

IAAPA Attractions **EXPO**

A Penny Saved: Ten Great Money and Time Savers For Your Midway Games Areas

11/15/2007

8:30am

Room #S330EF



IAAPA

IAAPA Games Presentation

Ten Great Money and Time Savers for your Midway Games



Tips for money and time savers

- Game set up
- Employee support
- Supplies and suppliers



Game Set Up

- Game Rules:
- Game Prize Structure:
- Games Pricing Structure:
- Games Signage:
- Game Fixture Ergonomic design:
- Game Selection:



Game Rules

- Keep short and to the point.
- State exactly what the guest is to do.
- Avoid negative consequences like “cannot or voids play” that turn away guests.
- Use your game ratios to set up acceptable cost of goods taking into account guests putting hands over foul lines, etc.. This avoids surprises.

- Benefits:
 - More guests that understand what to do will allow for more players with less time taken in explaining the game resulting in increases in revenues.



Prize Structure

- Keep a minimum of prize sizes in games.
- If possible, set up games with “choice of prize” for the win.
- If you do trade up options, keep all game trade up structures the same on your midway.

- The goal like the game rules is to make it as easy as possible for a player not familiar with your area understand what to do. This encourages play and increases revenues.



Pricing Structure

- Standardize your pricing on the midway.
- Create 3-4 pricing tiers.
- Utilize the tiers throughout your midway depending on the game.
 - Examples:
 - \$3.00 for one play
 - \$5.00 for two plays
 - \$10.00 for five plays
- Always highlight your highest priced tier as a value option.
 - Use this value play option for pricing per prop when identifying your game plays-to-wins ratios.

- Once again, keeping it easy for a player to walk up to the game and understand what is expected prior to speaking with an attendant will result in higher revenues.



Games Signage

- Create signage that is consistent through your midway.
- Clearly display pricing and rules.
- Display in an easy area for the guest to see.
- The theme of making it easy for guests to understand what to do carries into the signage. If a potential player can be turned into an paying player before interacting with your attendant you can spend time on generating the revenue verses hard selling a game.



Game fixture

- Make retrieving the props as easy for your employee as possible. Example: Ring buckets at the ring toss games. Set up hundreds so when a players pays for the bucket the employee just hands ready made buckets to the player.
- Utilize ramps and troughs for maximum ease to employees for handing out balls, etc...
- When purchasing or building new games, ensure that employees will be able to quickly turn around plays.
- Focus on decreasing transaction times during heavy volume times verses trying to generate new revenues at very slow times.
 - Increasing transactions when guests are waiting with money out is far more worth the energy than trying to sell games at times there are no guests around.
 - The result is more efficient use of our existing resources and increasing profit by avoiding additional costs.



Game Selection

- Appeal to your Midway's demographics.
 - Carry a wide range of games from Kidde to difficult skill. But concentrate on your core spending groups.
- Avoid getting a game for the sake of getting a game.
 - Know how many of each type of game is most efficient for your operation and as new games become popular, replace poor performers.
- Your goal should be to capture the play of all of your guests that enter your midway.
 - This will result in more game revenues.



Operational Support Savings

- Shift Framework
- What to display
- Game Ratios



Shift Framework

- Set up in advance your operational labor needs:
 - Hire employees to business needs verses hiring to employees' wants.
 - Fill lines on the schedule and only make adjustments to requests.
 - Understand your vacancy history and plan against.
 - Create frameworks for shoulder seasons and peak seasons.
- Reduces the labor expended on creating a new schedule each week and places it back on the midway floor.
- Labor is in when you need it verses when employee wants it to be.



What to display

- Focus on hanging as much plush in the game as possible.
- Display plush before providing a theme to the game with props.
- Remember to use the prize first to get the interest in the game.
- This will help to reduce operational expenses and shift money to the cost of goods.
 - Reduces regular monthly hits to the bottom line.
 - As long as you maintain your COG's % and end your year with the stock levels you project, you will not impact your profit margin.



Game Ratios

- Through the use of your inventory usage, identify how many plays are played until a winning play occurs.
- Use this ratio to predetermine what will occur in the game.
- This will allow for a faster learning curve on your optimum game operation resulting in increased profits.



Supplies and Suppliers

- Take advantage of reducing freight costs
- Negotiate for volume discounting
- Game point of sale systems



Freight Costs

- Utilize Drop Shipments from Vendors.
- Negotiate for freight included pricing
- Utilize freight company's discounted options.
- Drop shipments, if you have the room, provides an easy way to both reduce the cost of the items and eliminate domestic freight charges by cutting out the middleman freight company.
- Some vendors can incorporate the freight costs into the cost of the product. This allows for consistent total cost of goods and no surprises with higher than expected freight bills.
 - Incorporated with game ratios allows for seamless pass-on to the players while still maintaining good value.
- Check freight companies for Timed discounts on trucks that are going your way and are already empty.
 - Example is citrus trucks coming back to Florida are empty. By using these carriers, discounts can be had on LTL's.
 - Know what the Federal Freight Rules that govern LTL and full truckloads in order to avoid unnecessary charges.



Game Point of Sale System

- Utilization of a Point of sale system is crucial.
- Points to consider:
 - Accepting cash into apron is still fastest way. Make certain that employees can just take cash into their apron.
 - More guests are using credit cards. Make certain that any POS set up can also accept credit.
- In order to make the most informed decisions regarding the direction of the midway, you must have as much actual data as possible. Your system must be as seamless as possible to maintain speed of transactions but allow for as many payment methods as possible.


