

A pair of red stage curtains is shown, partially drawn to reveal a bright, glowing light source in the center. The light creates a warm, orange and yellow gradient that fades into the dark red of the curtains. The curtains are held back by gold-colored rings. The overall scene is dramatic and theatrical.

TIME TO SET

THE STAGE...



1ST STEP WRITE YOUR SCRIPT

Low budget or high concept? Theme and seasonal considerations - Holiday, Valentines Day, Christmas in July, etc.



4TH STEP SET THE STAGE

Merchandise strategy, props, colors, etc.



...FOR YOUR MERCHANDISE SHOPPING EVENT!

RECOGNIZING AND REWARDING YOUR PATRONS TO BUILD LONG LASTING PLAYER LOYALTY IS EASY WHEN YOU HAVE THE RIGHT PARTNER. FROM PRE-EVENT PLANNING AND LOGISTICS, TO ON-SITE MERCHANDISING, ALL STAR WILL ENSURE THE SUCCESS OF YOUR EVENT AT SHOWTIME.

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5TH STEP PUBLICIZE YOUR EVENT

Invitations, flyers, posters, tent cards, etc.

2ND STEP PICK THE VENUE

Where and when it will be held - ball room, foyer, retail space, etc.



3RD STEP SELECT THE CAST

Choose brand name merchandise at various price points that will motivate



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