

BATTLEFIELD SPORTS PRESENTS YOUR **2012**

# BATTLEFIELD BUSINESS SUCCESS SUMMIT



*February 7<sup>TH</sup> & 8<sup>TH</sup>*

*Grand Sierra Resort*

*Only 5 Mins from Reno Airport*

A Major Convention for:

- ★ Live Gaming Business Owners
- ★ Indoor LaserTag Operators
- ★ Paintball field managers
- ★ Family Adventure Centers & FECs
- ★ Team training personnel
- ★ Mobile attractions operators

**BOOK NOW**

**Tel: 818 567 1601**

**LIMITED SPOTS**

★ FIRST 100 TO ENLIST GETS A COPY OF THE BOOK "RIGHT ON TARGET" ★

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**DECLASSIFIED**

Your Battlefield Business "the convention for innovation"

## Your invitation

"Join us for the premier industry convention for 2012. The Your Battlefield Business Success Summit provides you with a vital forum for networking and learning about the latest live gaming industry trends. Battlefield Sports will bring together a cadre of exciting speakers to present a program that will inspire, educate, & challenge you. This program not only gives you insight into the latest digital technology SATR, but also the hottest new ideas for your business, and a preview of our latest innovations.

SATR's instant gratification of real-time hit feedback means that gamers get a rush of adrenaline when playing Battlefield LIVE. And that's addictive! My goal is to create an emotionally engaging authentic combat entertainment experience. Learn how you too can re-create this gaming "must-have" for your business. I invite you to share with us your battlefield story and network your achievements with fellow combat entertainment operators."

Peter Lander

SIGNED BY \_\_\_\_\_

DATED \_\_\_\_\_

# THE VENUE



The Grand Sierra is easily reachable just off the I-580 and just 5 minutes from Reno's International airport. The hotel has unique contemporary luxury accommodation. The Grand Sierra Resort and Casino is a spectacular 145 acre mega-resort featuring spacious and deluxe guest rooms in a 27 story tower that includes 1,995 guest rooms and suites.

## HERE'S WHY YOU SHOULD BE THERE...

The YBB Success Summit is designed in as two one-day seminars. The first day is designed for prospective battlefield owners/operators. And the second day is designed for veterans. Each day delivers a networking environment that gives you the resources to survive & thrive in today's challenging business environment.

- ★ Hear about how other YBB owners have gained their success
- ★ Plus comprehensive technical exhibition with hands-on examples
- ★ Get real life examples of battlefield marketing.
- ★ And lots more!



## CONFERENCE PROGRAM

Presented by Peter Lander & Ken Dubay  
and a variety of guest speakers

### Day 1 – Tuesday Feb 7th 2012

Designed for Prospective Battlefield Owners/Operators

- 0900 Registration & welcome
- 0930 Conference overview & objectives
- 1000 SATR the breakthrough digital technology
- 1100 Networking break
- 1130 Live gaming industry future trends
- 1230 YBB: Getting Started
- 1300 Lunch
- 1400 Guerrilla marketing – gaming inflatables & battlefield merchandise
- 1500 Live plays the product – more than just a game
- 1530 Missions/Live-Plays to Keep your Customers Coming back
- 1630 Feedback & Conclusion
- 1700 Drinks & networking



### Day 2 – Wednesday Feb 8th 2012

Designed for new and veteran Battlefield Owners/Operators

- 0900 Registration & Welcome & Day 2 Overview
- 0930 Case Study: Negotiating Indoor Leases
- 1000 Case Study: Arena Build out with Food Service
- 1030 Case Study: Building a Battlefield from Scratch
- 1100 Networking Break
- 1130 Case Study: Success from the Trenches Running Indoor, Mobile, & Outdoor businesses simultaneously
- 1200 Case Study: The Money Game, Raiding money from investors, SBA government loans & joint ventures
- 1230 Case Study: Summer Camp success
- 1300 Networking Lunch
- 1330 Mega-Games: How to Run a 12 hour Mission
- 1400 Rear Echelon – Expansion with good Recruitment & Training
- 1430 Networking Break
- 1500 Technology & YBB Trends
- 1630 Feedback & wrap up
- 1900 Formal Industry Dinner





# CONFERENCE REGISTRATION FORM

If you wish to register as a full delegate simply return this form. You will be sent an invoice for payment.  
Email [ken@battlefieldsports.com](mailto:ken@battlefieldsports.com) to book your place. Spots are limited. Call 1 818 567 1601.

**Delegate registration fee – check as appropriate** **Early Bird – full delegate**

2 days + Accommodation (if paid before January 7th 2012) - \$495 per person.

Includes 2 full days conference, 2 days morning and afternoon tea and lunch, conference proceedings, delegate pack.  
Two nights accommodation (twin room). (Please state name of sharer at time of booking).  
1 ticket to the formal dinner on February 8th

 **Early Bird – day delegate**

2 days (if paid before January 7th 2012) - \$395 per person.

Includes a full day conference including morning and afternoon tea & lunch, conference proceedings, delegate pack,  
but no accommodation. Plus 1 ticket to the formal dinner on February 8th

 **Full delegate**

2 days + Accommodation (if paid after January 7th 2012) - \$595 per person.

Includes 2 full days conference, 2 days morning and afternoon tea and lunch, conference proceedings, delegate pack.  
2 nights accommodation (twin room). (Please state name of sharer at time of booking).  
Plus 1 ticket to the formal dinner on February 8th

 **Day delegate**

2 days (if paid after January 7th 2012) - \$495 per person.

Includes a full day conference including morning and afternoon tea & lunch, conference proceedings,  
delegate pack, but no accommodation. Plus 1 ticket to the formal dinner on February 8th

 **Private Dinner only**

(in the evening of February 8th 2012) - \$49 per person.

★ Please book for any extra nights accommodation directly with the Resort.

Title \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

Organization \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Email \_\_\_\_\_ Telephone \_\_\_\_\_

Please make checks payable to Mr Ken Dubay Suite 208, 131 S. Avon St, Burbank (Los Angeles) CA 91505