

Event Layouts

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Meet the Speaker



- Former festival producer
- Former sponsor activation producer
- Co-founder and CEO of EventHub
- Experience in booth layout design and oversight of a team that has built hundreds of interactive event maps for street fairs, festivals, parks, fairgrounds, and expos.

Learning Objectives

- How to scope an event map
- Core goals for an event layout
- Essential design concepts
- Different map styles and types for different stakeholders and goals
- *Leveraging layouts for revenue growth*

Build Scoping

- What area needs to be mapped?
- What impediments are within the mapped area?
- Which elements need to be mapped, and what colors should be applied to them?
- What should your map legend consist of?

Essential Layout Elements

- Gates/main entrance and security checkpoints
- Main stages/main draw placements
- Support programming placements
- Partner placements and highlighting
- Utilities objects, labels, and placements
- Operations and emergency access points and routes
- Foot traffic flow from entrance through exit
- Map drawing tools: CAD, Canva, Google Maps

Logistics and Utilities

Logistics:

- Load in sequence and timing
- Blueprint for setup
- Reference tool for ops during event

Utilities Management:

- Power sources and needs (staging, vending etc.)
- Water hookups and potted water
- Portable toilets and handwash

Safety

- Emergency access routes
- Plans shared with fire department
- Fire marshal compliance
- Active shooter plan
- Ambulance access and first aid stations

Stakeholder Support

Who might need access to your layout?

- Special event permitting office
- Environmental Health and Fire
- Production vendors, sponsors, front-of-house vendors
- Staff and volunteers
- Attendees

Attendee Guides

- Points of interest
- Map
- Schedule
- Program
- Performers/Entertainers
- Sponsors

Boosting Partnership Revenue w/ Maps

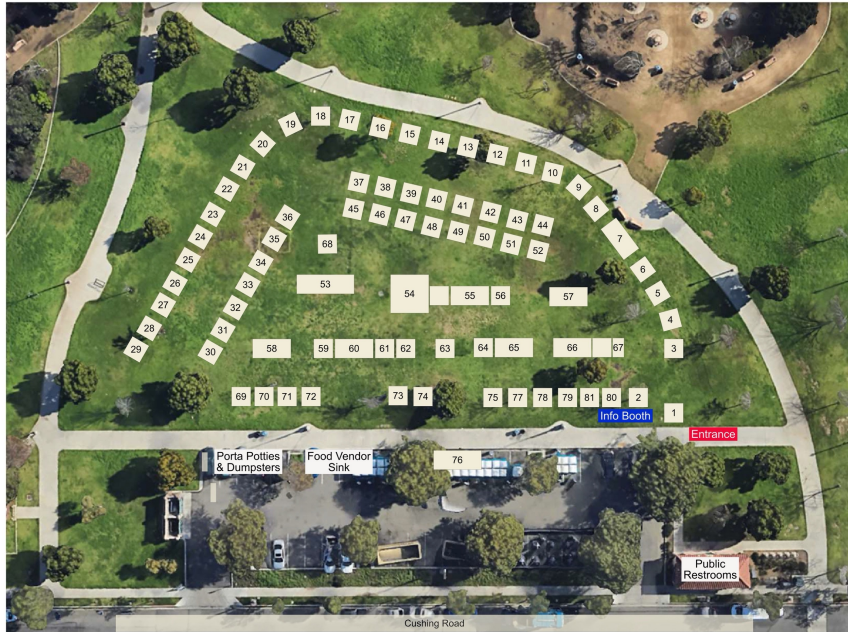
- Identifying and highlighting premium inventory
- Using inventory scarcity to surge demand
- Digital map sponsorship assets
- Online map views and logo clicks for sponsor ROI

Mapping Examples: Bunnyfest



BunnyFest 2025

Liberty Station
San Diego, California
September 21, 2025



Mapping Example: Central Florida Fair



Mapping Examples: ATL International Night Market



2025 Atlanta International Night Market Chamblee

Chamblee City Hall
Chamblee, Georgia
June 27-28, 2025



Thank You!

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LinkedIn QR Code:

