



April 25th- 29th, 2010
The **Flamingo Hotel**, Las Vegas, Nevada



You're Invited to Attend!

The 2nd Annual Laser Tag Convention is your source for all things laser tag!

Co-located with the Roller Skating Trade Show, this is your opportunity to meet suppliers and manufacturers of laser tag equipment, video games, kitchen equipment and so much more!

Join attendees from all across the globe with the focus to help your business grow and succeed.

Learn More Inside!

Laser Tag Seminars

Attend your choice of 15 seminars hosted by industry professionals. Each speaker is dedicated to helping operators and developers of laser tag businesses succeed!

Each seminar was designed with **YOU** in mind!

Look inside for a detailed list of speakers and topics.



SEMINARS

Learn More Inside!

Laser Tag Exhibitors

Meet the top manufacturers of laser tag equipment in the industry.

- See the latest Laser Tag Gear
- Meet the industry professionals
- Take advantage of Convention Specials

For an updated list of Exhibitors attending the Trade Show, visit www.lasertagconvention.com

Register Early and Save!

Get Access to the Seminars
& the Trade Show!

Early Bird Registration is only

\$225.00

for ILTA Members

Just fill out the Registration Form
included or sign up at

www.lasertagconvention.com

See Back for Pricing



Dear Future Attendee:

Would you like the opportunity to meet with successful operators and manufacturers? If so, make plans now to join us at the Flamingo Hotel in Las Vegas for the 2nd Annual Laser Tag Convention and Trade Show.

Come and see the latest products and services to help your current or planned laser tag facility thrive in today's market. This is your opportunity to learn from successful operators by attending seminar classes designed with you in mind.

This year we are partnered up with the Roller Skating Association's Annual Trade Show that is being held on April 27th - 28th, 2010 during their annual convention.

Please fill out the registration form included in this brochure or online at www.lasertagconvention.com and feel free to contact us if you have any questions.

Sincerely,

Shane Zimmerman
Executive Director

International Laser
Tag Association
www.lasertag.org
shane@lasertag.org



Seminar Topics and Speakers

Monday, April 26th

Creating a Successful Business Plan
3:30PM - 5:00PM

Speaker: Eric Gazat
Most entrepreneurs only get one chance to get their business plan funded. What are the banks looking for? Eric Gazat will provide useful tips and strategies to give you the best chance of getting your business funded. From cover to appendixes, learn what it takes to get your banker as excited about your business as you are!

Tuesday, April 27th

Site Selection: The First Important Step

9:00AM to 10:15AM
Speaker: Jeff Schilling
Site selection and development is one of the most important aspects of getting your business up and running. Jeff Schilling discusses how to evaluate the property, attraction type, feasibility, and build-out requirements for laser tag attractions.

Successfully Marketing Your Laser Tag Attraction

9:00AM to 10:15AM
Speaker: Richard Elliston
Richard Elliston shares his industry experience in marketing laser tag attractions. Learn how to stand out from your competition and draw in bigger crowds with ideas you may not have considered before.

Designing a Successful Website
10:30AM - 12:00PM

Speaker: Erik Guthrie
Your facilities website is often your customer's first impression of your business. Learn the steps to creating an effective website that works for your business and stands out above your competition.

Facility Security and Safety

10:30AM - 12:00PM
Speaker: Steve Johnston
Facility security and claims affect your bottom line. Discover important information on security cameras, policies, practices, and procedures to keep your facility and employees safe and protected from vandalism, violence, and more.

For more information on these speakers and topics, visit
www.lasertagconvention.com

Hotel Information



Flamingo
LAS VEGAS

3555 Las Vegas Blvd S,
Las Vegas, NV 89109
Phone: 888-902-9929
www.flamingolasvegas.com

Make sure you tell the Flamingo you are staying in the Roller Skating Block to save \$\$ on your hotel room!



April 25th - 29th, 2010
Las Vegas, Nevada

www.lasertagconvention.com



ILTA
INTERNATIONAL LASER
TAG ASSOCIATION

Seminar Topics and Speakers Cont.

Wednesday, April 28th

Site Development and the WoW Effect

9:00AM - 10:30AM

Speaker: Jeff Schilling

Your new facility should set the standard for entertainment in your market. Jeff Schilling will discuss the importance of developing your site right the first time. Topics will include the overall impression, your development team, why the design is so important, timelines, and the costs to make it happen.

Successful Laser Tag Facility Management

9:00AM - 10:30AM

Speaker: Ryan McQuillen

Successful management of your laser tag facility can make or break your business. Come get your questions answered by Ryan McQuillen who will discuss an over-all approach to profitable operations and can help you improve the quality of your staff and income.



How to Cultivate a Great Staff

2:45PM - 4:15PM

Speaker: Mando Lanuti

Taking care of your employees means they will take care of your customers. Mando Lanuti will explore topics like cross training, shadowing, employee incentives, pay, bonuses, continual training, camaraderie, and building a sense of ownership within your staff. If hiring and retaining quality staff is an issue, then this seminar is for you!

Alternative Arena Programs to Make You Money

2:45PM - 4:15PM

Speaker: Keith and Mary Schell

Learn how to turn your slow days into revenue generating days. Operators will learn how to use their arena to create money making programs.

Arcade Games in Your Facility:

What You Need To Know

4:30PM - 5:30PM

Speaker: Jarett Waite

Are your arcade games earning their full potential? Jarett Waite will cover game repair, benefits and pitfalls of used games, revenue sharing, arcade layout, game rotation, and prize purchasing. You'll leave this seminar with tools and strategies to take your arcade to the next level.

Golden Phaser Awards

The 2nd Annual Golden Phaser Awards are under way and you could win an award at this year's convention!

We're looking for the best of the best in the following categories:

- Best Briefing Video
- Best Website
- Best TV/Cable Commercial
- Best Radio Spot
- Best Print Ad
- Operator of the Year

Simply fill out the included form or go to

www.lasertagconvention.com to submit an entry.

All entries must be received by April 16th 2010 at 5pm EST to be considered.

ENTER TODAY!

The 13th Annual ILTA Member's Dinner

The ILTA's Annual Member's Meeting and Dinner has been moved to the Laser Tag Convention and all ILTA Developer and Operator Members are invited to attend.

We'll be discussing industry trends and open conversation on any topic the members want to speak about. Simply fill out the included form or visit www.lasertagconvention.com for more information.



Seminar Schedule and Attendee Pricing

	10:30am	6pm	7pm	8pm	9pm	10pm
SUNDAY	Roller Skating Foundation Pepsi Golf Classic 10:30 - 6:00			Welcome Reception 7:30 - 9:00		
MONDAY	New Member Breakfast 8:00 - 8:45	Keynote: Allen Fanden 10:45 - 12:00		Keynote: Allen Fanden 1:45 - 3:00		Creating A Successful Business Plan 3:30 - 5:00
TUESDAY	Site Selection: 1st Important Step 9:00 - 10:15	Designing a Successful Website 10:30 - 12:00	Trade Show Sunset Ballroom 1:00 - 5:00			Don't forget to bring your ILTA Member ID card! 8:00 - 11:00 pm
WEDNESDAY	Successful Laser Tag Marketing 9:00 - 10:15	Camera and Security Systems 10:30 - 12:00	Trade Show Sunset Ballroom 10:30 - 2:30		How to Cultivate A Great Staff 2:45 - 4:15	Successful Arcade Layout 4:30 - 5:30
	Site Development and the Work Effect 9:00 - 10:30			Alternative Arena Programs 2:45 - 4:15		

To register, simply fill out the enclosed form or sign up online at www.lasertagconvention.com

Registration Cost (per Person)

Full Delegate RSA & ILTA Members:
\$225 Early Bird
\$300 Pre-registration
\$350 On-site
\$150 Day Pass
\$100 Trade Show Only 2-day Pass

Full Delegate RSA & ILTA Non-Members:
\$300 Early Bird
\$350 Pre-registration
\$400 On-site

Not sure if you're a current ILTA Member? Verify your membership by calling the ILTA at 317-786-9755 or email us at info@lasertag.org
(all incoming orders will be verified for accuracy)

Seminars and Speakers may be subject to change. For the most current updates and information, visit:

www.lasertagconvention.com

Check out these other great sources for Laser Tag Information!



ILTA
INTERNATIONAL LASER
TAG ASSOCIATION
www.lasertag.org



**laser tag
startup.com**
www.lasertagstartup.com



**LASER
TAG
INSURANCE**
INSURE YOUR PROSPERITY TODAY
www.lasertaginsurance.com