



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

[IAAPA.org/IAAPAEexpo](https://IAAPA.org/IAAPAEexpo)



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# FEC: Experts Weigh in on Esports

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**Andy Babb, Chief Games Officer**  
**Super League Gaming**



**@IAAPAHQ | #IAAPAEspo**

# IRL / Community Esports

- Brief SLG Overview
- IRL Events: Challenges
- Working Smarter: Dave & Busters and Topgolf
- \$.02

# Super League Gaming



- Founded in 2015
- Over 5,000 IRL community esports events
  - Movie theaters, experiential restaurants, gaming centers
- NASDAQ IPO 2019: SLGG
- 2020: Covid-19
- 2021: 4MM+ players, 2B+ video views annually, and reaching 85MM+ gamers in NA every month



# The Beginning





# It Was Awesome



Players loved it

# Challenges

- Marketing
- Substitutes
- Infrastructure
  - Event Technology
  - Facility
  - Player equipment
- Operations

# Work Smarter

- Mobile games
- Gaming centers
- Sponsor partners





# Dave & Busters / PUBG Mobile



# Dave & Busters / PUBG Mobile

- Monthly competitive series in 16 cities cut short: only 3 months due to Covid
- Attendance: 10-35
- Players loved it
- Benefit to D & Bs?

# Dave & Busters / PUBG Mobile



Jesse  
@HlghHorse

#FightForYourCity

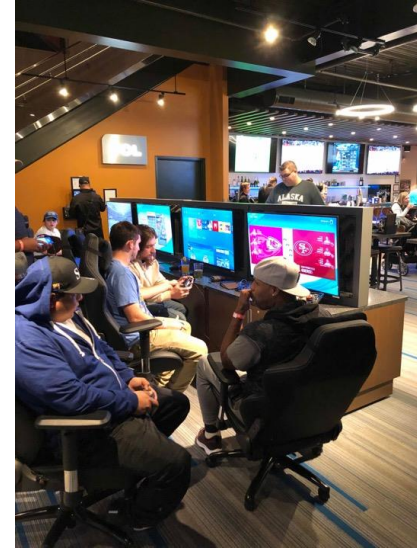


\*Micaela\*  
@fuzypanda92

Meet the teams for [#chicagoforce](#) representing us for our [@PUBGMOBILE](#) tournament!  
[#fightforyourcity](#)  
[@JoinSuperLeague](#)



# Topgolf / Madden



# Topgolf / Madden

- 3-month pilot in 5 cities
- Attendance: 22-52
- Players loved it



# Topgolf / Madden

A promotional poster for the Super League + Madden event. The background is dark with silhouettes of people at a social gathering. The text is white and yellow. The EA GOLF logo is visible in the top right corner of the poster.

**Super League  
+ Madden**

**SUPER LEAGUE**  
**THURSDAY NIGHT**

**EA GOLF MADDEN 20**

**THURSDAY NIGHT COMMUNITY EVENTS**

Super League is bringing Madden to local Top Golf locations in January. Visit [superleague.com/madden](http://superleague.com/madden) to register and for more information on events near you!

SCOTTSDALE AZ   AUSTIN TX   BROOKLYN CENTER MN  
HOUSTON TX   CHARLOTTE NC

# Topgolf / Madden

- Pilot learnings
  - Prepare for the unexpected: patch issue
  - Competitive format feedback
  - Prizing



# Take Aways

- Figure out a gaming platform that works for you
- Target customer / target game
- Trial trial trial: start small and grow smart
- Crossovers: TNF and Madden example
- Colleges
- Moms



# Thank you!



**SL** SUPER LEAGUE

# FEC: Experts Weigh in on Esports

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**Billy Forney, CEO**  
**Palace Social**



**@IAAPAHQ | #IAAPAEspo**

# Palace

## S O C I A L

Palace Social  
4191 Bellaire Blvd  
Houston, TX 77025  
[www.palacesocial.com](http://www.palacesocial.com)  
FB: /thepalacesocial  
IG: @thepalacesocial  
Twitter: @thepalacesocial



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# Introduction

Speaker: Billy Forney III

- Currently, CEO of Palace Social (Houston, TX)
- Formerly a Personal Financial Planner, Commodity Trader, Oil & Gas Executive

Palace Social

4191 Bellaire Blvd

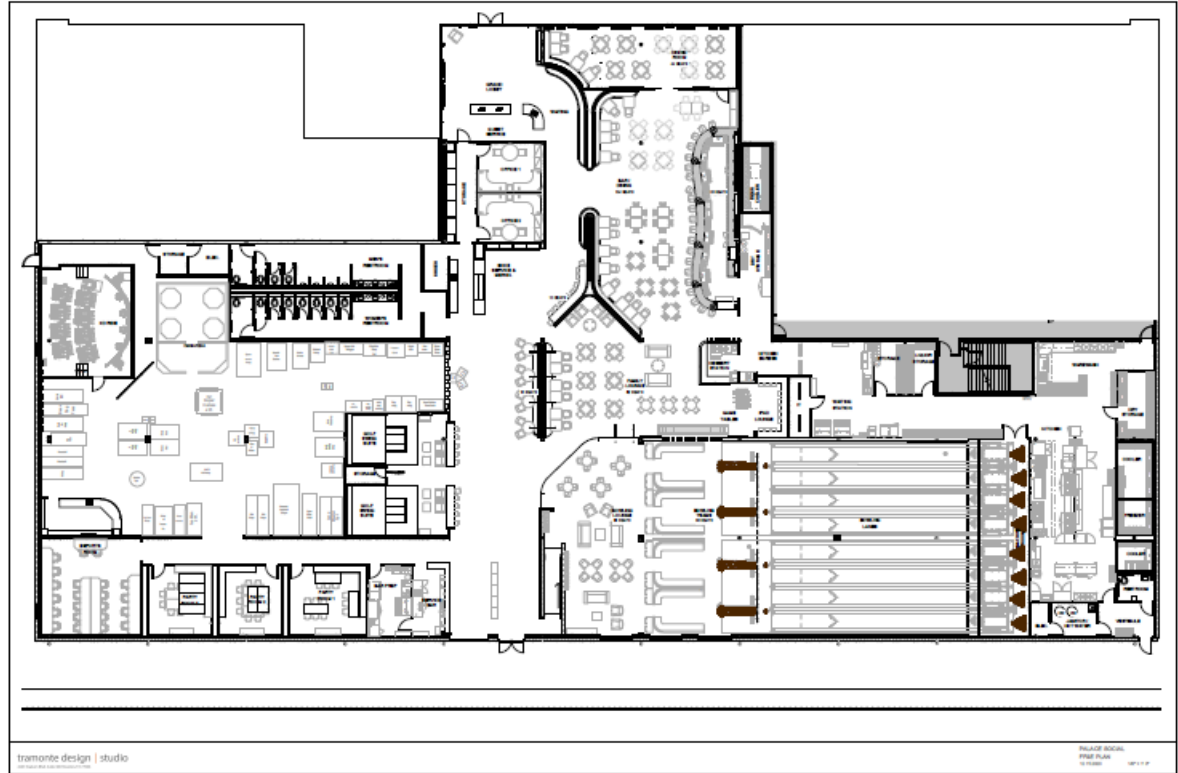
Houston, TX 77025

[www.palacesocial.com](http://www.palacesocial.com)

FB: /thepalacesocial

IG: @thepalacesocial

Twitter: @thepalacesocial

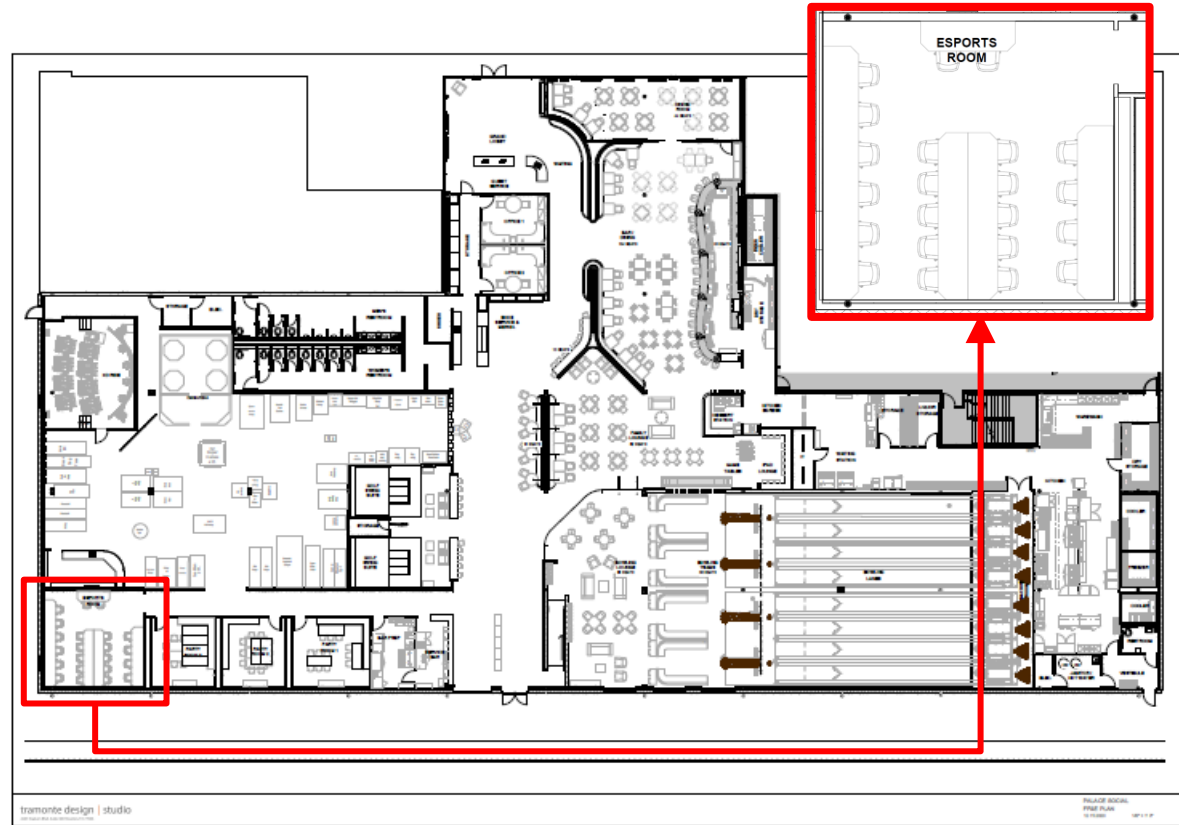


# OPERATIONAL CHARACTERISTICS

## Attractions Mix (vendor)

1. Arcade (Alpha-Omega)
2. Bowling (QubicaAMF)
3. Restaurant
4. Bar/Lounge
5. OmniArena (Virtuix)
6. Dark Ride (Triotech)
7. Multi-sport simulators (Full Swing)
8. **esports lounge (Creative Works)**

*Note: attractions mix above listed in order of highest to lowest sources of revenue at Palace Social*



HOME PLAY EAT & DRINK

*Palace*  
SOCIAL

PARTIES & EVENTS SPECIALS FAQs



# ESPORTS LOUNGE

Palace Social lets you game without limits in our 22-seat esportslounge.

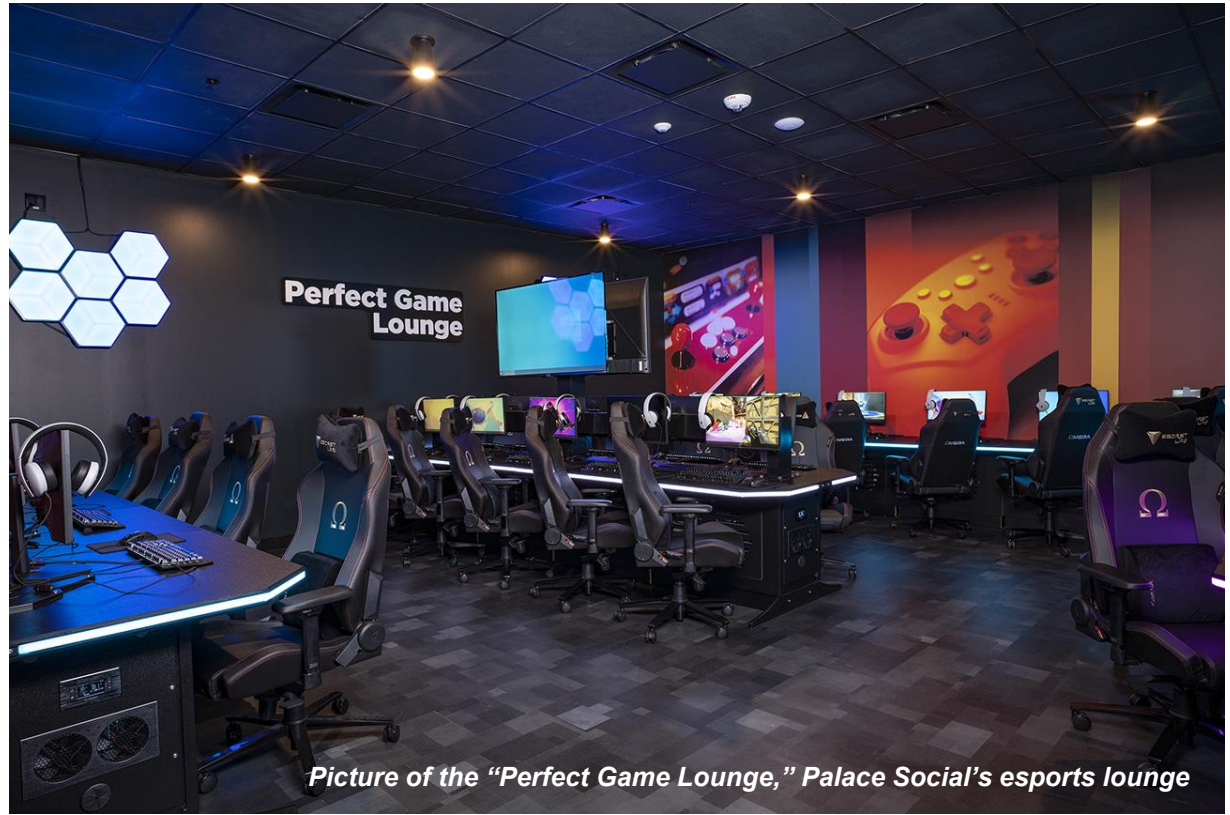


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## ***Palace Social esports lounge***

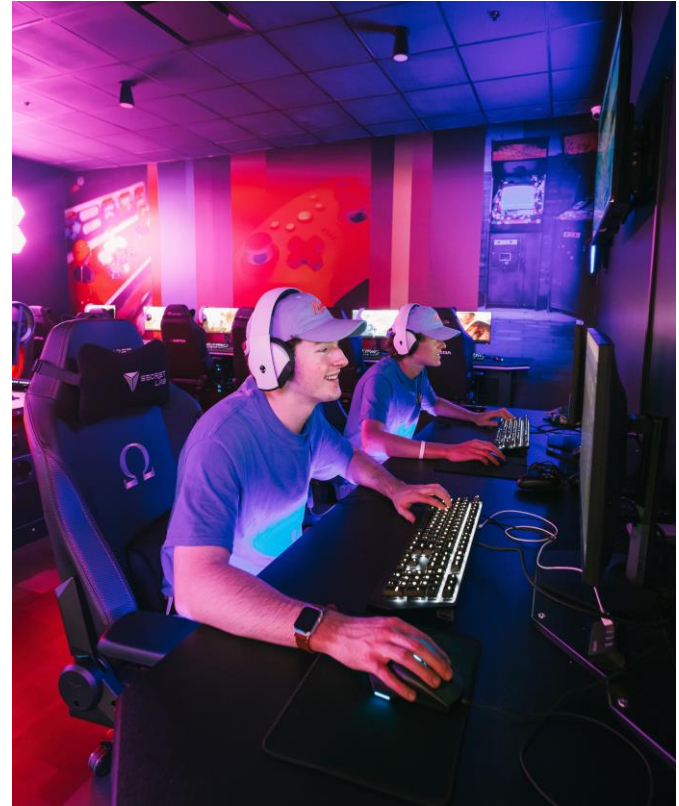
- *Palace Social's esports lounge is a gaming lounge with the best technology for the most fun!*
- 22 professional-grade computer stations
- CPU specs:
  - Alienware Gaming PCs with 16GB of RAM
  - GeForce RTX 3080 graphics cards
  - 1GB dedicated fiber network, and
  - An optimized experience that yields consistent 240 frames per second



*Picture of the "Perfect Game Lounge," Palace Social's esports lounge*

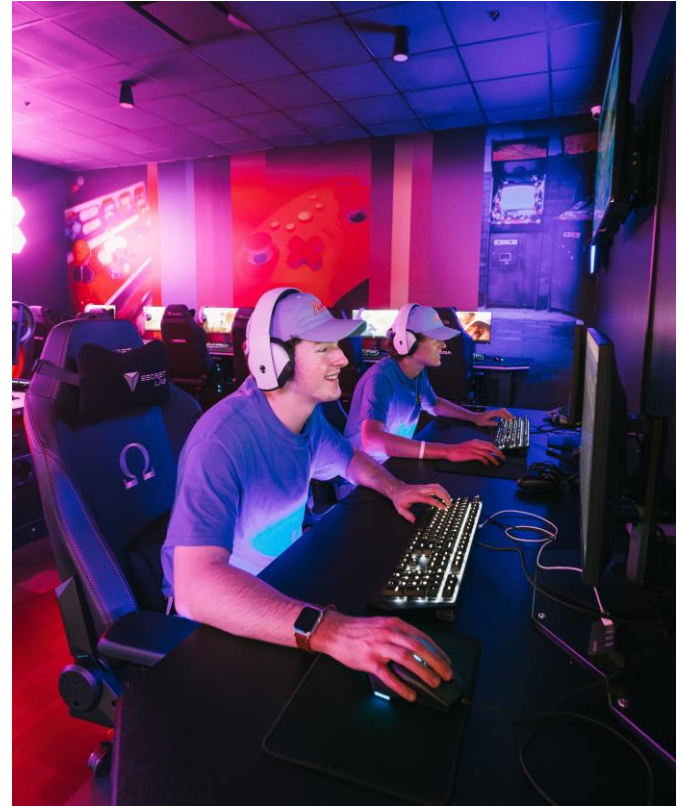
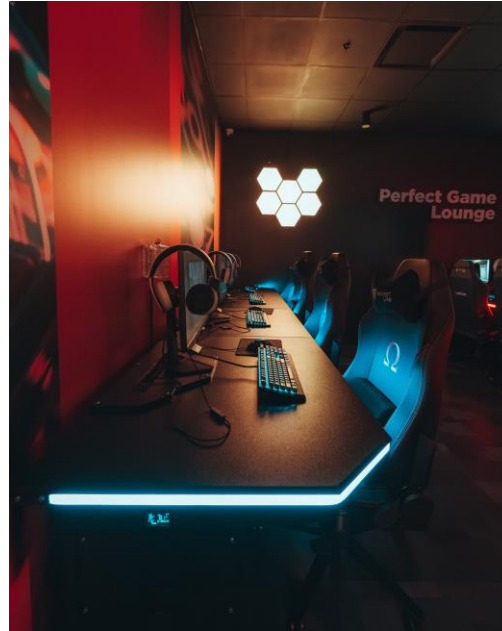
## ***Palace Social esports lounge***

- Our pricing
  - \$12 for one hour
  - \$22 for two hours
  - \$30 for three hours
  - \$40 for all-day pass
- Our offerings
  - Gaming PCs with headphones
  - Xbox controllers for rent
  - Playstation controllers for rent
- Our games
  - 38 total games in library
  - Fortnite
  - Call of Duty: Cold War
  - Call of Duty: War Zone
  - Apex Legends
  - Valorant
  - and more...



## *Palace Social esports lounge*

- Our results
  - \$9,300 in four months
  - \$568 on best day
- Tournaments
  - Two tournaments thus far (Fortnite & Call of Duty: War Zone)
  - Dismal turn out
- Plan of Attack
  - Found a local gamer-influencer to help promote our esports lounge
  - Plan to connect with local universities (UH, TSU, HBU)
  - Promoting us on TikTok
  - Continue weekly/monthly events/tournaments
  - Plan to offer discounts and prizes to our regular players
  - Starting to schedule esports-focused birthday parties/events
  - Plan to host “tips and tricks” workshops
  - Plan to arrange gamer networking events

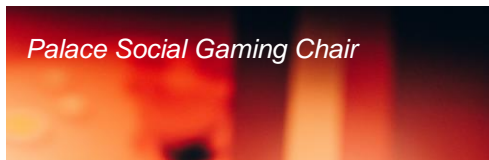




*Palace Social Gaming PC*



*Palace Social Gaming Chair*



*Palace Social Gaming Mouse*



*Palace Social Gaming Headphones*



# Palace

## S O C I A L

The End. Thank you.

*Billy Forney III*



# FEC: Experts Weigh in on Esports

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**Chanel Summers**

**Vice President, Creative Development**

**VRSTUDIOS**

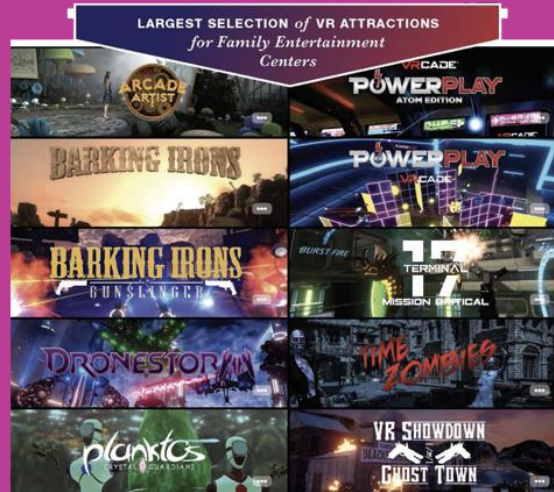
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# VRSTUDIOS

VRstudios is the leading provider of commercial-grade VR systems, technology, and integrated VR attractions, purpose-built for Location-Based Entertainment businesses.





# VRSTUDIOS

Relied on and trusted by industry giants to provide the best-in-class  
VR technology and experiences



 @IAAPAHQ | #IAAPAEspo



# Early Vision of Physical VR + Esports



# Evolving Landscape of Competitive Gaming

PC Esports	At-Home VR Esports	VR STUDIOS SPORTS
<ul style="list-style-type: none"><li>•Competitive online PC games</li><li>•Complex for novices</li><li>•No motion, entirely stationary</li><li>•Large, hard-core audience</li></ul> 	<ul style="list-style-type: none"><li>•Existing game types, but in VR</li><li>•Limited movement and action</li><li>•Market is still developing</li><li>•Fewer spectators</li></ul> 	<ul style="list-style-type: none"><li>•REAL-SPORT ESPORTS™</li><li>•Purpose-built for out-of-home</li><li>•Actual, intense, physical sports</li><li>•Accessible &amp; approachable</li></ul> 



VRSTUDIOS

# SPORTS

## REAL-SPORT ESPORTS™ IN VIRTUAL REALITY

Make any FEC a destination for competition, tournaments and events with broad appeal and generate bankable new revenue streams.

- Create and promote competitive events
- Increase frequency of visits, extend dwell time
- Attract a new demographic of sports fan
- Stream events for powerful marketing moments
- Create spectator experiences
- Bring in sponsors and fans



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# The Real-Sport Esports™





# Building On Time-Tested Appeal of Great Arcade Basketball Shooters



# The Real-Sport Esports™ Difference

- Physics-based
- Realistic Ball Handling
- Single & Multiplayer
- Match-Based Play
- Many Game Modes
- Skill-Based
- Immersive Dynamic Environments
- Themed In-Game 3D Tutorials
- Leaderboards and Tournaments





**REAL SPORT**  
Physical competitive real sports action in VR

**PLAYERS**  
Persistent player profiles with stats, scores,  
tournaments and locations

**FEC COURT**  
Gather, Socialize, Compete and Spectate @FEC

**EVENTS**  
Leagues - Sponsors - Tournaments -  
Competition - Streaming

**COMMUNITY**  
Players, Spectators, & Fans

**VRSTUDIOS**

**SPORTS**

**REAL-SPORT ESPORTS™  
IN VIRTUAL REALITY**



It is easy to get started and progressively build a valuable VR Esports business!

We show you the play-by-play with the *"VRstudios Real-Sport Esports™ Playbook"*

Tier 1	Tier 2	Tier 3
<ul style="list-style-type: none"> <li>•Standing Competitions</li> <li>•Capture High Scores</li> <li>•Prizes</li> <li>•Player Comms</li> <li>•Collect Player Data</li> </ul>	<ul style="list-style-type: none"> <li>•H2H Match Play</li> <li>•Sponsored Prizing</li> <li>•Promote Upcoming Competitions</li> <li>•Stream Live Gameplay</li> <li>•Player Data for Engagement</li> </ul>	<ul style="list-style-type: none"> <li>•Leagues/Ladder</li> <li>•Full Calendar of Events</li> <li>•Player Rankings</li> <li>•Social Media &amp; Email Promotion</li> <li>•Sponsored Offers</li> <li>•Player Community</li> </ul>



# FEC: Experts Weigh in on Esports

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**Shawn Smith**  
**Chief Product Officer, Harena Data**

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# “Esports” Stats

- In 2018, 56 percent of teenage girls and 48 percent of teenage boys did not participate in a traditional sport
- Children who don't play traditional youth sports tend to have lower grades and are less likely to attend college
- Participation rates are lower in almost every team sport, including football, basketball, soccer, and baseball. In the latter case, participation is down roughly 20 percent

<https://www.pewresearch.org/internet/2015/08/06/chapter-3-video-games-are-key-elements-in-friendships-for-many-boys/>

# “Esports” Stats (Continued)

- 72% of Teens (84% of boys) play video games  
(not necessarily esports)
- 89% of teen gamers play with people they know in real life (“IRL”)
- 54% of teen gamers play with friends they only know online
- 52% of teen gamers play with people they don’t know



# “Esports” Stats (Boys Only)

- Over 57% of all boys have made friends online through video games
- 84% of boys who play networked games say they feel more connected to friends when they play

# It's About Community

- Players are not anti-social, they are looking for a place to be social under their terms.
- For players, gaming is an escape. As a venue, you further that fantasy and that opportunity to meet people and become a champion.

# Esports is a Trojan Horse



# Develop Your Opportunity



# Success in Esports

- Find success by building community within your venue
  - Local Esports Leagues
  - High School Leagues
  - Parks and Rec Dept Leagues
  - Venue Specific Leagues

# Success in Esports

- “Bowling Leagues”
- Esports is the Lure, Socialization is the Hook
- Focus on Leagues Where Players Are Playing for Fun, Competition is Second





# Leagues Built Like Trad. Sports

- “Bowling Leagues”
- Weekly Competition
- Prizes Based on Season-Long Commitment
- Prizes Based on Social Glory and Friendship

SCHEDULE

EDIT SCHEDULE

Round 1

Thursday - November 12, 2020

+ Create Match in This Round

Time	Away	Home
7:00pm EST Lobby	Spring Hill High School	5 Polytech-Fort Knights
7:00pm EST Lobby	Spring Hill High School 999	12 Spring Hill High School
7:00pm EST Lobby	Spring Hill High School	5 Spring Hill High School

# The Long and Winding Road

- Short term pains for long term gains!
- Build a Community Reputation
- Build Sustainable, Long Term Appreciation and Growth



# How to Start

We can help!  
Happy to Chat!

Harena Data / GYO Score  
shawn@harenadata.net  
317.372.2623



# Create Opportunity

