

## Power up at New York Comic Con

The power to play in the palm of their hands

### SmartyPants Vitamins + NRG Go teamed up to save the day!



As they were planning for one of the largest ComicCon events of the year, with more than 250,000 anticipated attendees, ReedPop needed to find a brandable phone charging solution to offer their sponsors. When they came upon NRG Go, they knew they had a winner!

NRG Go offered a unique phone charging solution that provided users with power-on-the-go, allowing them to stay engaged in the day's events and amplify their experiences without fear of their phone dying. When SmartyPants Vitamins signed on to sponsor the units at NYCC, they got all of the credit for saving the day with an experience that surprised and delighted attendees and kept them coming back to the stations for more.

#### Usage at New York Comic Con

	Sessions*	Rentals
<b>Day 1</b>	1,054	433
<b>Day 2</b>	1,594	565
<b>Day 3</b>	1,389	446
<b>Day 4</b>	975	328
<b>TOTAL</b>	<b>5,022</b>	<b>1,772</b>

\*Sessions are the number of times an attendee interacted with the NRG Go kiosks, regardless of whether or not they rented a power pack.

Rent • Recharge • Return

[nrgGO.com](http://nrgGO.com)



## Customized Digital Ads



- During the four day event, more than 5,000 fans interacted with the sponsor through the NRG Go portable power kiosks
- Each power pack was rented multiple times per day for a total of nearly 1800 rentals throughout the event.
- Captured email leads through the program in order for sponsor to continue outreach after the show
- Sponsor's brand was in the hands of nearly 1,800 fans through customized power pack branding



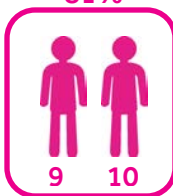
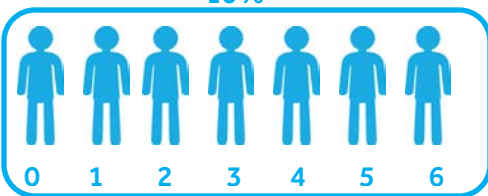
## NET PROMOTER SCORE = 71

How likely is it that you would recommend this service to a colleague or friend?

**Detractors**  
10%

**Passives**  
9%

**Promoters**  
81%



NET PROMOTER SCORE

71

=

%  
Promoters  
81%

-

%  
Detractors  
10%

"Super easy. Super convenient. PERFECT for running around Comic Con without having to find an outlet and waste time sitting next to a wall."

-NYCC Attendee