



**CONFERENCE:** Nov. 15-18, 2021  
**TRADE SHOW:** Nov. 16-19, 2021

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# (Not So)Extreme Makeover! Midway Game Edition

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**Cookie Safar, Oaks Park**  
**Donald Dalton, Canobie Lake Park**

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# Paint! It's often the first impression.

- Guests will be more attracted to a Game that looks well-kept.
- Subtle or Not-So-Subtle way to signify change.
- Stay fresh and modern. What worked 10 years ago may not appeal now.
- Accent the product your using or changes in the Park decor.







# Fresh Paint



# Bowler Roller - Before

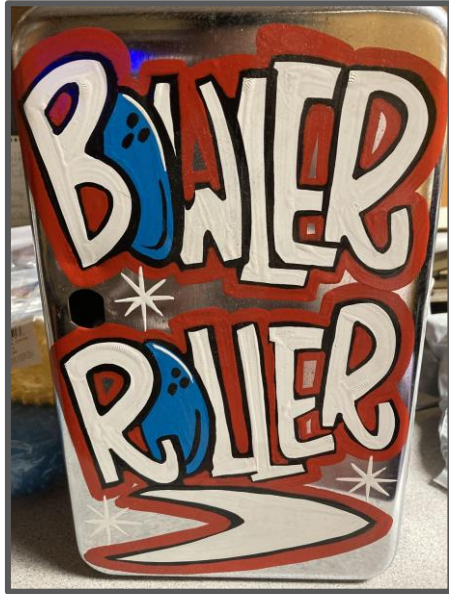


# New Chrome and Paint





# New Chrome and Paint





# Color Change!



# Prizes and Paint go a long way.



- Complete color change from Pink to Black took one weekday to take down, paint and put the game back together.
- Prizes changed over to coincide with movie release.
- Had to reorder to keep up with demand.
- SHOULD HAVE CHANGED THE GRIDWALL!



# Signify change for a new Game.



# Clean and Fresh Color Choice





# Signage

- Changing a sign could have a huge impact on your Game.
- Digital displays allow you to change things on demand.
- Reach out to vendors to see if they have a program.
- Local graphics companies in your area.



**3 Baseballs \$2**

**GUESS THE SPEED OF  
YOUR 3rd BALL AND  
PITCH A STRIKE TO  
WIN A PRIZE**

**BALLOON RACE**

- \$2.00 per game. • Minimum 2 Players.
- Competition game: players compete against each other for a prize.
- Trade Up Game: Upon a second win, player may **TRADE** a small prize for the next larger size prize.
- Limit 2 Jumbo prizes per player per day.
- In the event of a tie both winning players will receive a prize.

**BALLOON  
BUST \$5**

1 POP = SMALL PRIZE  
TRADE 3 SMALL PRIZES  
FOR AN EVEN BIGGER PRIZE! **FOR 2 THROWS**

**Paintball Hollow**

**50** Shots for \$5.00  
**100** Shots for \$10.00

A PAINTBALL MARKER GUN IS NOT A TOY.  
PLEASE TREAT THEM WITH RESPECT  
AND CAUTION AT ALL TIMES

**SAFETY INFORMATION AND RULES**

- PARTICIPANTS MUST WEAR SAFETY GOGGLES
- PAINTBALLS DO NOT ALWAYS GO STRAIGHT AND MAY CURVE
- POINT MARKER GUN DOWN RANGE ONLY
- SHOOT AT TARGETS ONLY
- DO NOT DRY FIRE MARKER GUN
- MANAGEMENT RESERVES THE RIGHT OF LIMIT TIME ON THE SHOOTING RANGE TO 5 MINUTES
- PLEASE NOTIFY ATTENDANT IMMEDIATELY IF MARKER GUN HAS MALFUNCTIONS
- PLEASE ASK FOR ASSISTANCE IF YOU NEED IT

**WHAC-A-MOLE**

\$2.00 per game.  
Minimum 2 Players.  
Competition game: players compete against each other for a prize.  
Trade Up Game: Upon a second win, player may **TRADE** a small prize for the next larger size prize.  
Limit 2 Jumbo prizes per player per day.  
In the event of a tie both winning players will receive a prize.

**\$2.00  
PER BALL**

**Ring Fling**

ONE RING AROUND ANY BOTTLE WINS!  
RINGS MUST BE THROWN ONE AT A TIME.  
ONLY ONE WIN PER PURCHASE.

7 RINGS.....\$2.00  
40 RINGS.....\$5.00  
HAT FULL.....\$10.00  
(KEEP THE HAT)

**LIMIT ONE MAJOR PRIZE  
PER PERSON PER DAY**

**CRIBBIE'S 3 POINT CHALLENGE**

**\$10 PER PLAY**

**40 SECONDS FOR 12 SHOTS**  
ALL SHOTS MUST BE TAKEN FROM BEHIND THE 3 POINT LINE

EACH BASKET = 1 POINT	MONEY BALL = 2 POINTS
SCORE 15	POINTS WINS CHOICE
SCORE 12-14	POINTS WINS X-LARGE
SCORE 8-11	POINTS WINS LARGE
SCORE 4-7	POINTS WINS MEDIUM

**PRIZES LIMITED PER PERSON:**  
LARGE: 2 PER PERSON PER DAY / 4 PER SESSION  
X-LARGE: 1 PER PERSON PER DAY / 2 PER SESSION  
CHOICE: 1 PER PERSON PER SESSION

# Traditional vs Digital

## Water Gun

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## WATER GUN

\$3

**STEP 1**  
AIM YOUR  
SHOOTER  
AT THE  
TARGET AND  
SPRAY!

**STEP 2**  
GET YOUR  
HAMSTER  
TO THE TOP  
FIRST!

**STEP 3**  
WIN!!

## WHAC A MOLE

\$3

PER PLAYER

MINIMUM OF 2 PLAYERS  
ARE NEEDED TO START



# Do it yourself



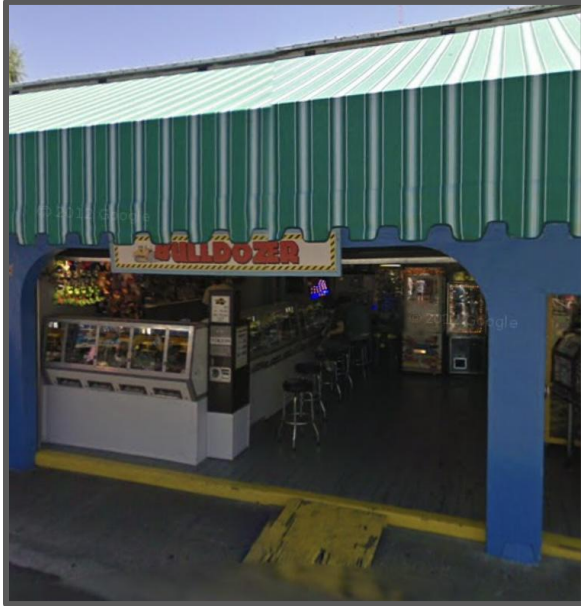


# Do it yourself



Before

After





# One Ball Makeover



# Wrath of Willamette Willy





# Vinyl Wraps



# Vinyl Wraps- face lift on a used game



# Signage

- **Work with a vendor to help pay for your remodel**
  - **SCBB agreed to work with a vendor in 2018**
    - The vendor would pay for the remodel if...
      1. The SCBB would commit to a certain line for 2 years
      2. The line must stay in that game for 2 years



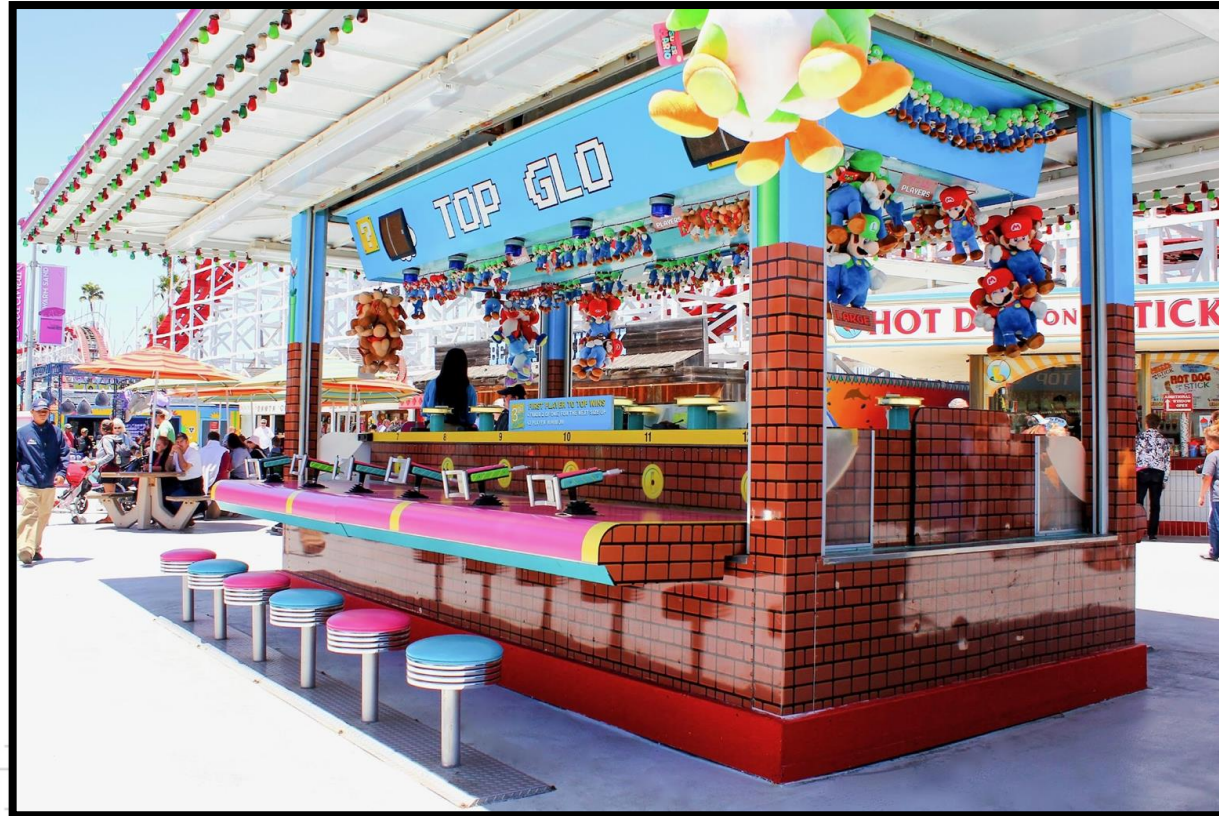
# Remodel Existing Games

Before



# Remodel Existing Games

Finished  
Remodel  
\$6,000





# Lighting





# Lighting



# Lighting



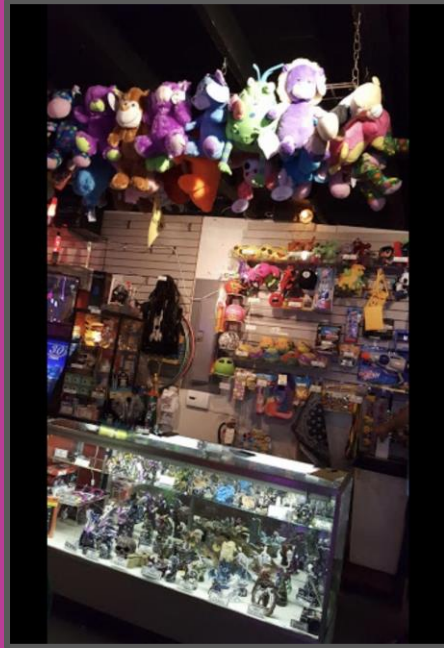


# Lighting





# Lighted Redemption Displays- Before



# Lighted Redemption Displays- After



# Lighting - Faux Neon







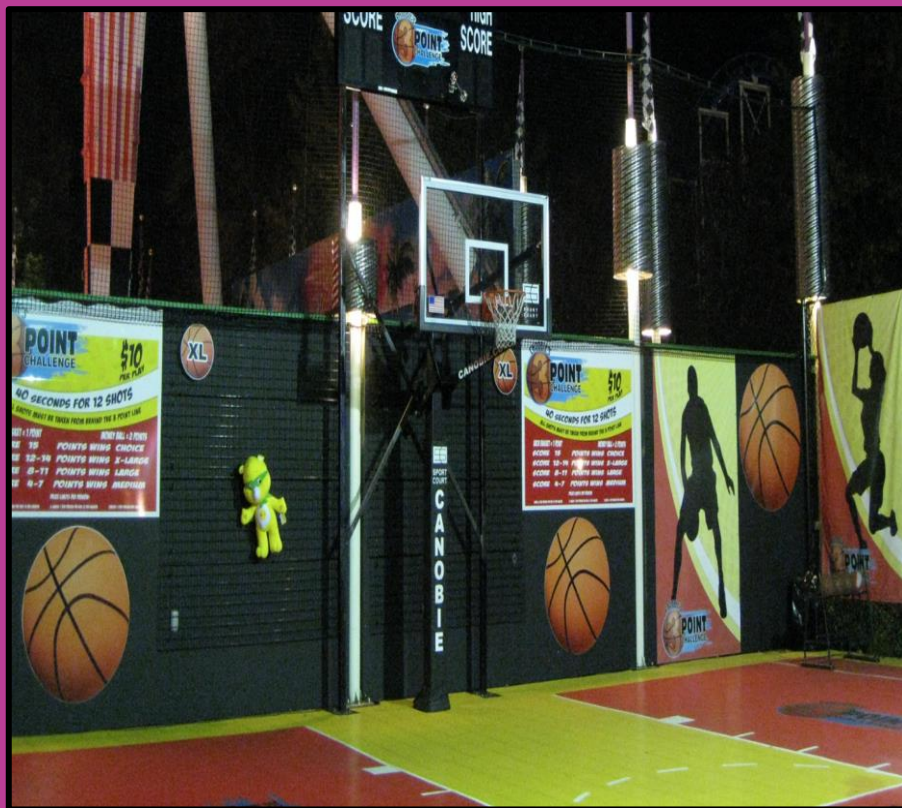
# Displays















# Luna Park





# Luna Park



# Luna Park





# Displays





# Displays



# Displays- “Plush Pods”

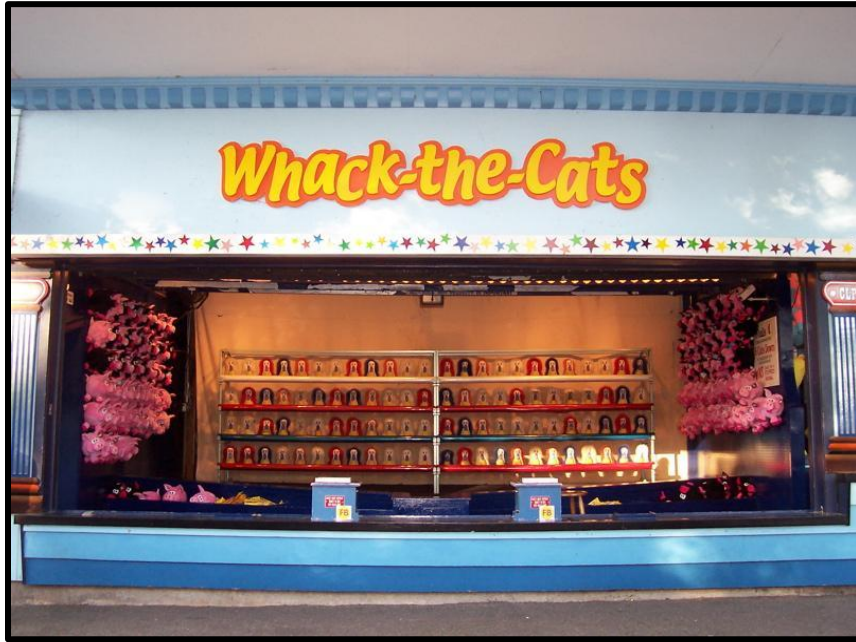


# “Plush Pods” Work Room

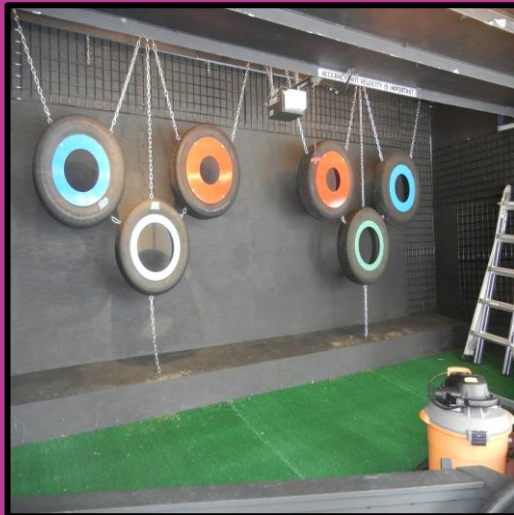




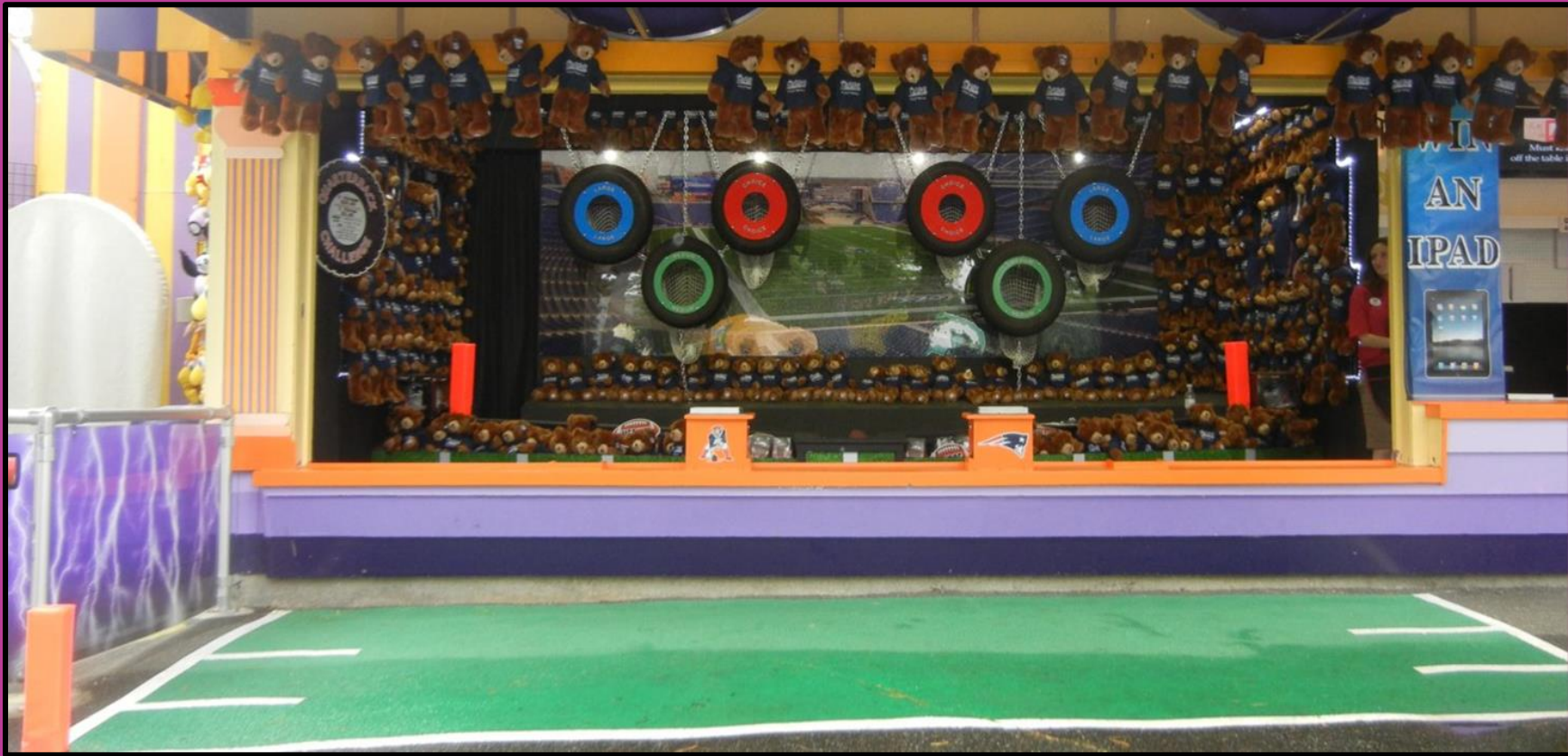
Sometimes you just need a new Game.



# Homemade Games can be successful.









# Delgrossos



# Sometimes you just need a new Game.

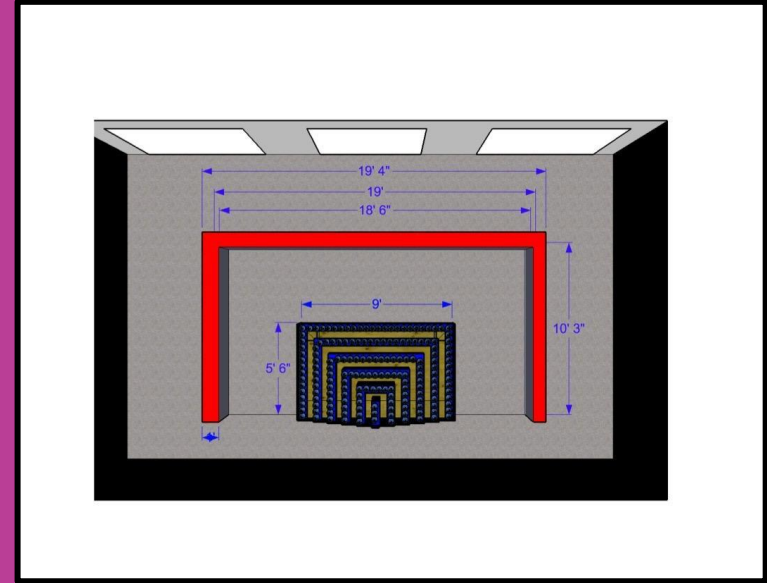
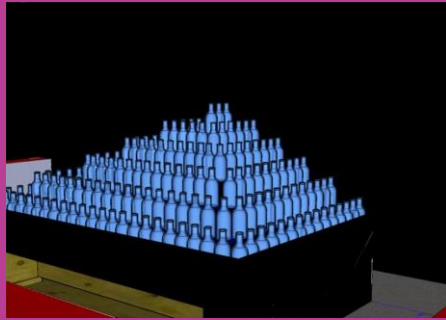
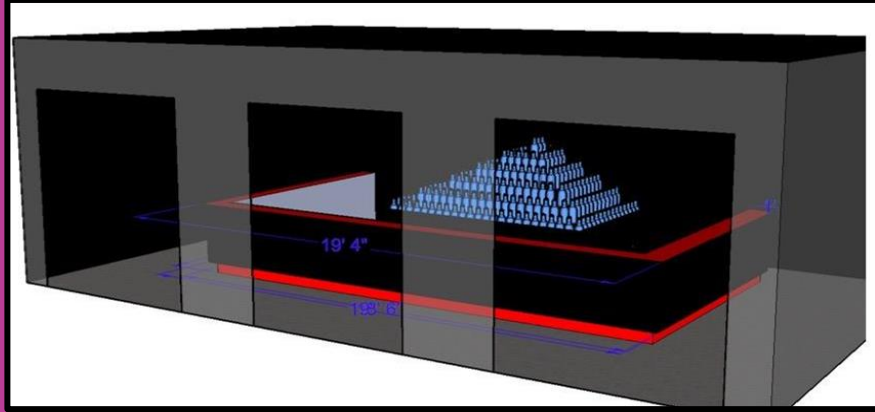




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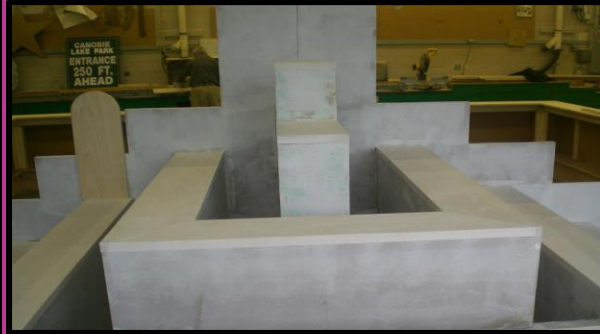


# Homemade Games can be successful.





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# Homemade Games can be Successful





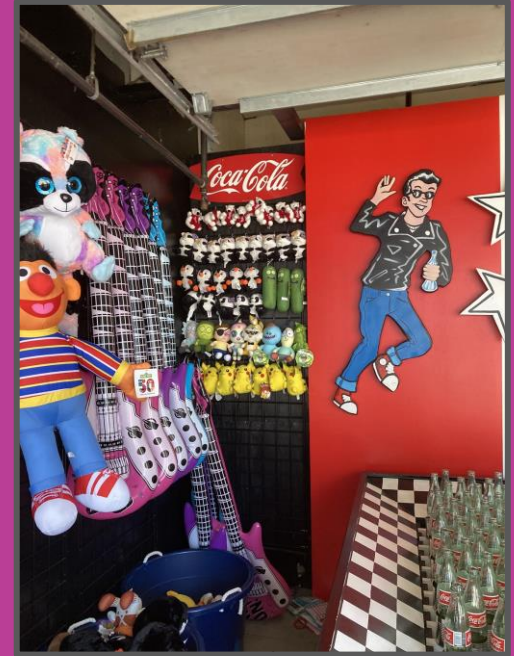
# Homemade Games- Pandemic Project



# Ring Toss- Pandemic Project





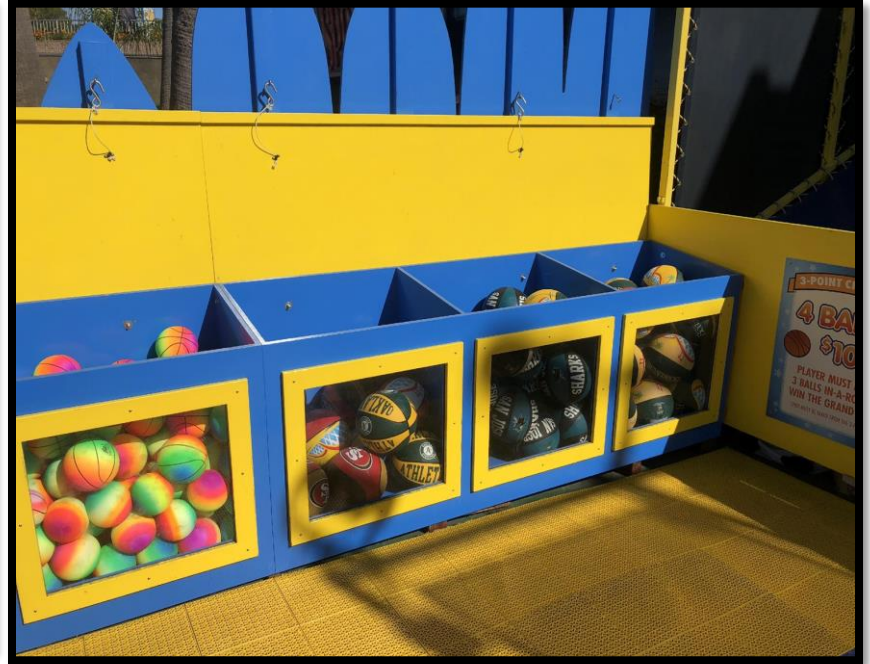


# Everyday this had to be setup!





# So they changed the whole thing!





# Complete Change...







# SHOUT OUTS!

Tony Sanders  
Jim Mayall  
Mona Ostrowski  
Matt Stanger

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# Join the IAAPA Games and Merch Committee



Email Us

Donald Dalton -

[donny@canobielake.com](mailto:donny@canobielake.com)

Cookie Safar -

[ksafar@oakspark.com](mailto:ksafar@oakspark.com)