



AMOA

ON THE ROAD PROGRAM

RESILIENCE!

October 20-21, 2021

The Westin Chicago Northwest
Itasca, IL

www.amoa.com



Facility Tours

Wednesday, 2:00 pm



Educational Sessions

Thursday, 8:30 am - 5:00 pm



Product Showcase


Thursday, 6:30-9:30 pm

2021 AMOA On the Road Program: RESILIENCE

WEDNESDAY, OCTOBER 20

2:00pm	<p>Depart Westin for Facility Tours* Buses will depart for our widely popular On the Road facility tour(s). Details will be announced at a later date as we continue to monitor the impact of COVID on manufacturing facilities. <i>*To protect proprietary information of factories, attendee list will be provided for approval by participating facilities.</i></p>
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THURSDAY, OCTOBER 21

8:30-9:30 am	<p>Keynote Address: Lessons from My Father <i>Jarrett Payton, Radio Host, Businessman, Philanthropist and son of the late NFL Hall of Famer Walter Payton</i></p> <p>Many in our industry have been brought up in the amusement business learning the ropes first-hand by their father. Imagine what that would look like when your father is the late NFL Hall of Famer Walter Payton. In his inspiring keynote, Jarrett will share lessons learned from his own father and how those lessons helped him to discover his own resilience at pivotal moments in his life thus far.</p>	
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9:30-9:45 am	Break
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9:45-10:45 am	<p>Cryptocurrency...What's It All About <i>Ben Phillips, President & COO, RockItCoin LLC</i></p> <p>Just as we've become comfortable with adopting cashless technologies in our locations and on our machines, there is a new currency knocking on the door known as "crypto" or "digital" currency. What might this mean to an operator's business, and could this be a payment option customers will expect to see on our machines in the foreseeable future? During this session, we'll explore the basics of cryptocurrency, blockchain, digital wallets and touch on bitcoin ATMs.</p>
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10:45-11:00 am	Break
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11:00-11:45 am	<p>From Concept to Distribution: The Making of an Amusement Game <i>George Petro, Play Mechanix</i></p> <p>Veteran game designer George Petro will provide attendees with an intriguing look at exactly what it takes to create a great arcade video game for the street. From concept to distribution, you'll be both educated and amazed.</p>
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11:45 am-1:00 pm	<p>Legislative Luncheon</p> <p>Join your peers for lunch and the opportunity to network before AMOA's DC-based legislative firm Dentons addresses attendees with an update from Washington, D.C. and a review of advocacy efforts on behalf of the industry.</p>
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1:00-1:15 pm	Break
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1:15-2:30 pm	<p>Build a Full Circle Marketing Plan...It's Easier Than You Think <i>Jean Marie Saidler, President and Brad Norlin, Creative Services Manager, JMS Marketing</i></p> <p>It's no secret small business owners wear many hats, with marketing being one of them, however, it's often an area that tends to be neglected. Our experts from JMS Marketing will introduce you to an easy-to-use marketing plan template and share why each area within the plan is important and how they integrate with one another for optimum results. A marketing plan template will be provided exclusively to AMOA member On the Road attendees.</p>	 
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2:30-2:45 pm	Break
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2:45-3:30 pm	<p>Leveraging Promotions for Better ROI <i>Industry Panel to include Arachnid 360°, Incredible Technologies and AMOA Jukebox Promotion Committee</i></p> <p>It's no secret that effective promotions drive patrons into locations resulting in increased machine revenue and the development of player loyalty. Our expert panel will share promotional opportunities operator's can leverage in their locations to drive patron engagement with their machines through leagues, tournaments, and the new Jukebox Jams Emerging Artists program.</p>
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3:30-5:00 pm	<p>Operational Efficiency Round Tables – Quick-Fire Idea Exchange</p> <p>This 90-minute session will fly by when we take a quick-fire approach to addressing several topics on Operational Efficiency. Round tables will identify opportunities along with challenges and solutions in topic areas such as HR issues such as finding employees; solutions to rising costs and availability of parts and supplies; new location/revenue opportunities such as rentals; and more! Be ready to take notes as this session may very well pay for your trip!</p>
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6:30-9:30 pm	<p>AMOA Associate Member Product Showcase</p>
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New in 2021!



AMOA Associate Member PRODUCT SHOWCASE

Thursday evening, October 21 is the debut of our brand new AMOA associate member product showcase set to the theme "Survivor." You won't get voted off the island when you join your industry peers for an evening of networking and fun as the industry moves to recovery.



As an amusement operator, AMOA's On the Road has provided me with industry specific tools and education that have made a positive impact on how I operate my business. Attending is something I look forward to every year, but more importantly, my business can't afford for me to miss it.

Bob Burnham, Paradise Pinball and Amusements



The value in what you learn from the sessions, and the networking alone, is well worth it. There is so much industry-related information that you normally wouldn't be exposed to. You have the opportunity to talk with other people who are in the same business but different markets and you learn what they're doing and compare it to what you're doing.

Jim Piontek, Encompass Vending Inc.

2021 AMOA On the Road Educational Program: **RESILIENCE!**

A Continuing Education Program exclusively for AMOA Members

October 20-21, 2021 | The Westin Chicago Northwest | Itasca, IL

Attendee Information

NAME _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

Registration Fees Please indicate registration type. You must be an AMOA Member to attend.

- \$199 includes Education AND Product Showcase Event**
- \$99 includes Product Showcase Event ONLY**
- \$99 for On Campus Add-On Sessions:**
Wage & Hour Law, 10/20, 9 am to 12 pm & Contracts/Agreements, 10/22, 8:30 to 11:30 am

Payment

Please make your check payable to AMOA.

For credit card payment, please fill out the following completely: American Express Mastercard Visa

Total Registration Fee _____ Billing Zip Code _____

Card Number _____ Exp. Date _____ CVV Code _____

Signature _____

Send this form & payment to:

380 Terra Cotta Road, Suite F, Crystal Lake, IL 60012 | Phone: 815-893-6010 | Fax: 815-893-6248 | Email: lori@amoa.com

REGISTRATION



Building Engagement in Real Life

380 Terra Cotta Road, Suite F
Crystal Lake, IL 60012

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The AMOA On the Road Program is a member exclusive continuing education program for leaders in the amusement industry who want to invest in themselves and their businesses by participating in a cost-effective educational event at an easily accessible venue.

OTR is back this Fall and returns to the Chicago suburbs with the 2021 edition taking place at the Westin Chicago Northwest in Itasca, Illinois just 10 miles from O'Hare International Airport. This year's program features a facility tour on Wednesday afternoon, October 20; a full day of education on Thursday, October 21; and an AMOA associate member product showcase event that evening to close out the program.

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PROGRAM



Register
Today!
www.amoa.com