

Post-Event Report:

EthDenver Polkadot Activation 2024

Please find event proposal [here](#)

1. TLDR

Our participation at ETHDenver 2024 was a refreshing success! We achieved almost all of our goals and made a significant impact for Polkadot. Over 2,500 attendees visited our booth, showing strong interest in Polkadot. Partnered initiatives resulted in over 700 POAPs being scanned, indicating, in a way, a smooth user onboarding experience. Social media buzz was incredible, with the Polkadot Twitter account generating over 915,000 impressions and reaching an estimated 10.8 million people with a 3.13% engagement rate for ETHDenver content which puts us slightly above the average when compared to competitors.

Collaborations with key players like Nova Wallet, KodaDot, Exiled Racers, and more were a major win. These not only strengthened Polkadot's position in the blockchain space but also facilitated valuable community engagement. Events like the co-hosted closing party "bash" provided additional branding and networking opportunities. Presentations by Bill Laboon and Bader Youddef were well received and attended, solidifying Polkadot's reputation as a thought leader.

The audience at ETHDenver aligned with almost all of our goals, and our multi-pronged approach (booth, talks, mini-summit) proved to be very effective but also presented some challenges and opportunities to improve, such as optimizing booth flow and incorporating storytelling elements to create a more cohesive experience. Collaborations with ecosystem teams proved to be valuable for user onboarding and brand awareness, and we'll continue to leverage this strength moving forward.

Overall, the Polkadot presence at ETHDenver met and in some cases exceeded expectations. The event significantly enhanced brand visibility with one of the biggest and flashier booths on the show floor, fostered community, and generated valuable leads. The learnings gained will be instrumental in refining our future event strategies, ensuring Polkadot continues to solidify its position as a leader in the Web3space.

Recap Video:  Polkadot @ETHDenver 2024

2.Key Highlights at a Glance

Enhanced Brand Visibility:

Social Media Engagement

Polkadot Official Twitter account EthDenver related post interactions:

<https://twitter.com/Polkadot> | Source:  ETHDenver

- **Impressions:** 915,715
- **Engagement Rate:** 3.13%
- **Likes:** 12,161

EthDenver + Polkadot together as keyword mentions/Interactions:

[Social Data](#) (password: Polkadot)

- Mentions: **1,640**
- Authors: **1,150**
- Est. Reach: **10.8 million** (Reach is an estimate of the de-duplicated follower count for all unique X handles. It is an estimate of the potential total audience of the posts)
- Est. Impressions: **15.2 million**

 **Bitskwela** @bitskwela · Mar 5

Sounds like a wild Web3 adventure! Can't wait to see the awesome projects coming out of #ETHDenver 2024. Keep pushing those Web3 boundaries, Polkadot!

3 117

 **Digital Redcap Chief** @__open_minded

During the just concluded Eth Denver conference, @BillLaboon talked about @Polkadot being more than just a blockchain, highlighting crosschain messaging.

He also explained how XCM facilitates interaction between multiple entities within the DOT ecosystem.

Watch video below 🗣️ :

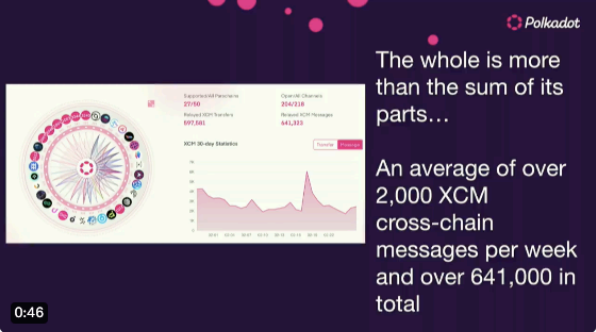
 **ETHDenver** @EthereumDenver · Mar 1

LIVE ON STAGE NOW!

Is Polkadot more than just a blockchain? Yes.

@BillLaboon from @Web3foundation @Polkadot is presenting "What Makes Polkadot Different?"...

[Show more](#)



The whole is more than the sum of its parts...

An average of over 2,000 XCM cross-chain messages per week and over 641,000 in total

0:46

2:58 PM · Mar 7, 2024 · 118 Views

 **Crypto Empire | AMA + Spaces** @Empire8x · Mar 5

Sounds like the blockchain devs were partying like it's 2024! Polkadot is definitely making waves at #ETHDenver. Keep pushing those Web3 boundaries!

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Media Coverage

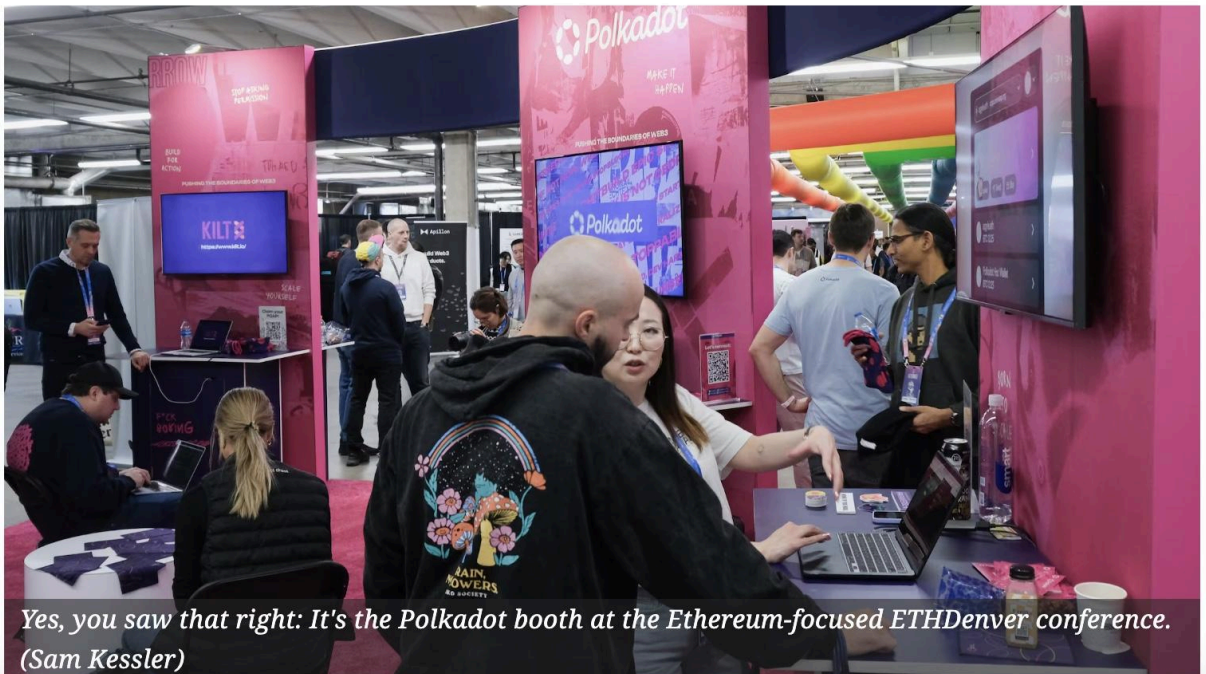
Media Mentions

- [Coindesk](#)

Bitcoiners, Solana Acolytes Crash Ethereum Conference in Denver – for a Reason

Last week's ETHDenver conference drew a significant presence from developers and reps of blockchain ecosystems beyond Ethereum, taken as a sign of just how influential the second-largest distributed network has become.

By Sam Kessler ⌚ Mar 5, 2024 at 3:35 p.m.



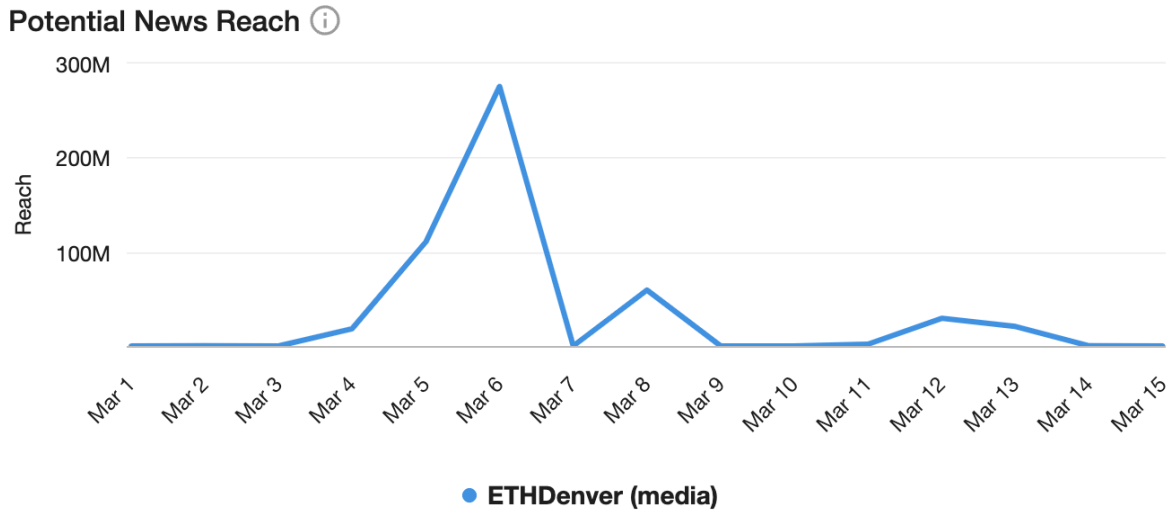
Yes, you saw that right: It's the Polkadot booth at the Ethereum-focused ETHDenver conference. (Sam Kessler)

- BNN, "[Ethereum's Big Tent Draws Diverse Crypto Tribes to ETHDenver 2024, Signaling Blockchain Unity](#)," March 6 2024

Yahoo Finance, "[Bitcoiners, Solana Acolytes Crash Ethereum Conference in Denver - for a Reason](#)," March 5 2024

DL News, "[DeFi Community gets Buzzed at ETHDenver on interoperability and Kennedy](#)."

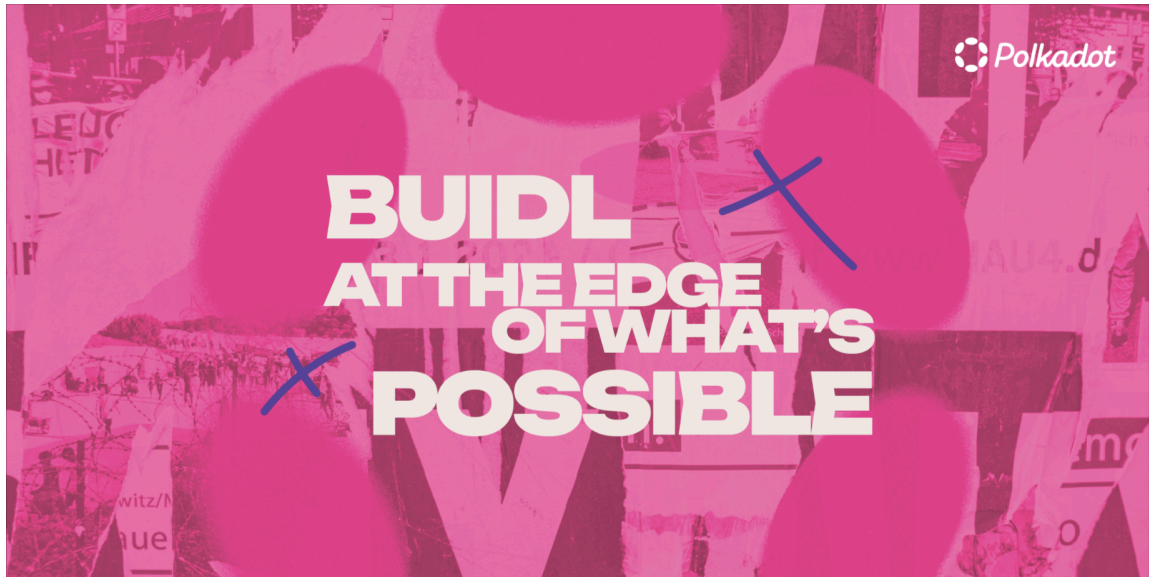
This chart is demonstrating the estimated media reach for articles that mentioned ETHDenver and Polkadot.



Branding, Swag & Collateral

- **Booth Branding:** The Polkadot booth at ETHDenver wasn't your typical conference display. We opted for a bold departure from previous design story, incorporating street art elements with a graffiti-inspired edge. This wasn't just about aesthetics; it was a deliberate choice to reconnect with Polkadot's roots. It was a part of a larger movement with the main focus being to de-corporatize a very sterile and scattered image.

The street art symbolized a rebellious spirit and served as a way to recapture the human touch we felt Polkadot had lost over time. After all, street art thrives on connection and raw expression, perfectly reflecting the collaborative energy we wanted to cultivate at the booth.

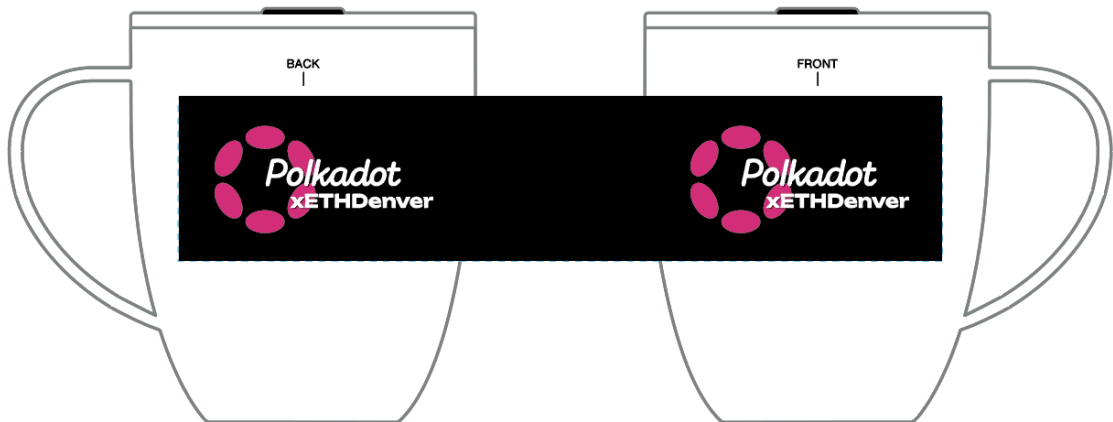


- **Swag Items:** Long Sleeve t-shirts, insulated mugs, microfiber cloths, beanies and socks. The event ended with no spare merchandise items, the biggest success being 2 different sock designs, warm beanie with pink pom and a surprising star was the microfiber cloth to clean displays and glasses.

FRONT



BACK











- [Polkadot Booklet](#) :The first iteration of Polkadot Booklet done by Distractive was distributed at the booth. We're trying to implement this as a first step towards a shorter messaging/positioning of Polkadot.

Meaningful Partnerships & Collaborations:

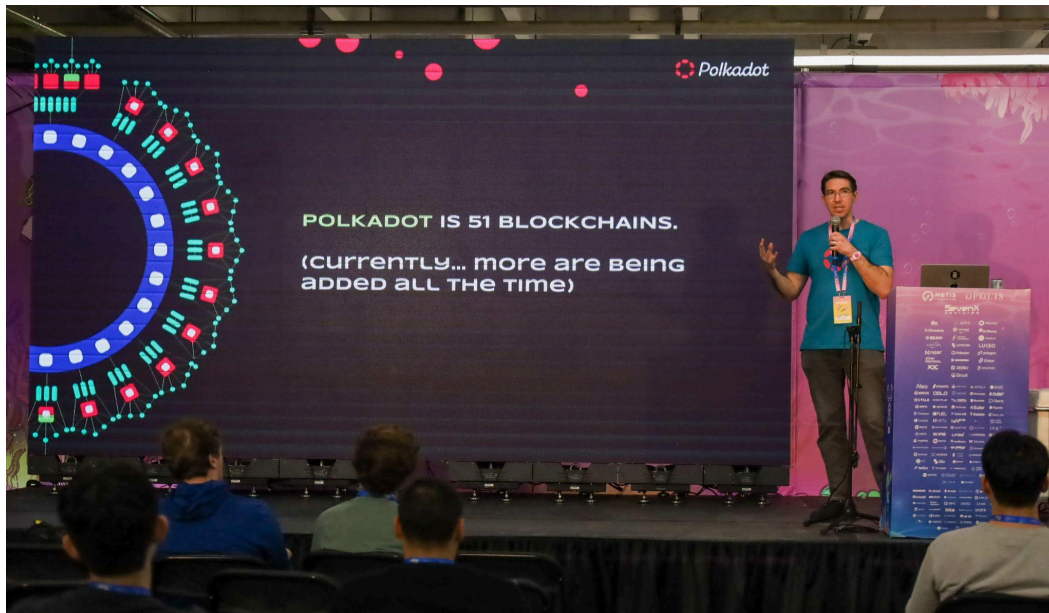
- **Ecosystem Team Stations:** Every team was allocated a booth slot/demo station available exclusively for them for the duration of 1 day. They had a TV with HDMI access, merchandise storage and full usage of the booth space.

- KodaDot
 - Unique Network
 - Orbiter One
 - Zeitgeist
 - Phala Network
 - Accurast
 - SubQuery
 - Pendulum
 - Apillon
 - CESS
 - Robonomics
 - Kilt
 - Aventus
 - Vara Network
 - Laos
 - Talisman
 - Tanssi
 - Exiled Racer
 - Stellaswap
 - Terno
 - Animo
 - OAK Network
 - Dstore
 - Moonbeam
- **Other Collaborations**
 - Bash - Official ETHDenver & Polkadot Closing Party
 - Exciled Racers - Polkadot Onboarding Experience (new users)
 - Nova Wallet
 - SubWallet
 - KodaDot (poap creation and distribution)

Thought Leadership and Knowledge Sharing:

As a part of the Sponsorship we were able to secure a Keynote for the Main stage as well as a talk during the buildathon. We chose our top educators: Bill Laboon and Bader Youssef from Web3Foundation to fill these slots.

Bill Laboon - ["Polkadot: More Than Just a Blockchain"](#)



Bader Youssef: [The Complete Guide to Building Blockchains With the Polkadot SDK](#)

3.Results & Feedback

Overall Impact & Results

High Booth Engagement: After lengthy negotiation, we were able to secure a highly visible and sought-after booth slot (located and very much VISIBLE at a straight line from the main entrance) This led to an estimated foot traffic at the Polkadot booth ranging from **2,500 to 3,800 attendees** based on POAP claims and lead generation forms. Every 1 in 5 people who crossed the booth claimed their "poap" and one in every 10 people filled out the lead gen form. This strong engagement suggests significant interest in Polkadot from the ETHDenver audience.

Successful Onboarding: [Over 700 POAPs were scanned](#), indicating a successful user onboarding experience. This number, coupled with [806 unique NFT owners](#),

highlights the effectiveness of the onboarding strategy. The QR code linked to either "open Nova wallet" or a link to "download Nova wallet", hence effectively onboarding new and existing users. While the exact number of new wallets created through the Nova Wallet download link is unknown, the data suggests a positive impact on user acquisition.

Enhanced Visibility: Collaboration with Exiled Racers on the onboarding process for the "bash" closing party provided an additional platform for brand exposure and user engagement.

Lead Generation:

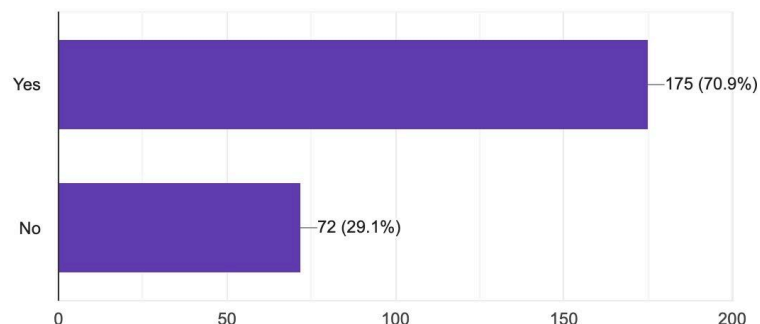
Our Lead generation form recorded 247 responses collected during the time of the conference.

Out of this 70,9% 175 were what we'd consider "active leads"

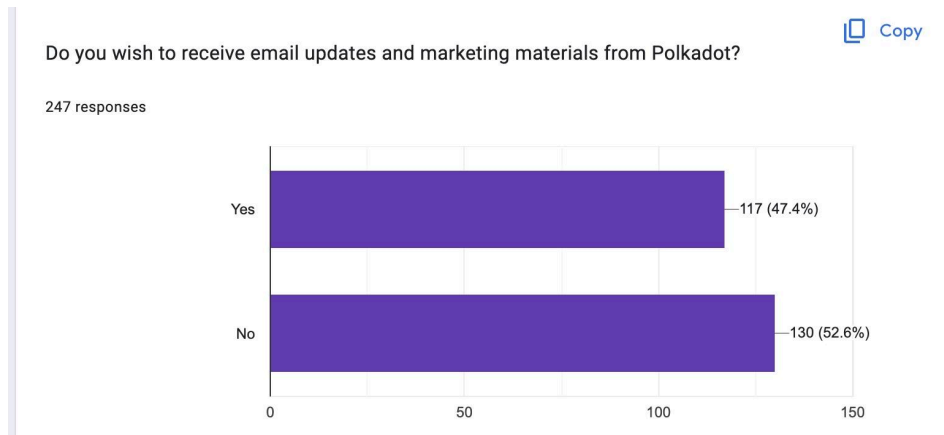
Would you be interested in speaking with someone to learn more about Polkadot?

 Copy

247 responses



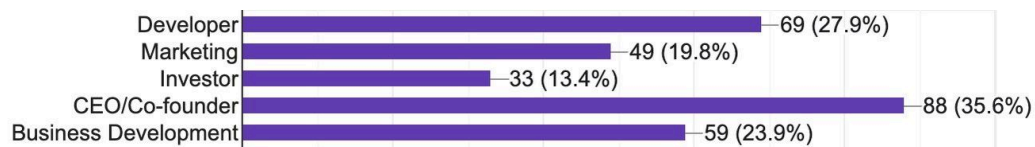
Furthermore 47% or 117 people were on boarded onto the Polkadot Newsletter.



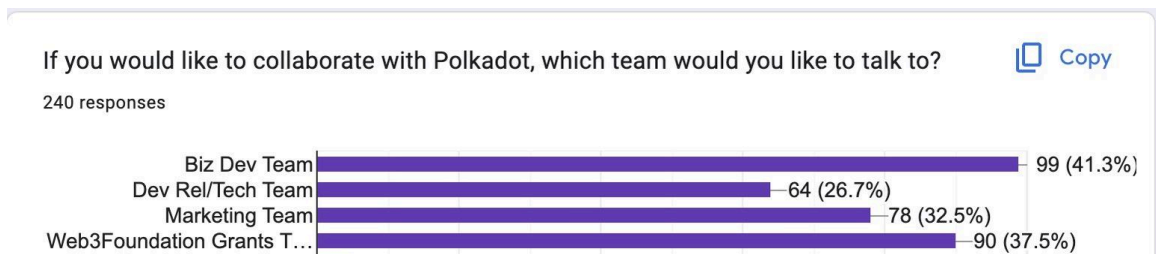
Utilizing this lead generation form we were also able to identify the current demographics of people interested in Polkadot.

What is your role?

247 responses



As well as the most in demand "contacts".



In addition to our Lead Generation form we asked the participating teams to share how many leads they collected themselves in addition to the lead gen form we provided. As not all the teams have shared this information with us at the time of creation of this proposal this is incomplete. Here are the numbers shared.

Apillon: 74 leads
 Zeitgeist: 13 leads
 CESS: 17 leads

Other leads reported in the feedback forms:
4 teams: ~35 leads.

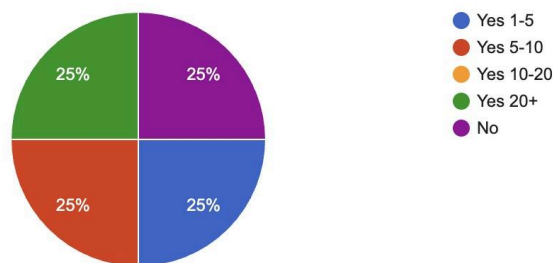
Our internal team (Distractive- 6 people) collected around 100 individual leads and contacts.

This puts the total number of collected leads at 486, not accounting for the rest of the participating teams.

Were you able to connect with any potential leads at the EthDenver booth? If yes, how many valuable leads did you generate at the booth?

 Copy

4 responses



Ecosystem Teams' Experience (Outcomes & Feedback)

Outcomes and Feedback

At the time of writing this report only 4 ecosystem teams were able to submit the feedback form. However we've received some in person feedback at the booth and other EthDenver events that we're including in this report.

The need for these kinds of activations and a curated presence at big conferences such as EthDenver was highlighted by most of the ecosystem, not only the participating teams.

Most of the feedback about the booth and execution were very positive. The booth location was highlighted by most as impactful (we did have one negative comment on this on our feedback form that was contradictory to the rest). We had various

feedback on the design and booth setup, some considered it very well executed, others would prefer a more open layout.

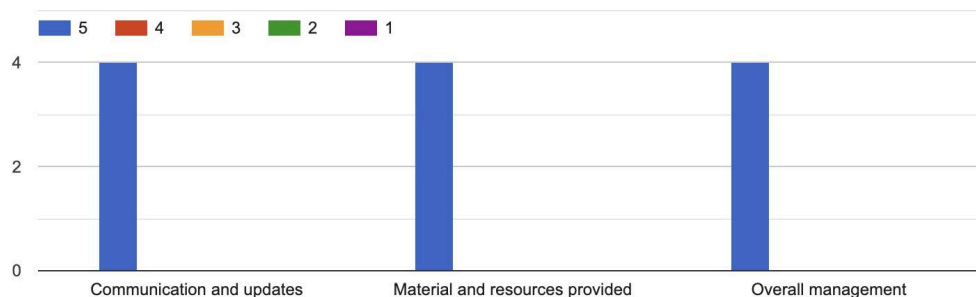
One of the main concerns was that the last day of the conference wasn't as well attended and some teams even decided not to support their booth anymore. This way the teams that had their booth slot allocation during the last day weren't as exposed to quality leads as others. We plan to remedy this in the future, more information on how is mentioned in the next section of this report: "Insights and learnings".

We are also aware that for future conferences we'll need to considerably up the number of knowledgeable booth staff; the lack of a functioning BD and DevRel team was felt by the booth attendees and by the Distractive team. We tried to remedy this with a comprehensive lead gen form, but it would be way more effective if we had those teams on the ground.

Overall the sentiment received from participating teams was overwhelmingly positive, especially considering this was Distractive's first Polkadot-related activation.

Please rate your satisfaction with the following aspects of Distractive's lead

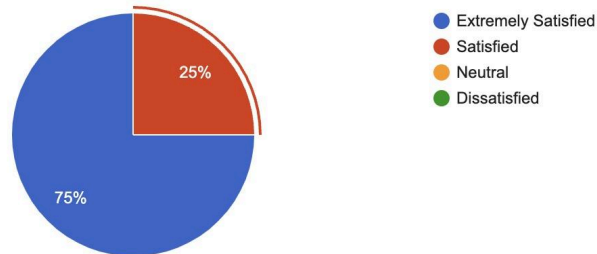
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How satisfied were you with your overall experience at EthDenver?

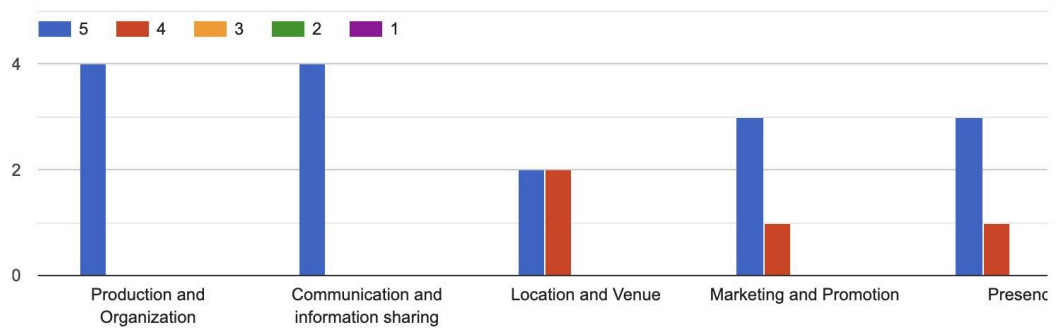
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4 responses



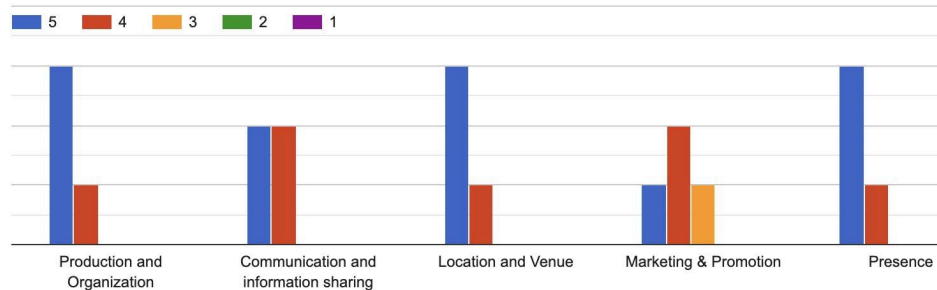
Please rate your satisfaction with the following aspects of the EthDenver booth

 Copy



Please rate your satisfaction with the following aspects of the Polkadot Mini-Summit:

 Copy



Please include any feedback you are willing to share here:

3 responses

Overall, organisation and communication was on high level. Distractive team was very helpful and organised everything in fast and professional manner. I know it is probably highly competitive due to many teams wanting to be at the booth, but if we had more days, that would be ideal.

Maybe next time we could have more knowledgeable Polkadot ambassadors to help out Bill to answer some questions. I felt like Bill was very busy.

Location also was a bit far from others, but again I understand it is highly competitive at such scope of events.

But overall, thank you for making it happen. Talisman would be happy to be a part of future Polkadot events like that. =)

Absolutely the most well managed, setup booth, distractive team is making a big impact in the polkadot ecosystem!

i think you should try to include every team in the lineup once *before* the last day of the event. the last day at ethdenver was empty and majority swag hunters. any project who only had the last day to demo has a small fraction of the reach as anybody who had booth space before.

4. Insights & Learning

Engagement and Market exposure

ETHDenver attracted a global audience of BUIDLers, industry experts, government officials, and educators, all dedicated to exploring decentralized futures which made it easier for us to achieve our goals for the Polkadot activation, especially

when it came to connecting with BUIDLers. Altogether EthDenver had over 20 thousand attendees. Here's a breakdown:

- **Developers & Builders:** As the flagship Ethereum event in the US, ETHDenver attracts a large number of both established builders and newcomers eager to learn. This was in sync with our goals to:
 - **Attract high-potential leads:** As attached in the section above, “lead gen form”, over 60% of the booth traffic were Developers and founders. Which is exactly the demographic we were seeking in this brand activation. Other high-potential leads are BD and Investors which together accounted for around 30% of the booth traffic.
 - **Deepen existing relationships:** Engage with established Polkadot builders and strengthen our community.

The diverse audience at ETHDenver, coupled with our multi-pronged approach (booth, talks, mini-summit), helped us achieve all our goals:

- **Booth:** Provided a central point for attendees to learn about Polkadot, network, and potentially generate leads.
- **Talks and Mini-Summit:** Showcased Polkadot's technical capabilities and fostered deeper engagement with the community (both existing and new). The mini-summit unfortunately didn't completely fulfill our expectations, mostly due to miscommunication with the EthDenver production team. In which the venue placement and their collaboration on Marketing didn't align with the original idea of execution. It's a learning experience, though!

Optimizing Event Strategy & Objectives

How can we improve the flow and overall experience for attendees at future Polkadot sponsoring events?

Moving forward, a key focus will be on refining Polkadot's event strategy and objectives to maximize the attendee experience. Here's how we plan to achieve this:

Streamlined Booth Flow: Future booth designs will prioritize improved flow, ensuring a smooth and engaging experience for attendees. We'll be replacing the individual pods with a more collaborative approach. This will include creating designated thematic/topical areas for specific activities, such as “Dev Zone”, “User Experience Zone”, and networking. In this format, each team will have the opportunity to showcase their project individually but also within the context of the



whole ecosystem. This will also allow all the participating teams to be at the booth during the high traffic days, avoiding giving exposure to some teams only on the last (least populated) day.

Collaborative Onboarding: A standardized onboarding experience will be implemented across all Polkadot-sponsored events in 2024-2025. This will include leveraging collaboration with other teams to streamline user acquisition and provide a clear path for newcomers to explore the Polkadot ecosystem.

Welcoming Design and Storytelling: The structure of the booth will be revamped to create a more welcoming and inviting atmosphere. Additionally, we'll incorporate storytelling elements to effectively communicate Polkadot's value proposition and mission.

Fireside Chats : Integrating a dedicated space within the booth for informative short talks and engaging fireside chats/roundtables will be a key addition. This will allow the audience to deep-dive into discussions with industry experts and further showcase Polkadot's technical capabilities.

Booth Agenda: A clear and concise booth agenda will be readily available, informing attendees about upcoming talks, demonstrations, and other activities happening at the Polkadot booth. This transparency will help attendees plan their visit and maximize their time at the event.

Investment in Meaningful Partnerships

Our collaborations at ETHDenver with the different ecosystem teams proved highly successful in raising awareness of Polkadot.

The POAPs co-created with KodaDot onboarded over 700 users, demonstrating the effectiveness of this strategy in attracting new participants to the Polkadot ecosystem. We plan to leverage this success and further develop our onboarding experiences in future events.

Additionally, the collaboration with Exiled Racers on the onboarding process for the "bash" closing party signifies the value of working with other projects to enhance brand visibility and user engagement at industry events.

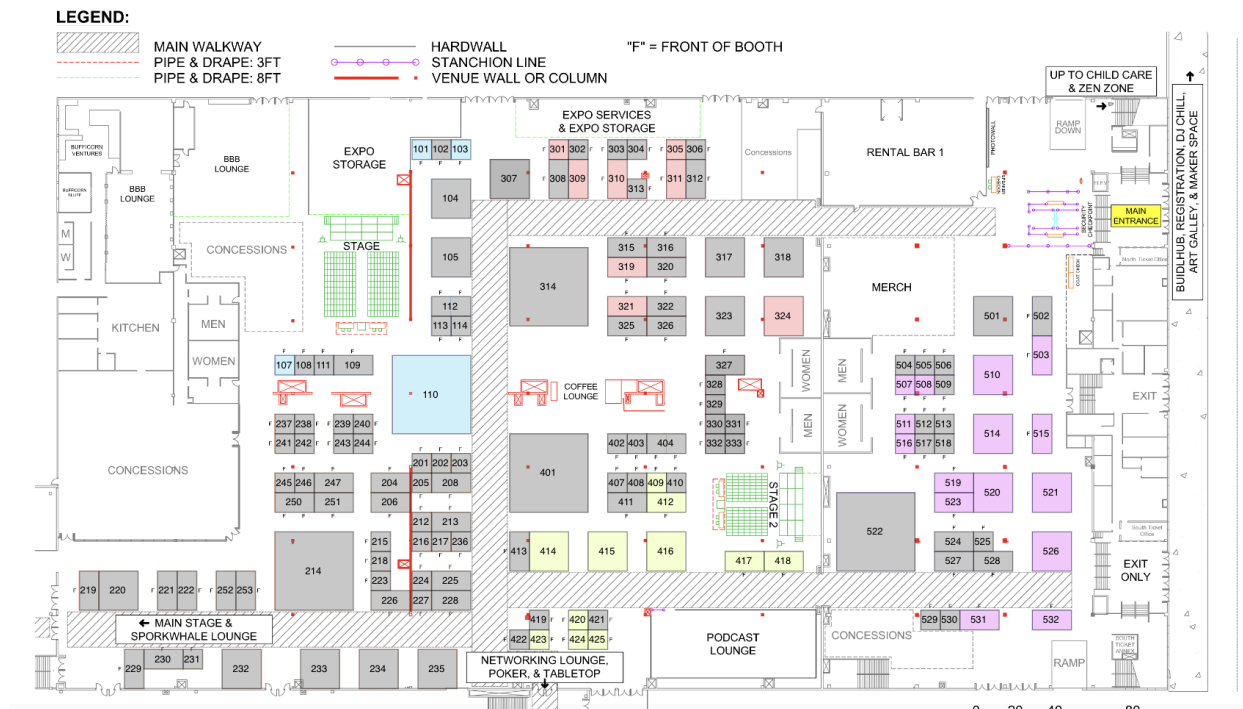


5. Logistics & Performance

Venue Details

The Polkadot booth enjoyed a prime location in a high-traffic area, positioned directly along the main hallway connecting attendees from the entrance straight to the Devtopia zone. This ensured maximum visibility and foot traffic throughout the event.

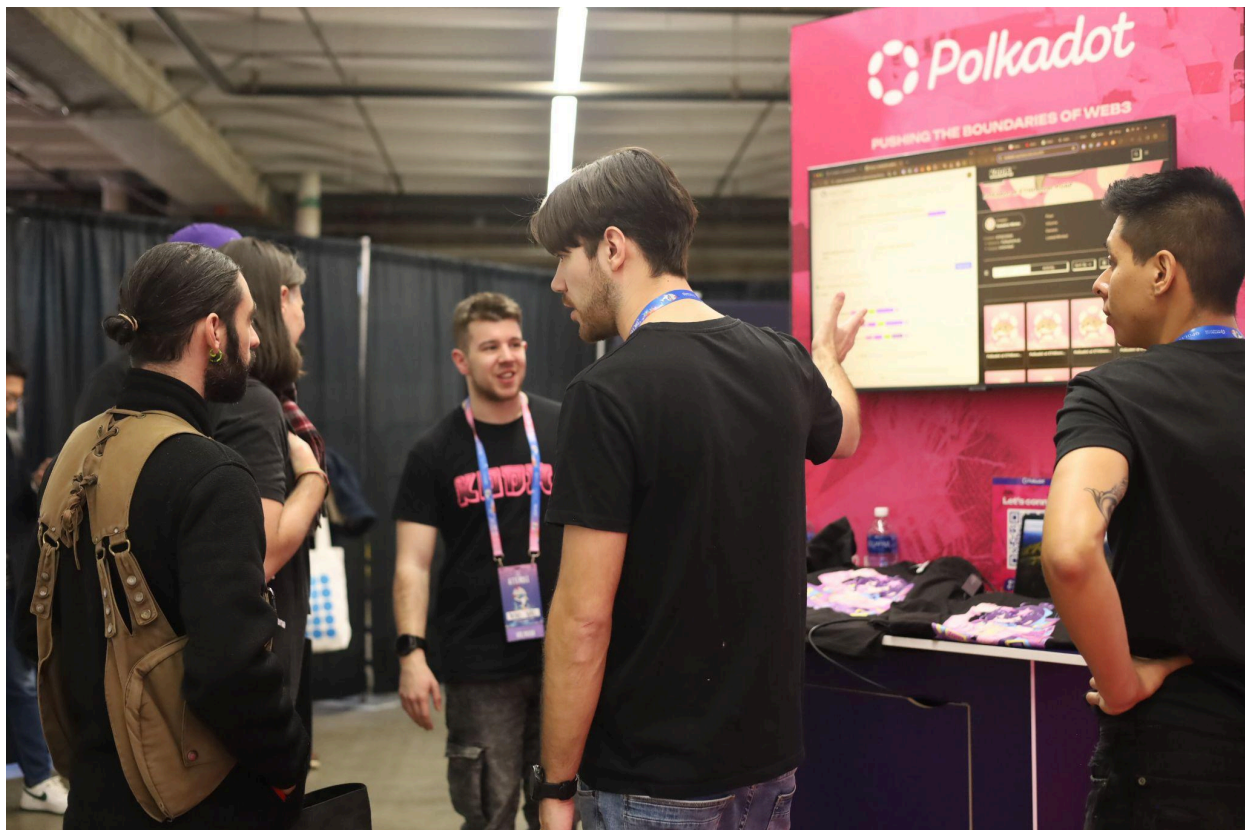
Booth Number 104













Budget & Expenses

Related milestones	Cost Category	Submitted Proposal Quoted Amount	Final Quoted Amount (USD)	Paid Amount (USD)	Savings
1	Sponsorship - Cypher category, booth upgrade from 10 x 20 to 20 x 20	\$70,000.00	\$70,000.00	\$70,000.00	\$0.00
2,3,4,5	Booth design, furniture, setup and dismantling; Showfloor service - Material handling, electricity, cleaning; Internet, Equipment hire (10 iPads)	\$35,365.70	\$35,365.70	\$35,356.70	\$8.80
6,7	Miscellaneous - Event insurance, other misc expenses	\$10,000.00	\$10,000.00	\$10,017.14	-\$17.14
8	Swag and giveaways (Beanies, t-shirt, stickers, insulated mugs) - T-Shirts (Qt 260) - Insulated Mugs (Qt 100)	\$14,438	\$15,000.00	\$9,254.55	-\$1,016.94

	- Microfiber Cloths (Qt 200) - Beanies (Qt 200)				
	Socks (Qt 250)			\$5,875.37	
8	Stickers (Qt 520)			\$325.28	
9	Project planning, management & execution (3 pax + 2 months planning + 7 days approx on-site execution)	\$18,000.00	\$18,000.00	\$18,000.00	\$0.00
10	Photography, Videography for core event + swag design	\$5,115.00	\$3,500.00	\$4,915.00	\$200.00
11	🚫 Videography for Polkadot Mini-Summit [Feb 28th - 4 hours of content footage]	\$1,980.00	\$1,980.00	\$0.00	\$1,980.00
12	Travel & Accommodation [accommodation for project team 3k allocated per person, final number adjusted in report, funds either returned or forfeited topup]	\$12,000.00	\$12,000.00	\$11,636.56	\$363.44
13	Sponsorship package UPGRADE: Mini Summit Upgrade, 4-hours BUIDLHub Stage	\$40,000.00	\$40,000.00	\$40,000.00	\$0.00
14	🚫 Sponsorship package UPGRADE: #BUIDLHub Happy Hour (Feb 23-28) - 2 Hours, 100 guestlist ✅ Polkadot & "bash" Official Closing Party Venue	\$10,000.00	\$10,000.00	\$5,000.00	\$5,000.00
15	Catering (F&B for mini-summit and cookies for booth)	\$5,000.00	\$5,000.00	\$3,299.57	\$1,700.43
16	Slippage insurance 10%	\$22,071.50	\$7,000.00		
	TOTAL	\$242,214.50	\$227,845.70	\$213,680.17	\$8,218.59
	<u>Total funds sent by the bounty</u>		\$180,000.00		
	<u>Total funds received from the bounty</u>		\$154,135.68		
	Total funds requested as a top-up		\$59,544.49	ideally plus 10% slippage contingency returnable to the bounty upon receipt	

Miscellaneous					
7	[MISC] Main Event - Advanced Warehousing Freight Shipment - Price per LB + Power - 15A (120V) Power Drop [Last-Minute/On-Site]		\$4,988.48		
7	[MISC] 2 Pack Power Strip Surge Protector Quantity 2		\$43.61		
7	[MISC] Anker USB C to HDMI Adapter (@60Hz) Quantity 5		\$80.20		
7	[MISC] 8.5×11 Acrylic Sign Holder 3 Pack Vertical Double-Sided Display Quantity 12		\$49.60		
7	[MISC] USB Data Blocker 4-pack Quantity 2		\$19.02		
1	[MISC] Main Event - Swag boxes storage @Le Meridien Denver		\$320.00		
7	[MISC] - Polkadot Booklet printing + design Quantity 250		\$842.73		
6	[MISC] Event Insurance		\$655.77		
7	[MISC] Valet Parking for company car		\$399.00		
7	[MISC] Polkadot Booth POAP QR Code Printing		\$22.40		
7	[MISC] Polkadot's Official Closing Party flyer Printing + tape + batteries for booth's remote controls		\$460.33		
7	[MISC] POAP NFT metadata + NFT deposit		\$2,136.00		