



## ***Form and Function Amidst Video Games and VIPs: The BusBank at E3***

What kind of convention contains sights such as an ominous, colossal entrance to King Kong's lair, faux Grecian temples, fifteen-foot-tall dungeons, skate ramps and a sleek, futuristic arena fit for immortal heroes? The Electronic Entertainment Expo, of course!

Wall-sized monitors, a peppering of flashy banners and an array of loudspeakers are among the integral items for the annual E3 video game convention. Nowhere else will you find such glitzy sights and the cacophony of noise that makes it an utter utopia for gamers across the country.

So how in the world do you create enough innovation to stand out at an event like that?

That was the question posed by Rock Star Games (via their management company, Freddie Georges Production Group) to The BusBank, who recognized the immediate opportunity for some sharp corporate marketing. Using their promotional Bus Wraps, The BusBank contacted four different vendors and secured nine buses, branding each with endorsements for video games like Grand Theft Auto.

But simply throwing these buses onto the expo floor wasn't going to be enough. The BusBank adopted a uniquely creative, multifunctional approach and had the interiors of the buses be utilized as:

- A safe haven from chaos: With all the blinking, bleeping and buzzing going on, the private space of the buses served as a quiet escape for VIP clients from the continuous noise.
- A plush playing area for gamers: The restful interior of the buses made it a natural set-up for gaming in style and comfort.
- A mobile office: The Freddie Georges event planners were able to stay connected with the convenient fax capabilities, internet access and meeting areas.

This practical tri-fold solution allowed each of the nine buses to serve as advertising, interactive promotional and functional spaces. The BusBank's unique ability to manage and gather the different buses from across the nation saved countless hours of coordination time for the event planners, while the BusBank's creative marketing solution delivered effective results in an innovative manner.

The BusBank is the industry leader in providing a single source for chartering a bus any time, anywhere in North America. We make it easy to get exactly the right bus, at the right price, in the right place.

We're not local bus owners. We're not brokers. We're not just a reservation service. We are transportation and event specialists with local knowledge of bus availability, bus quality, the best routes and the seasonal events that impact charter bus service in hundreds of markets – thousands of cities – all across North America. By working with independent operators rather than owning buses, we maintain the flexibility to create customized group transportation solutions that fit the specific needs of the customer and situation. Think of the BusBank as your group and event transportation manager!



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