



Partners Jump From Idea to Success During the Pandemic, Proving the Viability of Virtual Conferences During Lockdown and Beyond

Serving a community in need, Pop Culture Fans were provided an inclusive and accessible platform for celebrating and supporting artists, actors, writers, directors, influencers, fellow fans and exhibitors During Virtual Pop Expo on May 9 & 10

LOS ANGELES (May 18, 2020) – In response to the disruptive shutdown of pop-culture conventions around the world and aiming to meet the needs of a community searching for a platform to commune and an outlet to sell merchandise, Virtual Pop Expo’s producing partners Kaleidoko, Experience Level Entertainment and Legion M, in partnership with Nerdbot, Auxxit, Addison Interactive and The Hashtag Show, joined forces over the course of six weeks during lockdown and delivered an innovative and seamless virtual convention from the 9th and 10 of May. In addition to the target community, VPE enabled the support of these charities’ Covid-19 related programs; Feeding America, Treehouse, Direct Relief and Rise Against Hunger.

The Expo proved that the demand for such virtual events is there – with audiences seeking experiences and connections centered on the things they love among other like-minded individuals. Many of the attendees were looking to replicate their experiences at physical conventions with significantly more having never been able to attend any type of pop culture convention before due to socio-economic or geographic limitations. The vocal audience responded that this form of experience delivered unique experiences they

would look to continue through the end of the pandemic, and also shared that they would be eager to access these as augmentative events extending the physical conventions once those return.

Over 15,000 “attendees” consumed nearly 22 hours of inspiring and entertaining panels, interviews, musical performances and more from guests including; Dan Fogler, David Dastmalchian, Tara Strong, Dark Horse Comics, Ashley Eckstein, Greg Grunberg, Yearley Smith, Al Jean, David Silverman, Joe Mallozzi, James Bamford, Sam Maggs, Heavy Metal, WWE, Troma, Bernard Chang, Leonard and Jessie Maltin, Tony Todd, , Lloyd Kaufman, The Fluxx Capacitors and many more. All content production was delivered by partners Nerdbot Media and The Hashtag Show.

Through the course of the weekend, viewers were able to participate as they might in a regular con – with rich engagement in chat on the site and within the Auxxit platform’s “exhibition hall” plus the unannounced bonus of numerous attendees being invited in real-time to join the conversations happening in the live feed by giving access to the virtual studio. And, dozens of cosplayers submitted the videos of their own runways for a judged Cosplay Ball.

Virtual Pop Expo delivered on their goal of providing a platform that emulated the experience of actually attending a Con by providing an immersive, one-of-a-kind format for both attendees and exhibitors via integration with both Addison Interactive’s work on the Event Site and the Peer-to-peer Commerce and Community platform, Auxxit. Over the course of the weekend, Auxxit provided a space for communication directly between attendees – with 1000 attendees enjoying the Friday Night Preview festivities on the mobile app – and connection to pop culture products. Through this experience, Virtual Pop Expo was able to drive over \$25,000 of sales among their 100+ vendors over the course of the weekend.

To follow up on the future of virtual expos, including panel and celebrity appearances, the overall fan experience and exhibitor details, please visit VirtualPopExpo.com.

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ABOUT KALEIDOKO

Kaleidoko Ltd. is a global think tank and advisory focused on the future – helping individuals, organizations and communities see things differently and position themselves for growth in an ever-changing world. Based in both London and Los Angeles and comprised of global market experts and connectors, they cultivate cultural change, technological evolution and social transformation to guide society forward. For additional information, visit www.kaleidoko.com.

ABOUT EXPERIENCE LEVEL ENTERTAINMENT (XLEVELENT)

Experience Level Entertainment (XLEVELENT) is an event production company that specializes in creating immersive pop culture experiences. Founded by entertainment insiders and media experts with deep roots in pop culture fandom, XLEVELENT has set out to revolutionize the industry recognizing that fans crave elevated experiences. Blending their expertise in conceptualizing and executing large-scale conventions, concerts, parties, pop-ups, and immersive experiences, the XLEVELENT team takes production dreams from concept to completion.

ABOUT LEGION M

Legion M is the world's first fan-owned entertainment company that is revolutionizing the way entertainment is made in Hollywood by uniting a growing fan community of 100,000+ members including more than 25,000 fan-owners. Through its Fan-Owned business model, Legion M invests in a diverse slate of original projects in various stages of development, including the epic fantasy *The Emperor's Blades*, comic book and feature film *Girl With No Name*, and documentary *Memory: The Origins of Alien*; multiple original television series including *Evermor*, *Airship Cowboys*, and *Malice*; as well as interactive and VR-based projects, including *ICONS: Face to Face* starring the late Stan Lee and Kevin Smith. Legion M also invests in partner productions, including Kevin Smith's feature film *Jay and Silent Bob Reboot*, as well as the critically acclaimed *Colossal*, starring Anne Hathaway and Jason Sudeikis, and directed by Nacho Vigalondo, the cult hit *Mandy* starring Nicolas Cage and directed by Panos Cosmatos, the upcoming gritty, hard-edged epic *Archenemy* starring Joe Manganiello, and *Bad Samaritan* starring David Tennant and directed and produced by Dean Devlin. Legion M and its fan community has produced high-profile events honoring some of the industry's biggest names, including the Stan Lee hand and footprint ceremony at Hollywood's TCL Chinese Theatre in 2017. To learn more about Legion M and become a member of the Legion for free, visit www.legionm.com.

ABOUT AUXXIT

Auxxit is the first real-time chat application designed specifically for mobile community commerce. Our platform enables anyone to start a unique virtual community marketplace. Each community is centered on a real-time group chat room and is populated by members who share a common passion or interest. Auxxit's application embeds social networking, payment, and shipping tools to promote community engagement and facilitate easy peer-to-peer sales.

ABOUT NERDBOT

NERDBOT brings you all things Nerdy with a focus on bringing you original content ranging from Fan Films, Live Stream Shows, Gaming, Movies, TV, Cosplay and Nerdbot Events. Welcome to the The Nerd Side Of Life!

ABOUT ADDISON INTERACTIVE

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