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ASI and International Pizza Expo Cross Promotion - A Huge Success!

ELK GROVE VILLAGE, IL - March 26, 2009 - International Pizza Expo 2009 surprisingly reported yet another record-breaking success and AAMA was there. With 6,536 pizzeria operators from around the world in attendance, it just goes to show, that even in a recession attendees came to do serious business.

As previously reported, the AAMA negotiated a cross-promotion between this year's Amusement Showcase International and the International Pizza Expo. All aspects of a perfect cross over seem to align. Not only did the IPE have a two-day cross over with ASI, but the Pizza Expo was being held right next door to ASI, providing attendees easier access to both shows.

With both shows honoring each other's badges, the AAMA launched an aggressive marketing campaign that specifically targeted pizzeria location owners. First, the association produced a mass mailing to 6500 pizzeria location owners, informing them that IPE attendees could get into ASI for free. Secondly, we provided them with the pizzeria case study that focused and proved that having coin-op products in a pizzeria would in fact increase revenue for the location. The case study was conducted by the AAMA in conjunction with the association's PR firm, Ruder Finn. The mailing also included show specials, that AAMA pizza pavilion members were offering to pizza attendees.

Next, the AAMA sponsored a coin-op 101 seminar that was included in IPE's seminar line up. Jim Chapman hosted; *"How Amusements Can Add to Your Business - Fun, Laughter & Profits!"* The seminar was held on Tuesday, March 10, immediately following the close of the Pizza Expo. There were approximately 30 people in attendance, who were interested in finding out more about the coin-op industry and how they could benefit from it.

Jim Chapman stated, "The interaction with the attendees was great and I think we helped out everyone that was there. They had many specific questions regarding our industry, which told me they were serious about coin-op in their locations. And that's a great thing!"

Finally, the AAMA once again played host to a coin-op pavilion within the International Pizza Expo. And, for the first time, had an open 600 square foot peninsula for all to take part in, rather than each member having their own individual booth space. Many of the AAMA members seemed to like the new pavilion layout.

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Bay Tek Game's Marketing Manager, Holly Meidl said, "I think the AAMA's new island pavilion is the right direction for our location trade shows. The presence is greater and it truly allows the association to promote our industry as a whole. We can work on the layout and flow of the booth as we master this new concept. The ASI/Pizza co-promotion was a great idea and wonderful effort was put forth from the AAMA staff. Being able to attend both shows is a plus for attendees and should increase attendance, it certainly seemed that way during the ASI show! The flyer that went out with the info on the co-promotion was genius and greatly appreciated by the exhibiting manufacturers. The price was right for both the booth and the promotion!! Overall, great shows, great idea, great price, and I hope we continue with the island layout!"

It seemed ASI exhibitors mirrored Meidl's thoughts in regards to the co-promotion of both shows. Numerous AAMA members highly benefited from pizza attendees walking through the ASI doors ready to do business. Nearly 400 Pizza Expo attendees came to the Amusement Showcase International, however, the association is figuring the number to be slightly higher since there was a back entrance to both shows that was not monitored.

The AAMA has a strong relationship with the IPE and both parties are thrilled with the benefits each show shared in 2009. We hope to work together in the near future to provide such a massive benefit to AAMA members.

AAMA members also received another benefit. Earlier this week the association sent out nearly 400 pizza attendee contact leads to its membership. These leads were acquired from those pizza attendees who attended the ASI show, those who inquired about coin-op products at the AAMA pizza pavilion, as well as those who attended Jim Chapman's coin-op 101 seminar. Nearly 400 pizzeria owners, all interested in coin-op!

On behalf of the AAMA, we'd like to thank those members who continue to assist the association in promoting the industry by taking part in this year's pizza pavilion. Those who took advantage of AAMA's incredible pizza product placement deal included Andamiro USA, Bay Tek Games, Benchmark Games, Coast to Coast Entertainment, Family Fun Company, Intermatic, LAI Games, Merit Entertainment, Namco America and Rowe International.

The Amusement Showcase International will be held Wednesday, March 10 - Friday, March 12 at the Las Vegas Convention Center. The International Pizza Expo will be held Tuesday, March 2 - Thursday, March 4 at the Las Vegas Convention Center. The AAMA pizza pavilion will return for the 2010 show.

For more information about ASI or the Pizza Expo contact the AAMA toll-free at 1.866.372.5190.

About the AAMA: The American Amusement Machine Association (AAMA) is an international non-profit trade organization representing the manufacturers, distributors and part suppliers of the coin-operated amusement and interactive entertainment industry. For more information, visit them on-line at www.coin-op.org.

About the International Pizza Expo: The International Pizza Expo is owned, produced and managed by Macfadden Protech, LLC. The company publishes Pizza Today and, in addition, the company serves as the management arm of the National Association of Pizzeria Operators (NAPO). For more information, visit them on-line at www.pizzaexpo.com.

About ASI: ASI is the annual spring trade show for distributors, operators, manufacturers and suppliers of the coin-operated amusement, music and games industry. ASI continues to be the largest coin-op show in the spring. www.asi-show.com.