



LBE of the Year Award Criteria

Award Description: The LBE of the Year award honors a Location-Based Entertainment facility for overall excellence in guest service, guest experience, cleanliness, attractions including food and beverage (if applicable), theming, special events, and more.

Location-Based Entertainment (LBE)s are immersive experiences, catering primarily, although not exclusively, to adults. They often incorporate novel activities or standalone activities such as axe throwing, mini golf, virtual reality, and/or e-sports, F&B, and retail. LBEs focus on one or in some cases multiple of these activities. May have a gated admission.

Note: Some LBEs may not have F&B, Party Rooms or Redemption etc. Applicants will be considered and not penalized if they do not have every offering listed below.

Award Criteria:

Facilities will be evaluated on the following:

1. Facility Walkthrough Video
2. *General Facility Exterior of Building/Entrance
3. *Main Signage
4. *Bathrooms
5. *Food Programs (including but not limited to: restaurants, order counters, bars/service bars, mobile ordering, variety of products, vending machines)
6. *Redemption Counter/Merchandise Display (including but not limited to: counters, display walls, additional fixturing)
7. *Party Rooms or Alternative Group/Event Offerings
8. *Revenue Generating Attractions (including but not limited to Arcade, Axe-throwing, Batting Cages, Bocce, Bowling, Bumper Cars, Challenge Rooms, Digital Darts, Escape Rooms, Go-Carts, Ice Skating, Laser Tag, Rock Climbing, Mini Golf, Roller Skating, Selfie/Photo Experiences, Water Parks, Walkthrough Experiences, VR/AR)
9. *Staff
10. Marketing (including TV, digital, or radio commercials, print advertisements, general flyers/brochures, promotional event flyers, social media, and supporting materials)





11. Cause-related marketing and how a facility adds social value to its community is a crucial judging criterion and a necessary component to be considered for both awards
12. Use of Technology - examples of how you are using technology in your day-to-day business
13. Sales Process - memberships, discounts, group packages
14. Safety and sustainability practices

Required Materials

- Company logo and signature image
- Images of **all** required* areas of consideration mentioned above, compiled and submitted in a powerpoint or PDF no longer than eight (8) pages, or a compilation video no longer than three (3) minutes
- A facility walkthrough video no longer than three(3) minutes
- Marketing materials (including TV, digital, or radio commercials, print advertisements, general flyers/brochures, promotional event flyers, social media, and any other supporting materials)
- Preparedness to answer questions about cause-related marketing(including project description and impact), use of technology(including in sales, guest interaction, and automation), and sales processes
- Images of cause-related marketing projects

