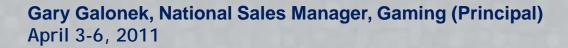


INDIAN GAMING PHOENIX2011

Casino Shopping Events: Do's and Don'ts





Considerations for Hosting a Casino Shopping Event

1. Timing

- a. Tie in with previously scheduled casino event
- b. Drive traffic during a slower period
- c. Competitive considerations

2. Event Venue

- a. Size
- b. Location
- 3. Which "Bucket of Points"?
 - a. Ongoing Players Club points
 - b. Shopping event points only



Considerations for Hosting a Casino Shopping Event

4. Vendor Selection

- a. Drop ship capabilities
- b. Complimentary award website
- c. Direct factory relationships

5. Merchandise and Décor

- a. Theme props/entertainment
- b. Table Top vs. Product Showcases

6. Target Audience

- a. Invitation only
- b. Open to al Players Club members
- c. Tiered event with special opening night



Considerations for Hosting a Casino Shopping Event

7. Staffing

- a. Checkout personnel
- b. Product experts vendor/manufacturer assisted
- c. Product runners

8. "Currency" Required

- a. Points/Comp only
- b. Cash or Cash-Up option
- c. Event couponing tiered for best results



Considerations for Hosting a Casino Shopping Event

- 9. Redemption Methodology
 - a. Bulk Merchandise for Immediate Takeaway Considerations
 - i. Instant gratification
 - ii. Shipping charges inclusive
 - iii. Storage
 - iv. Security
 - v. Patron away from casino floor
 - b. Display Samples for Award Drop Shipment Considerations
 - More award choices
 - ii. Ease in operation
 - iii. Receiving
 - iv. Increased cost (drop ship 20% rule)
 - c. Hybrid Event



Thank you

