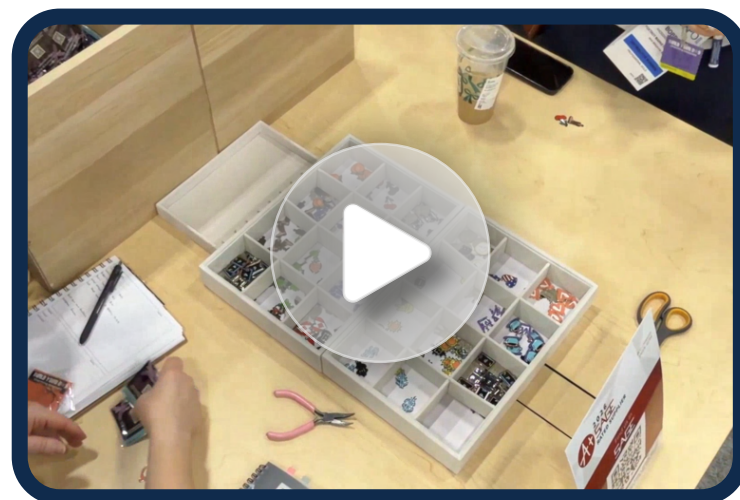
CANDLE BAR IN A BOX

Candle Bar in a Box is an all-inclusive activation that arrives fully organized and ready for immediate use. This kit is designed to be entirely self-managed, allowing guests to lead their own sensory journey without the need for additional oversight. Everything comes pre-branded and pre-sorted, making it easy to deploy at any event without complex setup or extra management. Participants choose their vessel, wax, and scents, finishing their unique candle with custom brand stickers for a high-impact, low-maintenance activation.



DIY CHARM ACCESSORY KIT

DIY Charm Accessory Kit is an activation kit designed to create a charming, interactive branding moment at events of various sizes. This kit includes everything needed for up to 400 guests to craft a personalized accessory of their choice. Each experience features five fully custom charm designs, tailored to your brand's logos or icons, and a variety of high-quality attachments including keychains, bracelets, phone charms, and wine rings. It is a creative, high-engagement solution for providing a stylish, branded keepsake.



ACTIVATION EXAMPLES

ON-SITE APPAREL DECORATION ACTIVITY

Ideation offers on-site activations for garment decoration, including live screen printing, embroidery, heat press, laser engraving, and hand jet services. Ideation will handle the logistics including selecting the perfect garments and designs and making sure equipment is on-site for the needed time frames.



BUILD-YOUR-OWN PICTURE FRAME

The Build-Your-Own Picture Frame Experience lets attendees build their own custom 3D picture frame, with everything shipped directly to you for a seamless, self-hosted activation. Guests choose their frame and personalize it with over 35 charms, walking away with a one-of-a-kind keepsake in a travel-friendly gift box.



All prices are quoted and vary depending factors such as quantity of items needed for the event, location of the event and number of days for the activation. Contact your Account Manager or SayHello@WeAreIdeation.com for additional information and to get creative for your next event.



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