

## SPORTS SIMULATOR AND 2LK EVENT MARKETING WITH GRIDIRON EXPERIENCE AT INTERNATIONAL CASINO EXHIBITION BARCELONA

The International Casino Exhibition (ICE), Barcelona, 2025 saw exhibitor Genius Sports capture the audience's attention with an impressive Gridiron touchdown activation designed through a partnership between lead creative agency 2LK and tech providers Sports Simulator. This interactive installation harnessed the power of experiential marketing to draw in massive crowds and increase engagement through an effective combination of digital and physical components. The Gridiron Simulator is a perfect example of a savvy brand utilising experiential marketing to drive meaningful and memorable brand interactions. The demo offered attendees a fun, dynamic sports experience that merged entertainment with data analysis and provided them with an opportunity to play, while simultaneously being exposed to Genius Sports products and having a positive experience with the brand - one which will resonate. Genius Sports' Touchdown Throw Challenge was one of the main attractions on their stand, providing participants with real time data on throw accuracy, distance, ball speed and their expected pass completion percentage. This additional experience layer was visualised on a large screen next to a leader board. The activation featured BetVision branding, raising awareness of Genius Sports' revolutionary sports betting platforms. Sports Simulator supplied the technology for this activation and collaborated with lead creative agency 2LK, who designed and developed dynamic data visualisations and show control system that delivered a seamless and visually appealing experience, while staying true to Genius Sports' brand identity. The Gridiron Simulator achieved tremendous success at ICE, proof that immersive and interactive experiences, which allow participants to explore a brand in an engaging and fun way, remain powerful tools for live channel marketing. Utilising 2LK and Sports Simulator's technological expertise, Genius Sports delivered an innovative activation which literally stopped people in their tracks. Click to [View the Sports Simulator Blog](#).

