



Factory Tour
Stern Pinball

Wednesday, 1:45 pm



Educational Sessions

Thursday, 8:30 am - 5:00 pm



Product Showcase

Thursday, 6:30 - 9:30 pm

AMOA

ON THE ROAD PROGRAM

Strategies that Stick

October 28-29, 2026

Rosemont Hilton just outside of O'Hare

www.amoa.com

2026 AMOA On the Road Program **STRATEGIES THAT STICK**

WEDNESDAY, OCTOBER 28

1:45 pm Behind the Flippers: Tour Stern Pinball
Get an exclusive behind the scenes look at one of the Industry's premier manufacturers—Stern Pinball. Bus departs promptly at 1:45 pm from the hotel.



4:00 pm Happy Hour Join industry friends and colleagues for a beverage at the hotel.

THURSDAY, OCTOBER 29

8:30 - 9:30 am Keynote Address: Sell Smarter. Win Bigger. Strategies that Stick. *Tony Leone, The Constance Group*
In today's marketplace, winning more business isn't about making more sales calls—it's about making the right ones. The most successful route operators know that sustainable growth comes from understanding customer needs, creating value, and building lasting relationships that competitors can't easily replace. In this high-energy keynote, you'll discover practical sales strategies that help you differentiate your business, strengthen location partnerships, and uncover new opportunities for growth. Learn how to position your company as the preferred partner, overcome objections with confidence, and create a sales process that consistently delivers results. Whether you're growing existing accounts or pursuing new locations, you'll leave with proven strategies you can put into action immediately to sell smarter, win bigger and build success that lasts.



9:45 - 10:45 am The Next Big Win: Trends & Opportunities in Cranes and Redemption *Industry Panel*
Crane and redemption games continue to be among the strongest revenue drivers in location-based entertainment—but success requires staying ahead of evolving player expectations and industry trends. This session will explore what's fueling growth in the crane and redemption category, from emerging game room concepts and prize strategies to changing consumer behaviors and technological innovations. Attendees will gain practical insights into maximizing earnings, optimizing game mix, selecting the right merchandise, and identifying new opportunities to keep locations profitable and players coming back. Whether you're looking to refresh your existing machines or expand your redemption offerings, you'll leave with actionable strategies to capitalize on one of the industry's most dynamic segments.

11:00 am - 12:00 pm AI Marketing: It's No Longer Optional, It's Necessary *Taylor McGlamery, Director of Marketing, Trustworkz*
Artificial intelligence is transforming how businesses are discovered, engaged and chosen—and traditional marketing strategies alone are no longer enough. As AI-powered search, content generation, and customer interactions reshape the digital landscape, businesses must evolve their marketing approach to remain visible and competitive. In this session, you'll learn why AI Optimization (AIO) has become a critical component of modern marketing execution and how to integrate AI into your overall strategy. Discover practical ways to optimize your online presence for AI-driven search, create more effective content, streamline marketing efforts, and leverage AI tools to better connect with customers. Designed for operators, FEC owners, and industry professionals, this session delivers actionable insights and real-world strategies to help you modernize your marketing, increase visibility, and stay ahead in an increasingly AI-powered marketplace.



12:00 - 1:00 pm Legislative Luncheon *John Russell, Partner, Government Relations, DGA Group*
Optimize your connections over lunch and enjoy an update from DC with AMOA legislative counsel, DGA Group.



1:15 - 2:45 pm The GenShift: Turning Tension into Teamwork *Katherine Jeffery, PhD, Generational Strategist*
Today's workforce is being reshaped by one of the most significant demographic shifts in modern history, creating new challenges and new opportunities for organizations. In this keynote, Dr. Katherine Jeffery explores how generational experiences shape expectations, communication, and workplace culture, while uncovering the root causes of generational tension. Participants leave with a deeper understanding of today's multigenerational workforce and fresh ideas for building stronger communication, engagement, and collaboration across generations.



3:00 - 3:30 pm Staying in the Game: Strategies that Stick in Protecting Location-Based Entertainment *Ivan Fernandez, President, Illinois Gaming Machine Operators Association*
As iGaming continues to expand across the country, location-based entertainment faces new challenges in attracting players and sustaining revenue. While the competitive landscape is changing, there are proactive steps the industry can take to strengthen the value of the in-person entertainment experience and advocate for policies that support its future. During this session, Ivan Fernandez, President of the Illinois Gaming Machine Operators Association will share with attendees how grass roots advocacy, industry collaboration, and strong relationships with policymakers can help protect the businesses and communities that depend on brick-and-mortar entertainment. Walk away with actionable ideas and strategies that stick to help strengthen your business and ensure the long-term success of location-based entertainment.



3:30 - 5:00 pm Industry Round Tables
Tap into the power of peer-to-peer learning in these focused round table discussions. Dive into timely topics offering a unique opportunity to exchange insights, tackle shared challenges, and gather practical solutions. Whether you operate routes, arcades or FECs, you'll leave with actionable ideas and stronger industry connections.

6:30 - 9:30 pm A Monster Mash Bash - AMOA Associate Member Product Showcase
This year it's sure to be a party at the AMOA Associate Member Product Showcase. Enjoy food, drinks and fun while you check out the latest and greatest from our participating associate members. Costumes are optional but encouraged! Cash prizes!

Optional Add-On Sessions :

Wednesday, October 28 | 9:00 am - 12:00 pm

Build Your Own AI Assistant: A Hands-On Workshop

Taylor McGlamery, Director of Marketing, Trustworkz

Stop wondering what AI can do for your business—and build an assistant that does just that! In this interactive, three-hour workshop, you'll work alongside Taylor to create a customized AI assistant designed to help automate routine tasks, streamline workflows, and improve day-to-day productivity. Whether it's drafting emails, creating marketing content, analyzing data, scheduling workflow, or answering customer questions, your AI assistant can become a valuable member of your team. This is a working session, not a lecture. You'll receive step-by-step guidance as you build, customize, and test your assistant, learning best practices for writing instructions, refining responses, and tailoring it to your unique business needs.

Be sure to bring your laptop and come ready to participate. By the end of the workshop, you'll leave with a fully functional AI assistant, practical implementation strategies, and the confidence to use AI to increase efficiencies, reduce repetitive work, and free up more time to focus on growing your business.

Friday, October 30 | 8:30 - 11:30 am

Contracts Paul T. Jenson, Partner, Taft Stettinius & Hollister LLP

This session will increase your understanding of various legal principles and issues you need to know about your business: contracts; remedies available under law; tort liability for equipment and supervision, licenses, games of skill/chance, etc. Participants will have an opportunity to ask specific questions related to legal concerns that are of interest to others in the amusement industry.



AMOA Associate Member Product Showcase

Step into the Associate Member Product Showcase where innovation meets opportunity on Thursday evening, October 29. Explore the latest products and connect with trusted partners and colleagues for **Strategies that Stick!**

"The AMOA On the Road Program has allowed me to network with other amusement operators from around the country. I have been able to gain insight on business practices from another point of view, which I find to be very valuable to bring back to my office. I feel the topics that are covered are very relevant to our business whether it involves technology or human resources."



Scott Renville, Board Machine Inc.

2026 AMOA On the Road Program

STRATEGIES THAT STICK

A Continuing Education Program exclusively for AMOA Members

October 28-29 | Rosemont Hilton, Rosemont, 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.

☐ \$399 includes Education AND Product Showcase Event

☐ \$149 Optional Add-On Session - Wednesday ☐ \$149 Optional Add-On Session - Friday

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: maggie@amoa.com

REGISTRATION



Elevating the *Entertainment* Experience

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 Chicago with the 2026 edition taking place at the Rosemont Hilton conveniently located just outside of O'Hare International Airport.

See program details inside!

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Register
Today!
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