



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

IAAPA.org/IAAPAE expo



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Emerging Trends in FECs: Indoor Foam Dart Arenas

Richard McVay
Chief Fun Officer
Dart'em Up

445,277,777



Dart'em Up Story



- Father & Son
- 5 Years – 11/22/2016
- Neighborhood Blast Zone

Dart'em Up Story

Have Fun, Play Fair, Create Memories



Dart'em Up Game Playbook

- Briefing Room
- Game Rules
- Safety Goggles
- Jersey
- Blaster



Dart'em Up Game Playbook

- DJ Referee
- Floor Referee
- 2 Teams



Dart'em Up Game Playbook

- Team Elimination
- Freeze Tag
- Capture the Flag
- Medic
- Jailbreak
- Squid Games



Dart'em Up Game Playbook



Community Focused

- Spirit Nights
- Homeschool Days
- Charities
- Dart'em Up donates 1 Birthday party for every 10 we host to homeless and underprivilege kid programs.



The Attraction

- Built in Fan Base
- Different Experience
- 6- to 14-year-olds
- Millennials
- Families
- Arenas



The Attraction - Cost

Costs - \$80,000 - \$120,000

- Arena Size – 2400 to 2800 sq. ft.
- DJ booth
- Penalty Boxes
- Bunkers / Themed Bunkers
- Music System
- Lighting System
 - Art Attack
- Blasters
- Darts

Player Costs

- Week Rates - \$12.99/\$15.99/hour
- Weekend Rates - \$15.99/\$21.99/hour



The Trend – It's Growing

- Video Games in live action
- High intensity Experience
- Millions of Built-in Fan Base



Thank You

