

Appendix B: WCA Competition Data

Competition Name: CubingUSA Western Championship 2024

- Number of Competitors: 217
- Competitor Limit: 240
- Percentage of Competitor Capacity Filled: 90%
- Presence of vendors: Yes
- [Click here to visit site](#)

Competition Name: Minnesota Championship 2024

- Number of Competitors: 119
- Competitor Limit: 130
- Percentage of Competitor Capacity Filled: 95%
- Presence of vendors: Yes
- [Click here to visit site](#)

Competition Name: CubingUSA Southern Championship 2024

- Number of Competitors: 182
- Competitor Limit: 230
- Percentage of Competitor Capacity Filled: 79%
- Presence of vendors: No
- [Click here to visit site](#)

Competition Name: CubingUSA Heartland Championship 2024

- Number of Competitors: 101
- Competitor Limit: 325
- Percentage of Competitor Capacity Filled: 31%
- Presence of vendors: No
- [Click here to visit site](#)

Analysis

The data presented illustrates a consistent trend: competitions with vendor presence, such as the Western and Minnesota Championships, show higher competitor capacity utilization compared to those without vendors, such as the Heartland and Southern Championships.

This correlation can be attributed to several factors:

1. **Enhanced Competitor Experience:** Vendors provide a tactile, hands-on experience for competitors, allowing them to explore and test products on-site. This interaction not only meets practical needs but also adds excitement to the event.
2. **Increased Attendee Value:** Vendors act as a secondary draw, offering an engaging point of interest for competitors and families. This added value can boost attendance and participation rates.
3. **Event Prestige:** The presence of vendors often signals a well-supported, higher-quality event, attracting more competitors who perceive these competitions as more rewarding experiences.

By reintroducing vendors to smaller competitions, PlayCubed aims to replicate these positive impacts, enhancing event quality, driving participation, and fostering a stronger sense of community.