

IAAPA Attractions **EXPO**

Merchandising Mid-Way Games Areas; Tips, Tricks and Techniques

11/13/2007
4:30pm
Room #S310EF



Merchandising Mid-Way Games Areas:

Tips, Ticks and Techniques

Frog Bog



- Adding roof signs makes your game stands jump out

Frog Bog



- Pricing displayed so guest knows value of play
- Signs should be colorful and themed when possible

Frog Bog



- Storage bins created to take up unused counter space
- Storage bins increased amount of stock available in game
- Instruction sheets placed in games to assist employee with common rules and questions

Rattler's Revenge



Rattler's Revenge



- Plexiglass display bin
 - Storage space
 - Durability
 - Organization
 - Signage displayed

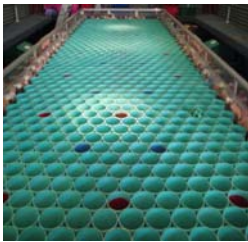
Fish R Jumpin'



- Portable building
- Designed storage space behind display wall
- Low counters for visibility



Goblet Toss



- Designed in-house playfield to decrease cost of labor
- Added bonus level to increase size of prize
- Color balls to brighten game
- Up-sell

Looper Lanes



Looper Lanes



- Painted walls to eliminate white space
- Score and ticket value clearly displayed
- Pegboard to grid wall
- Prizes wire tied to grid-wall for security

Center Ring



- Creativity with plush
 - Use of tagging gun and plastic barbs to attach 3 Shrek babies to Shrek

Pigskin Panic

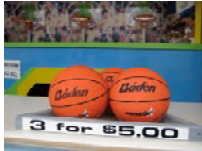


- Wallpaper scenery themed to game
- Football field rug
- Display cabinets to keep prizes in order
- Color footballs

Up-Sell for basketball games



- Added "Sweet Shot"
 - 3 Point College Shot
 - Win fabric ball



- 3 for \$5.00
 - Plastic wood triangle
 - Used in 3 basketball and 1 football toss game

Up-Sell for ring toss games



- Add small (guaranteed) prize with bucket sell



- Purchase hat full of rings and keep the hat

Pro Shot



- Before:
 - Limited display
 - Lots of wasted space
 - No visual props



- After
 - Full colorful display
 - Vertical basketball silos

Pro Shot



Pro Shot



- Out of sight restocking
- Increased variety of stock
- Quick inflation time with 8 unit air manifold



Pro Shot



- Self feeding chutes
- Easy access for attendant
- Removable decals to assist guest with selection

