



# INDIAN GAMING PHOENIX 2011

## Casino Shopping Events: Do's and Don'ts

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# Starting 9

## *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

# Starting 9

## 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 all Players Club members
  - c. Tiered event with special opening night

# Starting 9

## *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

# Starting 9

## 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
  - i. More award choices
  - ii. Ease in operation
  - iii. Receiving
  - iv. Increased cost (drop ship - 20% rule)
- c. Hybrid Event

*Thank you*

