

## IAAPA Review

November - 2011



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### Exclusive Brands



## What a Week!

IAAPA 2011 has come to a close. It was a busy week filled with meeting new people, building relationships, and introducing our new products.

We are extremely happy with the overall response we received from the attendees this year. Whether they played the newest video game in our Game Patrol Trailer, got lost in the Mirror Amaze, or tried their hand at the Lazer Frenzy laser maze, everyone had a great time learning about our attractions.

Thank you to everyone who was able to stop by our booth this year. It's truly encouraging when we see so many entrepreneurs that want to open their own entertainment facilities, we're happy that we're able to help them along in the process.

We know that some of you were not able to attend the show this year, but not to fret! We're always available to do tours of our Theme Factory where you can see our showroom featuring several attractions - Laser Tag, Cosmic Golf, Lazer Frenzy, and The Game Patrol. We are also here to answer your questions and help you through the process one step at a time. With over 350 projects to our credit, let us assist you as you move forward.

Contact us today with to receive more information regarding our products and services. We look forward to hearing from you!

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...



### The floor model Game Patrol Trailer - SOLD

We are very pleased to announce that our 30' Game Patrol floor model sold during the show. The buyers were able to drive the trailer off the show floor on Saturday afternoon, and they expect to host their first event during this coming weekend.

This new product created a lot of buzz throughout the week, from attendees and press alike. This mobile gaming unit brings the power of a multi-billion dollar gaming industry to the doorsteps of guests, allowing them to Free The FUN from the comfort of their homes.

For more information on The Game Patrol in general or to inquire about our 28 foot DEMO Model we have for sale, call us or visit [www.TheGamePatrol.com](http://www.TheGamePatrol.com)

## 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 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



## The floor model Lazer Frenzy unit - SOLD



The Game Patrol wasn't the only product to sell off the showroom floor. We also sold our Vault-themed Lazer Frenzy laser maze. This unit featured graphics on both the interior and exterior, creating the "Mission Impossible" type experience where players can feel like a spy.

We are a theming company at our very core, so we wanted to create an attention-grabbing focal piece for the show. To accomplish this, we also built a 7' safe that sat atop the Lazer Frenzy room kit. This prop looked so great as a themed piece that we were able to sell it with the Lazer Frenzy package.

Visit [www.LazerFrenzy.com](http://www.LazerFrenzy.com) or call us today to learn more about this attraction and how it can improve the bottom line of your business.

## 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.

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

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

**Travel Bucks**

Receive a discount up to \$1000\*

**You are invited!**

- Meet the Staff
- Tour the Theme Factory
- See the Showroom

**CREATIVE WORKS**

\* Receive a discount up to \$1,000 (\$100 for every \$10,000 you spend with us) just for visiting our facility. Details, rules and regulations are available on our website: [www.thewoweffect.com/PDF/TravelBucks.pdf](http://www.thewoweffect.com/PDF/TravelBucks.pdf)

## About Us...

The Creative Works 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 company profile](#).

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