



**SWIPE
PLAY+WIN**
THE ULTIMATE PLAYER'S CLUB PROMOTION

swipe, play & win!
GAMING

s u r e b e t
We Insure Fun®

www.surebetriskmanagement.com

800-658-2933

1404 West Swann Ave, Tampa, Florida, 33606

What is it?

Quite Simply, it's the Best Casino Promotion Ever!

It's three promotions in one:

- 1) Instant Win
- 2) Collect & Win
- 3) Weekly / Monthly Drawings

It virtually guarantees you accomplish your three most important goals:

- 1) Drive Revenue
- 2) Drive Visits
- 3) Drive Membership

How it works?

Customers simply swipe their club card once a day to receive a free play.

They are presented with a simple selection game that upon completion displays the Instant Prize they have won, and the Collect & Win Game Piece they have uncovered.

A three part ticket is then distributed containing:

- 1) Instant Win Prize redemption coupon
- 2) Collect & Win game piece
- 3) Entry Ticket for your next drawing

Benefits

- 1) Increases Coin In – Incentivize customers to play more today and come back tomorrow by offering a free Bonus Play for every “x” number of points earned on their account. “On a conservative basis, we’ve seen a 25% increase in sign ups and overall headcounts, as well as, slot coin in.”
- 2) Promotes Return Visits – The three levels of Collect & Win Prizes vest customers in the promotion and guarantee return visits in an effort to accumulate the game pieces needed to win. “We’ve been pretty much able to double local business.”
- 3) Increase Club Membership – The simple fact that you must be a member of your players club in order to play this promotion will greatly increase new member sign ups. “We had a 100% increase in the average number of new club sign ups.”
- 4) Rewards Customers based upon Theoretical Value – Instant Win Prizes and Collect & Win Game Pieces can be distributed based upon the theoretical value of the customer. In other words, you can guarantee your best players win the best prizes and your lower-rated players win lesser or no prizes at all. “We focused our cash prizes on the top 20% of our players.”
- 5) Manage Comp and Ticket Distribution – By issuing Bonus Play Coupons to customers instead of direct comps and drawing tickets, Swipe, Play & Win allows you to control the level of comp and number of tickets issued by your employees and once again base distribution on theoretical values of the customer. “We’ve definitely seen a spike in business on Saturday nights when we hold our drawings.”

What you get

- 1) Complete Budget Controls – We give you an online comprehensive Budgeting Calculator to determine the promotion parameters and control your promotion budget to the penny.
- 2) Plug and Play Promotion – The Swipe, Play & Win kiosk comes to you fully programmed with your prizes and parameters. Simply plug it in and start the promotion.
- 3) Customized Promotion Signage – The Swipe, Play & Win kiosk comes complete with a Back-lit Display (free-standing kiosk) or Promotion Sign (countertop kiosk) customized for your promotion.
- 4) Comprehensive Reporting – Downloadable reports segregated by player level showing: a) daily play, b) unique play, and c) daily prize distribution.
- 5) Risk Free Jackpot – Thanks to our “A-“ rated underwriting, if someone wins the Grand Prize, we’ll be there to pay!
- 6) One Stop Shopping – SUREBET also provides Swipe, Play & Win tickets, marketing and advertising elements, sample newspaper ads, billboards, slot toppers and wobblers, back-lit displays, and a variety of other marketing materials.

Swipe, Play & Win is available in both Free-Standing and Countertop kiosks.

Average length of play is only 10-14 seconds!



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One Swipe-Three Ways to Win!



ONE GREAT PROMOTION...

- Increase Club Membership and Drive Trial With Instant Win Prizes
- Increase Trip Frequency and Reward Players With Collect & Win Prizes
- Improve Player Parties and Drawings with Controlled Ticket Distribution.

A comprehensive, turnkey, promotional solution that arrives at your casino ready for action! Swipe, Play & Win! gives your players three ways to win every day. Customers approach the kiosk and swipe their club card or scan a bonus coupon, activating a quick playing game on a high-powered touch screen computer. After the game is played, the kiosk prints out a custom three-part ticket featuring an instant win prize, a collect & win game piece and a drawing ticket for weekly, monthly or quarterly player parties or drawings. All games feature attention grabbing insured prizes and a corresponding interactive game show.

HIGHLIGHTS

Segmented Prize Distribution - Offer up to 20 different prizes for up to six player-rating categories with controlled prize distribution (better players win better prizes).

Easy to Play - Customer approaches kiosk, swipes their club card activating the interactive touch screen game. Kiosk then prints a three-part ticket featuring an instant win prize, a collect & win game piece and a drawing ticket.

Easy to Operate - Compact, ATM-like kiosk arrives ready for action including a high-powered touch screen computer, magnetic stripe card reader, bar code scanner and ticket printer.

User Friendly Reports - Get instant access to key promotion status and participation statistics, including card member usage and prize distribution, rated by player level.

Risk Free - Offer up to a \$1,000,000 prize for a fraction of the cost.

FEATURES

All kiosks come complete with high-powered touch screen computer, magnetic stripe card reader, bar code scanner, and ticket printer.



Display Dimensions: 10'w x 8'h

OPTIONAL GAME SHOW FEATURE >>

All Swipe, Play & Win! games feature corresponding interactive gameshow-style contests perfect for bringing increased excitement to player parties and drawings.

TURN OVER FOR A COMPLETE LIST OF GAMES >>

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Here are a few of the great games you can choose from.



LUCKY JOKER POKER

Pick a card, any card and get ready for fun and excitement! Find the Joker, win up to a million! Or, have customers collect cards to "build" winning hands. Lucky Joker Poker will give you the ability to award up to 20 different prizes for up to six player rating levels.



SAFECRACKER

Give players the chance to make big bank with SafeCracker. With their fingertips, players dial in the winning combination on the touch screen to win a giant prize. Or, have customers play daily and collect spy gear and gadgets to win big cash.



MONEY TRAIN

All aboard for fabulous cash and prizes! Money Train will get your players making tracks to your casino to instantly win up to a million. Customers return to play daily to earn drawing tickets and train "cars" to win both insured and self-insured consolation prizes.



PARTY FEVER

It's always a party when you give players three ways to win! Party Fever gives players the chance to instantly win up to a million for picking just the right balloon! To keep this party rolling, players collect a set of party favors and earn drawing tickets for additional insured and self-insured prizes!



STRIKE IT RICH

Start your own gold rush with Strike It Rich where players use their fingertips to pan, pick or blast their way to an instant cash prize of up to \$1,000,000. Along with the instant win prize, this game gets players coming back daily to collect gold nuggets, coins and bars – as well as drawing tickets—in order to win even more!

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