

InStadium™ Teams Up with Google for Innovative Digital Program

Chicago-based InStadium has partnered with Google to bring exposure to Google's new *Demo Slam* in NBA and NHL venues starting this Friday, December 3rd through the end of the year.

Demo Slam transforms tech demos using Google features and tools into “gotta-show-my-friends awesome” videos with help from Google users. User-submitted videos of people getting creative with Google are placed head-to-head in a competition determined by viewer votes. Google states their goal as: “[getting] the people who would never watch a tech demo—the people who ironically need them most (hi mom)—to not only watch them, but like them and share them with their friends.”

The Slams will be brought to sports fans via digital video board and LED signage with PA announcements, while the audience votes for their favorite Slam via text messaging. This technologically innovative program marks InStadium's first collaboration with a search engine partner. InStadium anticipates a crowd-pleasing program with Google this Holiday and looks forward to carving a path for further innovation within the category.

InStadium EVP, Jennifer Striegel said, “Our team is ecstatic to work together with DMG and Google on this program, as it brings technological innovation to the world of the most receptive consumer – the attendees in sports venues. And there's no better brand to be partnering with. After all, what company wouldn't embrace the opportunity to collaborate with Google?”

To check out a Google Demo Slam in venues near you, check out the Philadelphia 76ers, Denver Nuggets, New Orleans Hornets, and Minnesota Timberwolves home games this holiday season.

InStadium gives brands the opportunity to create “360° Brand Experiences” with the most receptive audience by taking a paid consumer and combining digital, place-based, promotional & audio touch points as vehicles to communicate branding messages in sports venues nationwide. Only InStadium makes 425 sports venues in 181 DMA's accessible to all brands 365 days a year. To learn more about InStadium™, visit www.InStadium.com. To learn more about Google Demo Slam, visit www.demoslam.com.