



Hologate Operations and Marketing Guide

Hologate Operations

How Much Should I Charge?

Most facilities charge between \$7-\$10 per person per game (national average is \$8.50). You'll know your market better than we do, but some of our smaller clients go as low as \$5.50, and larger clients go as high as \$13 in high traffic tourist-driven areas. You can also consider charging more during busy weekends than you do during slower weekdays.

Depending on your swipe card system, and its configuration, you could look to bundle multiple games at a discount. We typically recommend that this is done when you have Hologate set as a separate attraction on the card, not part of the general arcade, since it ensures that each person has to buy multiple games to get the bundle and you're not losing potential revenue.

How Many Employees do I Need?

Typically, one dedicated employee should staff the Hologate attraction during peak hours. Do not leave the attraction unstaffed with a sign that says "see front desk to play". This will severely limit revenue potential. Instead, have one dedicated employee to draw people over and run the attraction. Make sure your employee working Hologate is a bit of a "salesman" and can get people excited to come play it. This employee should act as a "hype man" for the attraction. Their job is to draw attention to the attraction and get people interested to check it out. If the employee is mellow and quiet, it will be difficult to stop people to get Hologate games going. Make sure you find an employee who is both knowledgeable and passionate about Hologate for this position.

Game Selection

There are two basic strategies when it comes to game selection. One option is to just simply let players choose their game as they walk up to the attraction. During your busiest times, it typically makes sense to run a predetermined set/order of games (i.e. Groove Guardians 10a-12pm; Simurai 12-1pm; Groove Guardians 1-3pm; Zombyte 3-4pm; etc). This will keep guests from slowing down turnover while they make up their minds on which game to play. More importantly, it will prevent your staff from switching between single controller games (like Zombyte) and dual controller games (like Groove Guardians). During times outside of peak periods, feel free to let the guests have full discretion.

NOTE: Some operators will choose to have an option of two games each hour so guests can choose from two games during peak times. This is very doable, but will require some guests to be moved back and forth in the queue so you can make sure each group has 4 players. For example, let's say you have an option of Zombyte



or Simurai. The next group in line is a group of 2 that wants to play Simurai. Your employee will need to go down the line to find another group of 1 or 2 that also wants to play Simurai in order to have a full game.

Increase Operational Efficiency

Operational efficiency will make everyone happy because customers don't have to wait as long and you will see increased revenue. This tip is designed to increase efficiency if you let all customers decide which games to play (instead of offering a pre-determined schedule). Once you start a game (for Group A), ask the next group in line (Group B) which game they would like to play. If players don't know which game they want to play, you can use the game briefs and descriptions to help them decide (while group A is still playing). It also saves time to ask each player in Group B their name so that once it's their turn, you can immediately input their names and select the game they want to play.

Also, if your Hologate attraction has the haptic feedback vests, have the players in Group B put these on while they are waiting. This saves time between games as you don't have to wait for players to put the vests on. All of these processes reduce wasted time and make your job a lot easier in the long run.

How to “Prime the Pump”

There is a good trick to get people interested in your Hologate attraction if not many people are playing. It involves using your employees to generate interest. If nobody is playing the game, send over a couple employees to start playing the game enthusiastically. It will draw attention and get customers interested, which will in turn create a line. Usually, all it takes is just a couple people to get everyone else interested and you'll likely have a line the rest of the day/night.

Hologate Marketing

Client Marketing Kit

One great marketing resource provided by Creative Works is the Client Marketing Kit that can be found at <http://www.creativeworksmarketing.com>. There is a lot of great marketing collateral in that folder that can be utilized both before and after you open your Hologate attraction. Before you even open the attraction, start using these resources to tease the attraction and get your customers excited about it. Generating buzz before the attraction even opens is crucial to the success of the attraction. If you can have customers excited and ready to play Hologate when it opens, you're more likely to have repeat customers and bring in new customers through word of mouth.



Below is a good example of generating buzz before the attraction opens, while it is being installed:



Hologate Grand Opening

After the installation of your Hologate, and prior to a grand opening, it's a good idea to have a week-long soft opening. During that time, employees can learn how to use and operate the attraction. This period also allows for buffer time to make sure your Hologate is ready to go for your grand opening.

Creating a Hologate grand opening event is a strong way to introduce your Hologate to the market and utilize the excitement and anticipation that you have built up for the attraction. If you have leveraged social media and created buzz through word of mouth marketing, it shouldn't be hard to get people to come out for a Hologate grand opening. You can even invite members of your local press to come play the attraction a few days before the event. This will give the news outlets a fun story to cover, and in turn will lead to more exposure for your facility.

Another great way to get promote your grand opening event is to partner with a local charity. Advertise that a certain percentage of Hologate revenue on opening day will be donated to a local charity. This is a great way

to get people into your FEC for a good cause. Plus your story is more likely to be picked up by the news outlets you invite to play Hologate.

On the day of your Hologate grand opening event, make sure that staff members are telling everyone who walks into your FEC about Hologate. Also, the employee working the Hologate can encourage people to come check it out and ensure that there is no waiting for players who are interested in playing. Using small decorations like balloons or lights will make the Hologate stand out when people walk into your FEC.

Word of Mouth and New Players

Even though virtual reality (VR) is exploding in popularity, a lot of your customers have never played a VR attraction before. This is why it's important to get your customers to play once. After that, the hook is set. They are sure to play again and also tell family and friends about the amazing experience they had. This will, in turn, not only increase repeat plays, but also bring in new customers to play Hologate and also explore the other attractions that your FEC has to offer.

Tournaments

Tournaments are a great way to get customers to play more often in a much more competitive setting. You can have ongoing monthly competitions for specific games. For example, you can have a Groove Guardians competition. Each month, set a prize (cash, gift cards, physical products, etc) that you give away to the person with the highest Groove Guardians score at the end of each month. Then, the next month, you clear out the leaderboard and start over. This encourages repeat play as customers want to improve their score and win the prize.

For this to work well, the prize has to be enticing. A \$20 gift card likely isn't going to be enough to get people excited. However, something like \$100 cash or a physical prize of high value will work better and keep people coming back.

You can even keep track of each monthly winner and then host an end-of-the-year tournament where you bring in the 12 monthly winners and you give out a really big prize to the top score. Make it an event where people can come and watch. You can also leverage social media by live streaming parts of the event on Facebook or Instagram.

Hologate Education and Support

Amusement Mastery Training

To make your life easier, we have an online training portal called Amusement Mastery. Once your Hologate attraction is purchased, you will receive a username and password login to access the online training. The online training is a series of videos and will cover all aspects of operating a Hologate attraction. The training is repeatable and can be used to educate new and existing employees about how to operate the attraction.

Access Amusement Mastery at: <https://creativeworks.lightspeedvt.com/>



Support

If you need additional help beyond what you can find in the Amusement Mastery portal, there are multiple ways for you to contact our support team.

The online knowledge base is located at <http://support.thewoweffect.com>.

To contact the support team, email support@thewoweffect.com or call 317-834-7003.

