

Creative Works Newsletter

September - 2011



Contents

- [Welcome](#)
- [Announcements](#)
- [Recent News](#)
- [Upcoming Events](#)
- [Business Builders](#)
- [Promotions](#)
- [About Us](#)

Our Attractions

- [Theme Factory](#)
- [Laser Tag](#)
- [Lazer Frenzy](#)
- [Cosmic Golf](#)

Testimonials

"It's absolutely amazing. It literally brought me to tears. They didn't just put up walls and props, they built our dream."

"We've had many, many contractors through the years come through our business, and these men by far, stood out amongst our best."

"We have had the most pleasurable experience with your company and its staff, and we look forward to a long-lasting relationship."

"We are very satisfied with the work of their team, and we definitely have a leg-up on the other arenas in our area."



"People are amazed when they see my place. I'm glad to have hired such a great company to walk me through the whole process."

"The team at Creative Works did a fantastic job and we are glad we chose their package above all others."

"The Creative Works team provided two quality attractions that are sure to increase business in our growing center."

"The pictures don't do you

Welcome...

Can you feel it? A change is in the air and we are entering a new normal. Today it's about innovating and reengineering. It's about better service and support, and making an impact - one that's memorable and lasting. It's about being different, creating a niche and reaching the masses with your brand and messaging.

This newsletter brings about some changes in our format and the information we have to share. We are introducing a new section called "Business Builders" with useful and relevant tips to help market and operate your business. Additionally, we have changed some categories and will be bringing you more success stories from the field. You will also begin to notice many changes taking place on our websites as you click through many of the links in this newsletter.

All of this stems from our desire to continually innovate and reengineer our company to be better at what we do, continue to stand out as a leader in the industry, and be recognized as a turnkey attraction supplier and project management company that delivers results.

We welcome your input and look forward to working with you. There is much to share so enjoy.

Sincerely,

Jeff Schilling - Chief Architect of Experiences 
Creative Works' Theme Factory

P.S. This newsletter is full of information and resources so make sure you save it. If you are on Facebook or Twitter, click on the links in the upper left to join our network.

Announcements...

BIG Announcement

We are only 2 weeks away from a big announcement that you won't want to miss so stay tuned and watch for our upcoming press. It's been in development for 6 months under lock and key. When unveiled, it will provide an opportunity to BOTH NEW and EXISTING operators unheard of in our industry. It will be a game changer for many...

New Showroom Opens



Now there's more reason to come and visit the Creative Works Theme Factory. During our recent facility expansion, we completed and opened our new attraction showroom. This 5,000 square foot showroom features our most popular attractions for family entertainment centers: Laser Tag, Lazer Frenzy, and Cosmic Golf. This one-of-a-kind showcase will allow clients to come and see exactly how each attraction looks, feels, and plays. More than 2,500 square feet is dedicated to laser tag, featuring 4 different themes in a single arena: Earth Quest, Adventure Quest, Battle Quest, and the all-new Cyber Quest theme. The 3-hole Cosmic Golf course utilizes the Jungle Quest theme, complete with plants, wildlife, and even a crashed jeep. The Lazer Frenzy laser maze, with the most popular Arcade theme, completes the set



"The pictures don't do you justice. It is above and beyond our expectations!"

Clients of ours

- Brunswick Bowling
- Extreme Makeover Show
- Simon Malls
- Bowling La Granda
- Have a Hoot
- Active Kidz
- Putt Putt Fun Centers
- Incredible Pizza Co.
- U.S. Air Force
- Pinz Bowling
- Ardent Leisure
- Laser Adventure
- Xtreme Playzone
- Planet Fun
- Hilltop Fun Center
- Gametrade
- Canyon Surf Club
- Laser Tag and Games
- Hinkle Family Fun Center
- Scotties Skateland
- Fun Junction
- Tree Top Fun Center
- Redzone Adventures
- Lazer Kraze
- Nicklecade
- Indian Creek Church
- Marion County Sheriff Dept
- Six Flags Theme Park
- Alley Cats
- AMF Bowling Centers
- Funopolis
- Branchburg Sports Complex
- Perfect Games
- Snapperz
- Fantasy Park
- Pietro's Pizza & Games
- Strike Zone
- Cedar Point Theme Park
- Bluefusion Entertainment
- Paramount Parks
- MTV Studios

Exclusive Brands



Members/Sponsors

- American Institute of Architects
- Birthday University
- Foundations University
- Indpls Chamber of Commerce



of the attractions.

To read more information about scheduling a tour at our facility in order to see this showroom and the rest of our Theme Factory, [click here](#).

New Cyber Quest Theme



This is the official release of our newest laser tag theme, Cyber Quest. The first Cyber Quest arena is being installed next month at the Incredible Pizza Company location in Indianapolis, IN. This theme concept has been in the works for awhile now, taking cues and inspiration from the hit movie Tron. To see more details, visit www.LaserTagWorld.com.

New Arena Package Structures

Over the past few months, we have been updating and renewing our arena packages in order to meet the demands of clients with different types of facilities, needs, and budgets. We are very happy to announce our 3 new categories of laser tag arenas: Professional Arenas, Budget Arenas, and Certified Pre-owned Arenas. Review more detailed information below or visit our website at www.LaserTagWorld.com.



When it comes to the WOW Effect and making a lasting impression, our [Professional Arenas](#) hit the mark every time. They are built to provide a lasting first impression and to leave guests returning for more. This level is for those looking to gain an edge in their marketplace, and bring the blockbuster movies and video games to life. Depending on the level of WOW you're looking for, we have 3 price levels in our Professional level to suit your needs: Silver (\$16/square foot), Gold (\$20/square foot) and Platinum (\$24/square foot).



We have introduced additional [Budget Arena](#) packages to suit the needs of others who are just looking for a self-install option or paint package. This is more for the do-it-yourself types and those that are on a limited budget, have no real competition, and are treating the laser tag attraction as a minimal source of revenue for their location. To help cater to this need, we have 3 pricing levels in our Budget Arena line: Standard Paint (\$6/square foot), Enhanced Paint (\$8/square foot), and Bronze Package (\$12/square foot).



[Certified Pre-owned Arenas](#) may be available for purchase based on market supply. As leases expire, businesses close, or upgrades are made to existing facilities (we take trade-in arenas as well), we procure arena fixtures and furniture from time to time. This is a lengthy process on our part and we go through multiple steps to retrieve and then recertify used

Commerce
 Indpls Conv and Visitors Assoc
 Indiana Special Events
 Society
 Intl Assoc of Amusement
 Operators
 Intl Assoc of Amusement
 Parks
 Intl Laser Tag Association
 National Assoc of FEC's
 Rollerskating Association
 Themed Entertainment Assoc
 U-Profit Business Seminars
 The Redemption Report
 FEC Success Seminar
 LaserTag360



arenas to be sold again to others. Like our new arenas, we go through a similar process from concept to completion to ensure it meets our standards before being certified.

Projects in the Works...

- 8 Lazer Frenzy lazer maze attractions – New Jersey, Missouri, Tennessee (2), New Zealand, Ecuador, Canada, and Florida
- 10 Laser Tag attractions – California, Canada (2), Tennessee (2), Indiana, Turkey (3), and Florida
- 1 Cosmic miniature Golf course – Oklahoma
- 2 Laser Tag renovation projects
- 3D cupcake props
- 3D bowling pin props

Highlights to the above projects include: A laser tag arena featuring our brand new Cyber Quest theme. The arena, which is created to represent the world within a computer, will be anchored by a 12' glowing 3D prop called the Cyber Tower.

Industry Resources



Featured Programs



Recent News...

Take some time to review some of our highlighted projects and see what our talented team of artists, craftsmen, and designers have been working on since our last newsletter.

Lasertag360 EVENT Educates and Inspires



They came, they saw, and they left choosing the "red pill". Just like in the movie Matrix, participants were provided with a choice. In one hand, they were given a "blue pill" where if chosen, they would wake up in the morning go back to their normal jobs and forget this opportunity ever happened. However, in the other hand, they were offered the "red pill" where if chosen, they would "travel down the rabbit hole" and learn about all of the things that create a successful laser tag attraction and how to capitalize on it.

Hosted by Creative Works (www.LaserTagWorld.com), the Lasertag360 EVENT was attended by over 30 people from across the U.S., Canada and as far away as Trinidad. This special 2-day EVENT focused on the keys to successfully adding a laser tag attraction to a new or existing entertainment facility. Presentations provided throughout the EVENT covered topics such as the future of gaming, understanding your target market, the hurdles to pass and other

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Raised Areas

valuable insights. "It's refreshing to have people be honest about the struggles and pitfalls of the business from those that have been in the trenches," said Bryan Lee out of Minnesota – an attendee of the EVENT.

To view the rest of this article, [click here](#)



Break Into the Vault!



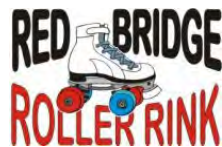
LOCATION: Guayaquil, Ecuador

Here's your mission: Bypass the security system and break into a vault in South America! Sound crazy? Actually, it's not. Creative Works recently installed a vault-themed Lazer Frenzy (www.LAZERFRENZY.com) at Europark in Ecuador. This laser maze attraction puts players in a heist scenario as they navigate their way through a field of vibrant lasers to reach the checkpoint.

Europark focuses on providing attractions that allow guests to be mobile and active. The facility boasts a variety of interactive and physically challenging games for guests to play. Kids can hop into a Euro Ball and bounce around the room in an airtight, padded bubble of a ball. Or they can roll around in a waterproof ball, bouncing on the top of a pool without ever getting wet. Patrons can also try their hand (or rather, their foot) at an 8-player station for Dance Dance Revolution. Perhaps the most interesting game is the I-Floor, which has the ability to perform a number of different games scenarios, all utilizing the pressure-sensitive multi-colored tiles. Guests can play a game of pong, using their feet to engage the bounce bar, or they can try and avoid randomly-moving circles that, if touched, remove a player from the game.

With this kind of focus on making sure kids have fun and stay active, Lazer Frenzy was an easy choice for owner Alex Mancero. He also enjoyed the opportunity to collaborate with Creative Works and develop some additional themed elements for the attraction. On top of the standard, Alex added some props pieces on the exterior walls to really make the vault theme "pop".

Creative Works enjoyed the opportunity to install their first attraction in South America. "Alex came for a Theme Factory tour and we hit it off," commented Armando Lanuti of Creative Works. "Everyone at Europark was great to work with and they'll help us bring Lazer Frenzy to South America!"



Frenzy in a Roller Rink



Lazer Frenzy in a Roller Rink



LOCATION: Chambersburg, PA

Do roller rinks and mazes go hand-in-hand? They do now. Red Bridge Roller Rink in Pennsylvania recently added a Lazer Frenzy laser maze (www.LazerFrenzy.com) to its facility. This attraction, which was developed and installed by Creative Works, is an interactive, arcade-style game that allows guests to feel like a spy in a heist movie.

Red Bridge Roller Rink is located in Chambersburg, just 15 miles north of the Maryland border. This facility offers a variety of entertainment options for guests to enjoy. After skating around the hardwood rink, kids can head to the snack bar to get some food and refreshments. There's also a game room where guests can win redemption tickets in order to redeem prizes at the fun shop prize counter. This game room is where Mike Maus, the owner, wanted to make some renovations. He was looking for a game that would be popular with all age groups, and when he saw the high returns on the Lazer Frenzy attraction, he jumped on the opportunity to have it in his facility. Mike is happy with his choice and the game has been well-received by his guests. "Kids are really excited about it," said Mike. "The game is working really well and I'm looking forward to introducing this attraction to more families in the coming months."

Creative Works enjoyed collaborating with Mike during his renovation. "It was a pleasure working with Mike on this project," commented Danny Gruening of Creative Works. "This attraction has been extremely popular in entertainment facilities around the world, and I think it's a great addition to his roller rink."



Welcome to the NEW Jungle



LOCATION: Aurora, CO / **SIZE:** 5,600 SF Arena / **EQUIPMENT:** Zone Systems

Now video gamers have the ability to team up with their friends, in both the virtual gaming world as well as reality. This will all be possible when Game Shack in Aurora, CO opens later this month. In addition to the laser tag attraction, which was installed by Creative Works (www.LaserTagWorld.com), this facility will feature LAN playing centers for Microsoft Xbox 360, Nintendo Wii, and computers.

The majority of this facility will be allocated to these LAN gaming centers. The facility will be able to host more than 100 players at a time. Each player will have their own personal X Rocker chair, complete with side speakers, subwoofer, and headphone jack. Gamers will view all the action on their personal 42" high-definition television, creating the most immersive environment possible. But the immersion doesn't end with the video games. The laser tag arena boasts 5,600 square feet of themed space to play in.

Brian Schwartz, the owner, chose Creative Works' Jungle Quest theme for the attraction. The arena, which can hold 36 players at a time, is filled with vibrant plant life, fallen logs and colorful tiki heads. Giant murals reach up to the peaks of the 28' foot ceilings, creating larger-than-life views of lush jungle landscapes. "Your team was incredible," said Brian. "Mike is an unreal artist and he has brought a whole new level of design to laser tag. I have every intention of building a second facility, provided things go as planned with this one, and I want your same crew installing that one."

Creative Works project managed their entire laser tag attraction and assisted facilitating the installation requirements for the laser tag system (Zone Nexus) to help save the client thousands in start-up costs. "Brian came to us with a desire to create one of the best laser tag arenas in Colorado and we delivered with our brand new Jungle Quest theme," commented Armando Lanuti of Creative Works. "His facility will be first class with his attention to detail and drive, along with a great gaming and computer set up not often found in an FEC."

Upcoming Events...

During the calendar year we like to point out newsworthy events that may be of interest to you as well as places we will be attending, exhibiting and/or speaking at ourselves. To learn more about these events, click on them below.

[Leadership Summit](#) September 27th through 29th - Oklahoma City, OK

[FEC Success Seminar](#) October 4th through 5th - Chattanooga, TN

[IAAPA Attractions Expo](#) November 14th through 18th - Orlando, FL

[Party Summit](#) December 14th through 15th - Davie, FL

[TOUR the THEME FACTORY](#) All Year Long - Mooresville, IN (Click Below)



Business Builders...

We're always on the lookout for articles and links that may be helpful to you in order to build your business. Take some time to review some of these useful links.

Social Media Promotions and the Law - What You Need to Know

Are you thinking of using social media contests? Do you understand how the law could impact your activities? Keep reading to learn more...

One of the best ways to grow your business is to give stuff away. Whether your business is a small enterprise, a website or blog, or a large multinational company, hosting giveaways is sure to increase traffic, awareness and potential new readers or customers. Sponsoring or hosting a giveaway comes with rules and regulations that many don't know or understand. This articles helps answer the following questions:

- What are the three types of giveaways or promotions?
- How do I know which type of giveaway I'm doing?
- What laws apply to giveaways and promotions in the U.S.?
- Why are official rules so important?

To read this article and learn more about promotions and giveaways, [click here](#).

Promotions...

Throughout the year we like to offer our customers specials on our services and products to thank them for their patronage. Take a look below for our current offerings.

FECstore.com Specials - EXPIRES: As soon as supplies run out

The Entertainment Industry's one-stop-shop for props, equipment, attractions, lighting, sound and more. We have hundreds of products available for purchase in our online store. Click below on the images for a few of the specials we are running.



About Us...

The Creative Works' Theme Factory is a designer and builder of attractions, games and themed decor for multiple industries around the world. Since 1997 we have brought ideas to life with our talented team of designers, sculptors, craftsmen, and artisans. Known throughout the industry as the "Theme Team", we take your vision and turn it into a reality. We are proud to have delivered the WOW Effect to a wide variety of destinations across the globe. To learn more about us, visit [our profile](#) on our WOW Effect website.

For our Vision, Mission and Values Statement [Click Here](#) to open the PDF document.

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