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PLAY METER, (USPS 358-350) (ISSN 1529-8736) JANUARY 2011, Volume 37, No. 1. Copyright 2011 by Skybird Publishing Company. PLAY METER is published monthly. Publishing office: 6600 Fleur de Lis, New Orleans, LA 70124. MAILING ADDRESS: P.O. BOX 337, Metairie, LA 70004, USA Phone: 888/473-2376. Subscription rates: U.S. and Canada--\$60. Advertising rates are available upon request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. The editors are not responsible for unsolicited manuscripts. PLAY METER buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, artwork, and photographs. Periodical postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter, P.O. Box 337, Metairie, LA 70004. Canada Agreement number: PM40063731, Return Undeliverable Canadian Addresses to: Station A, PO Box 54, Windsor, ON N9A 6J5, Email: returnsil@imex.pb.com

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ere we are at the beginning of a new year facing two opposing realities: plentiful new products on the market, but still a hesitation to buy due to the economy. All companies have tightened their belts, often making the difficult decisions to downsize staff, cut benefits, trim operating expenses in any way possible, and generally stay afloat until the storm passes. But the storm has persisted for two-and-a-half years.

Let's look at the first part: new products. In this issue we devote 17 pages to the recent International Association of Amusement Parks and Attractions (IAAPA) Expo 2010 in Orlando. This show deserves it, not because it's the big parks show that has been around for more than 90 years, but because it is filled with new coin-op products, many that have never seen the light of day before this show. They will be seen again in the spring, but what a jump on the competition to see them early.

Street operators say this show is not for them. Yet there were more than 65 companies represented at the show that displayed products for the coin-op market, mostly from game manufacturers. There were videos, from standard to deluxe models; touch screen countertops; cranes; sports games; coin pushers; alley games; novelty games; kiddie rides and children's games, merchandisers large and bigger than life; table games; dart machines; ATMs; photo booths; motion simulators; debit card systems; motion simulators; bulk vending equipment; parts and ancillary supplies; and prize merchandise galore.

Let's look at the second part: hesitation to buy. There is no confidence about "when" or "if" the economy will improve to the point that buying patterns will go back to pre-recession days. With all the special promotions and financing packages available, it is hoped that those long-delayed purchases may be kick started. Attractive rates are available on a wide range of products to suit any location.

There is a bright spot around the corner: the Amusement Expo set for March 1-3, co-located with the National Bulk Vending Association (NBVA) Expo, with the added bonus of a crossover day for the International Pizza Expo, all at the Las Vegas Convention Center. In addition, IAAPA will sponsor an FEC Summit Feb. 28-March 2 in Las Vegas. It's all shaping up to be a must-go.

In recent conversations at trade events and on the phone, I am told that I have been "cheerleading" for the industry and advocating a positive viewpoint. I hope I can encourage a record turnout for the big spring show for coin-op. The advantages of attending this trade event are clear, from the new product introductions to the networking to the education opportunities. This is the industry we all love and must support.

Speaking of support, this issue is also our annual Directory, the one with the convenient A-Z listings that make it easier to find every manufacturer, distributor, and support and supply company in the industry, plus information on associations and trade events and a handy index of articles from 2010. Countless hours have gone into compiling this information. Keep it on your desks all year long. ▲



BONNIE THEARD
Editor

We want to hear from you about any of the articles in this issue or topics you'd like to see.
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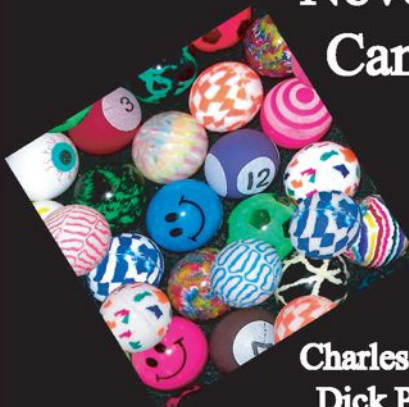


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web: www.nbva.org

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March 15-17

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April 4-6

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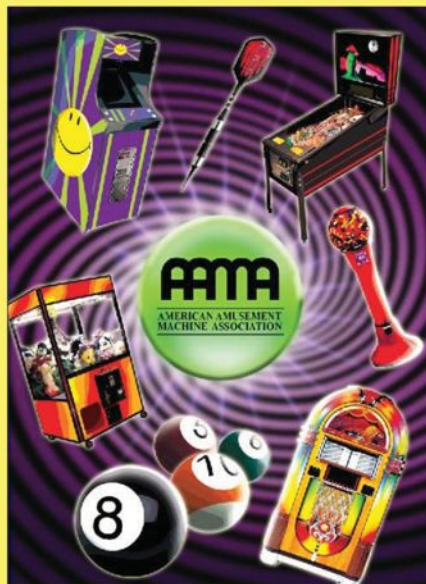


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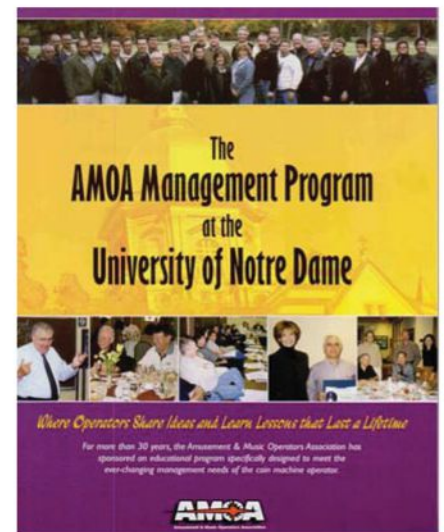


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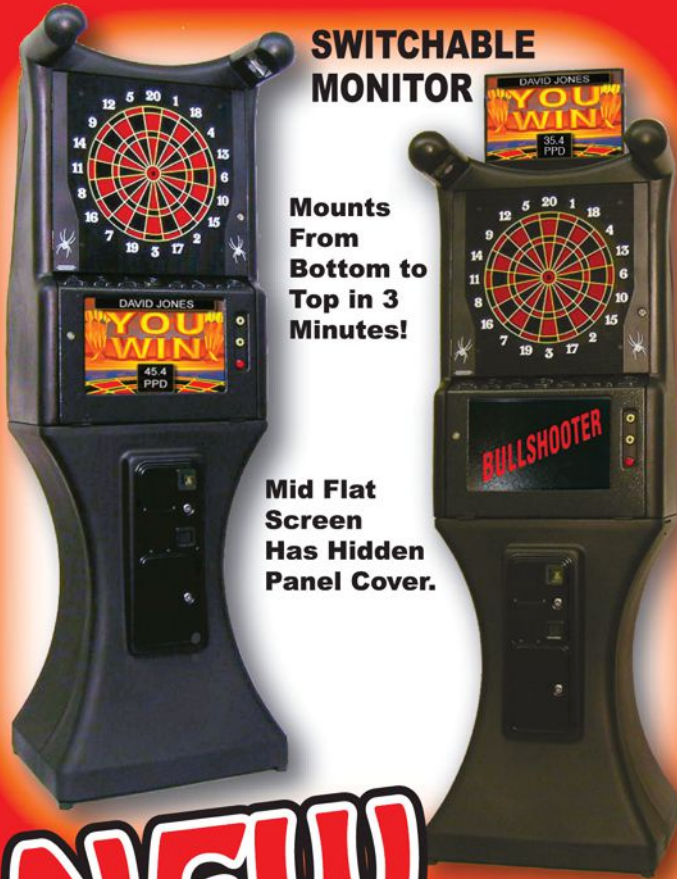
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- ★ **Trends & Future Of FECs** - Gregg Borman, Palace Entertainment
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- ★ **Online Scheduling** - Craig Cihak and Jeff Gebhart, Craig's Cruisers
- ★ **Game Room Must Haves** - Rich Oltmann, Family Fun Companies
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| <p>May</p> <p>Generic, Graduation & Mother's Day Plush</p>  <p>Start Patriotic Memorial Day Weekend</p> | <p>June</p> <p>Patriotic Plush</p>  | <p>July</p> <p>Patriotic Plush through July 14</p>  <p>Licensed Blend Plush</p> | <p>August</p> <p>Monster Sized Mixes</p>  |
| <p>September</p> <p>Halloween Plush</p>  | <p>October</p> <p>Halloween Plush</p>  | <p>November</p> <p>Christmas Plush</p>  | <p>December</p> <p>Christmas Plush through Dec. 25th</p>  <p>Valentine Plush for New Year's Sweetheart theme</p> |

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Financial Contact: _____ Email: _____

Trade Show Contact: _____ Email: _____

My company is eligible for membership. No party shall be eligible for membership if within the five (5) years preceding the application for membership, the party, any past or present subsidiaries, parents or affiliates or the predecessors, successors or assigns of any of them or any of its past or present officers, directors, partners or owners: (1) has been convicted of a violation of any trademark or copyright law of the United States or related statutes; or (2) has entered into a plea agreement where the offense charged was a violation of any trademark or copyright law or related statute; or (3) has had a judgment entered against it in a civil suit (including, without limitation, any proceedings brought under Section 337 of the Tariff Act of 1930) for violation of any trademark or copyright law of the United States or related statutes; or (4) has had Coin-Operated Amusement Machines seized and/or forfeited by U.S. Customs or the Federal Bureau of Investigation for violation of a United States trademark or copyright law, for which relief from seizure and/or forfeiture has not been granted within six months.

REFERENCES - Please list (2) current member companies who would provide a reference for your company. If you are not familiar with any current AAMA members, please list (2) business references. *must be completed to process application.

1.) _____ Contact: _____ Phone: _____

2.) _____ Contact: _____ phone: _____

MEMBERSHIP CATEGORY - For classification only ** All members have same rights and benefits.

| | | | |
|-------|---------------|---|--------------------------------------|
| _____ | Manufacturer | Manufactures coin-operated amusement machines | DUES RATE \$ 995.00 |
| _____ | Distributor | Distributes coin-operated amusement machines and equipment | |
| _____ | Supplier | Supplies parts for coin-operated amusement equipment | |
| _____ | International | Manufactures, distributes, provides parts for the coin-op amusement industry operating solely outside of U.S. | |
| _____ | Allied | Provides goods or services that are used by members of the coin-operated amusement industry | |

COMPANY DESCRIPTION -

DUES PAYMENT INFORMATION - Your payment will be processed upon application approval and receipt will be mailed.

Please circle payment method: Check Enclosed VISA Mastercard AMEX

Name on Card: _____ Total Payment: _____

Credit Card #: _____ Expiration: _____ CSV: _____

Signature: _____

Please complete and mail to: American Amusement Machine Association
450 E. Higgins Rd. Suite 201
Elk Grove Village, IL 60007

If paying by credit card, please fax to: 847.290.9121.

Contributions or gifts to AAMA are not deductible as charitable contributions for federal income tax purposes. However, dues and assessments paid to AAMA are deductible as business expenses. 41% of your AAMA dues will be allocated for lobbying and related activities. This portion of your dues cannot be deducted as a business expense on your tax return.
For questions regarding membership, please contact Tina Schwartz at 847.290.9088 or tschwartz@coin-op.org.

2011 Membership Application



"United effort for individual security"
NATIONAL BULK VENDORS ASSOCIATION
Phone: 1-888-NBVA-USA /
 1-888-628-2872
Fax: (480) 302-5108
Email: admin@nbva.org

Company Name: _____

Contact 1: _____ Title: _____

Contact 2: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Business Phone Number: _____ Cell Phone Number: _____

E-mail Address: _____ Secondary E-mail: _____

MEMBERSHIP TYPE

I am an operator of vending machines. The size of my business is indicated below:

DEFINITION:
 9 Rack = 9 Machines
 Combination Rack with 7 Heads & a Column Sticker = 8 Machines
 Specialty Novelty Machine Such as Spiral, Pinball, Gumball or Kinetic = 1 Machine
 6 Column Sticker = 1 Machine
 Games Such as Stacker, Crane, Road Trip, = 1 Machine

| | Number of Machines: | Annual Dues: | Show Benefit: | |
|---|----------------------------|---------------------|--------------------------|--------------|
| <input type="checkbox"/> OP1 | 0 to 99 | \$100 | 0 Show Badge | The NBVA |
| <input type="checkbox"/> OP2 | 100 to 999 | \$300 | 1 Show Badge | Now Accepts |
| <input type="checkbox"/> OP3 | 1,001 to 4,999 | \$450 | 1 Show Badge | Visa, |
| <input type="checkbox"/> OP4 | 5,000 to 9,999 | \$800 | 2 Show Badges | MasterCard, |
| <input type="checkbox"/> OP5 | 10,000 to 14,999 | \$1,200 | 2 Show Badges | Discover and |
| <input type="checkbox"/> OP6 | 15,000 + | \$1,600 | 3 Show Badges | Debit |
| <input type="checkbox"/> SUPPLIER | | \$1,000 | 2 Badges with Each Booth | |
| <input type="checkbox"/> NON-TRADITIONAL SUPPLIER | | \$1,500 | 2 Badges with Each Booth | |

CERTIFICATION

I certify that the information provided herein is true and correct to the best of my knowledge. As a member of the NBVA, I agree to be bound by its Constitution and By-Laws along with any other rules or regulations that may be adopted or amended by the Board of Directors.

By: _____ Date: _____
Signature



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2011 MEMBERSHIP APPLICATION FORM

Company _____
 Contact _____ Title _____
 Address: _____
 City _____ State _____ Zip _____ Country _____
 Telephone _____ Fax _____
 Website _____ E-Mail _____

- Check that which applies:
 Are you a
 Partnership
 Corporation
 Sole Proprietor
 L. L.C.

OPERATOR MEMBERSHIP (*See Note Below)

Operator membership dues are based on the number of full-time employees; please include owners. (2 part-time employees = 1 full-time employee) Base membership is \$275; \$35 additional for each employee. Maximum dues = \$1605. Circle the number of employees and appropriate fee. All operator members will receive two complimentary badges to the Amusement Expo.

| Employees | Amount Due | Employees | Amount Due | Employees | Amount Due | Employees | Amount Due |
|-----------|------------|-----------|------------|-----------|------------|-----------|------------|
| 1-2 | \$275 | 11 | \$590 | 21 | \$940 | 31 | \$1290 |
| 3 | \$310 | 12 | \$625 | 22 | \$975 | 32 | \$1325 |
| 4 | \$345 | 13 | \$660 | 23 | \$1010 | 33 | \$1360 |
| 5 | \$380 | 14 | \$695 | 24 | \$1045 | 34 | \$1395 |
| 6 | \$415 | 15 | \$730 | 25 | \$1080 | 35 | \$1430 |
| 7 | \$450 | 16 | \$765 | 26 | \$1115 | 36 | \$1465 |
| 8 | \$485 | 17 | \$800 | 27 | \$1150 | 37 | \$1500 |
| 9 | \$520 | 18 | \$835 | 28 | \$1185 | 38 | \$1535 |
| 10 | \$555 | 19 | \$870 | 29 | \$1220 | 39 | \$1570 |
| | | 20 | \$905 | 30 | \$1255 | 40+ | \$1605 |

- Types of Locations**
(check all that apply)
- 1) Amusement Arcades
 - 2) Street Locations
 - 3) Amusement Parks
 - 4) Family Entertainment Ctrs.
 - 5) Bars/Restaurants
 - 6) Food Vending/Confections
 - 7) Miniature Golf Locations
 - 8) Bowling Centers
 - 9) Other

Types of Products *(check all that apply)*

- 1) Jukeboxes
- 2) Pinball Games
- 3) Cigarette Vending
- 4) Video Games
- 5) Redemption
- 6) Kiddie Rides
- 7) Bulk Vending
- 8) Payphones
- 9) Legalized Gaming
- A) Food Vending/Confections
- B) Soft Play Equipment
- C) Foosball Air Hockey
- D) Electronic Darts
- E) Pool/Billiards
- F) Virtual Reality Games
- G) ATMs
- H) Security Systems
- I) Photo Booths
- J) Other

ASSOCIATE MEMBERSHIP (*See Note Below) Check Membership Type

- ASSOCIATE "A" MEMBERSHIP**
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2 complimentary badges for Expo
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- ASSOCIATE "C" MEMBERSHIP**
One-Stop — \$425
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Recording Industry, i.e., Songwriters, Publishers — \$275
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 Trade Press — \$275
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PAYMENT INFORMATION

Please fill out the following completely so that your dues are processed correctly. Circle appropriate payment form.

Total Due: \$ _____ Check Enclosed VISA MASTERCARD AMERICAN EXPRESS
 Credit Card # _____ Expiration Date _____
 Signature # _____

***Note:** ALL DUES AMOUNTS INCLUDE A VOLUNTARY \$25.00 CONTRIBUTION TO COIN-OP CARES & EDUCATION CHARITABLE FOUNDATION. If you do not wish to contribute, please deduct \$25.00 from above amount. For 2011, it is estimated that no portion of your membership dues will be directed to lobbying/legislative advocacy expenses. All Dues are good for Calendar Year.

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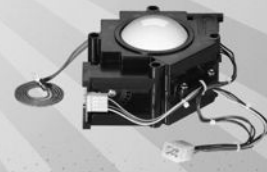
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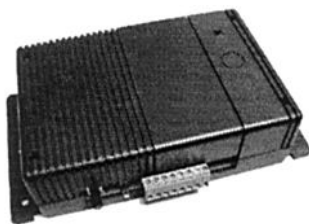
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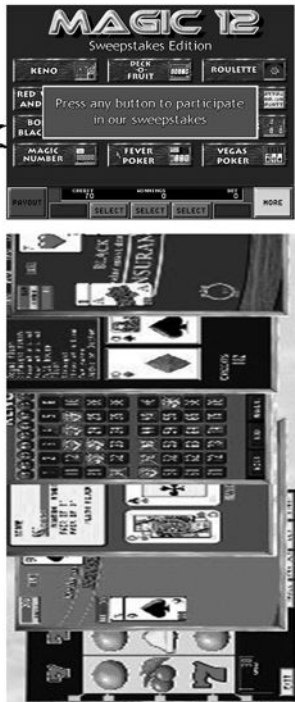
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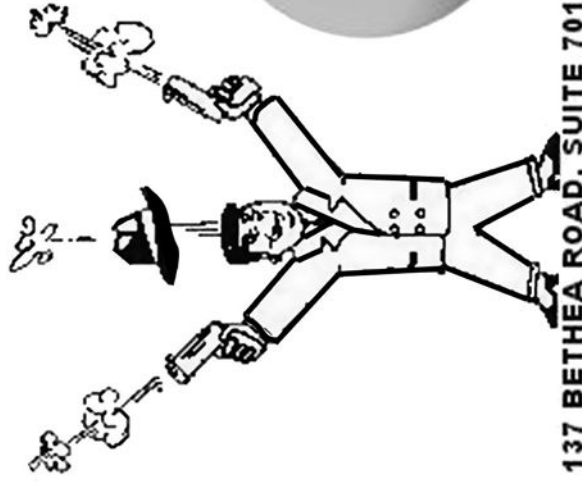
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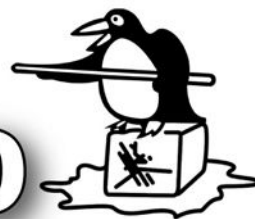


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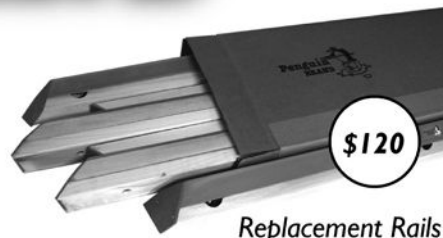
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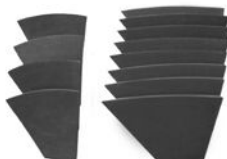
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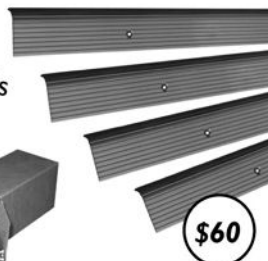
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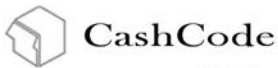
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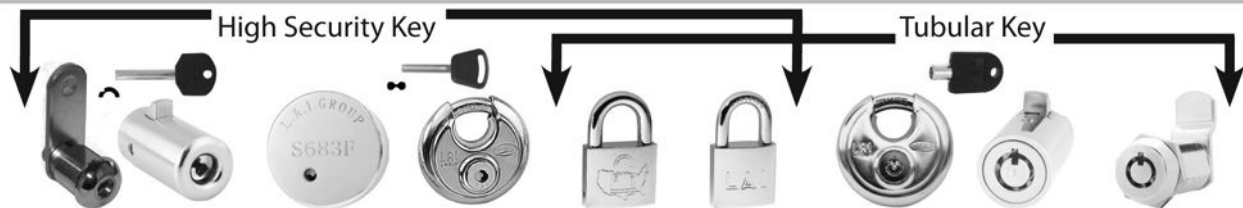
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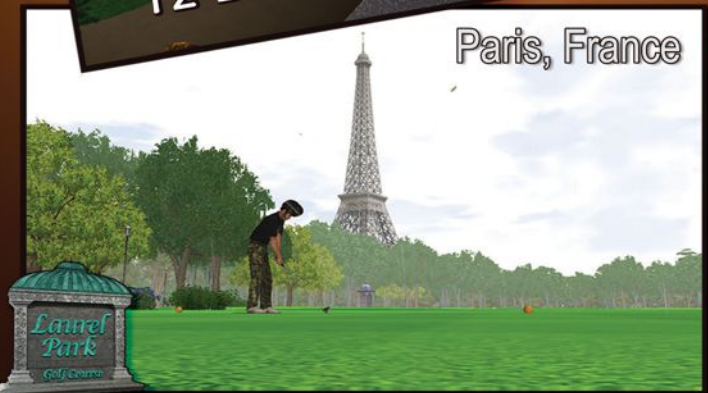


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