

For Immediate Release:



## **Call for Speakers and Exhibitors:** **Virtual Reality Educational Summit and Pavilion at** **Amusement Expo International**

Tuesday, February 27- Thursday March 1, 2018 - Las Vegas Convention Center

**January 18, 2018** - Bob Cooney, one of the leading authorities on emerging technology and the amusement industry, is pleased to invite members of the virtual reality business community to participate for the first time in dedicated virtual reality-focused exhibit space and educational tracks at the upcoming Amusement Expo International.

The AAMA/AMOA Amusement Expo International, the annual event for the coin-op and revenue generating amusement, music, and family entertainment industry, is extending its reach at next year's conference and trade show by targeting the burgeoning virtual reality entertainment ecosystem as an area of focus and growth.

VR arcade owners, operators, and manufacturers are strongly encouraged to join in order to experience the products and meet the buyers from the amusement industry.

### **SPEAK AT THE VR EDUCATION SUMMIT: TUESDAY 2/27**

An entire day of panels and seminars will be devoted exclusively to educating amusement operators about the rapidly-emerging virtual reality experience segment of the marketplace. Rumor and innuendo will be replaced with facts and data from experienced VR attractions operators. The new VR program's educational tracks debut on Tuesday, February 27, 2018 during the Amusement Expo International Education Day.

Preliminary topics include:

- Virtual Reality - History and Trends of Consumer and Location Based Entertainment
- SWOT Analysis for the Location Based Entertainment Market
- Marketing and Positioning your VR Attraction for Maximum Reach and ROI
- Why and How VR Attractions Require a Different Operations Mindset
- How to Select the Right Content and Equipment for your Audience
- Thinking Outside the Box

If you are interested in speaking opportunities at the VR Education Summit at the Amusement Expo International (including on additional or alternate topics), please visit the VR page [HERE](#) or contact Bob Cooney at [vrbob@bobcooney.com](mailto:vrbob@bobcooney.com).

Call for VR Speakers and Exhibitors at Amusement Expo (continued):

**EXHIBIT AT THE VR PAVILION: WEDNESDAY 2/28 & THURSDAY 3/1**

VR manufacturers and companies supplying equipment and services in the VR attractions space are invited to exhibit in the new VR Pavilion, where their products will join more than 400 booths from over 200 companies on display for more than 3,000 experienced amusement buyers and industry professionals. The VR Pavilion will be located on the exhibit floor in South Hall 1 of the Las Vegas Convention Center. The aim of the VR Pavilion is to educate traditional amusement operators about opportunities and products from the VR attractions market and offer VR companies the chance to exhibit and connect with a large group of influential new customers who are unlikely to attend other virtual-reality focused events. If you want more information on exhibiting or sponsoring, please contact Show Manager Brian Glasgow at 708-226-1300 or [brian@wtglasgow.com](mailto:brian@wtglasgow.com).

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**ABOUT BOB COONEY:**

Virtual reality and location based entertainment expert Bob Cooney has written numerous features as THE virtual reality authority for *RePlay Magazine* and is an in-demand speaker at Virtual Reality and Amusement conferences worldwide. Learn more at: [www.bobcooney.com](http://www.bobcooney.com) or contact him at [vrbob@bobcooney.com](mailto:vrbob@bobcooney.com).

**ABOUT THE AMUSEMENT EXPO INTERNATIONAL:**

The Amusement Expo International is the annual North American gathering of the coin-operated and revenue generating amusement, music and family entertainment industries. In its 9th year, it is the largest trade show in the region focused on pay-to-play entertainment for family entertainment centers, arcades, bars and restaurants, and other locations where people seek out fun diversion out of home. The Amusement Expo International is sponsored by industry trade associations AAMA and AMOA. Learn more at: <http://www.amusementexpo.org>

**ABOUT AAMA:**

The American Amusement Machine Association (AAMA) is an international, not-for-profit 501(c)6 trade organization representing the manufacturers, distributors, suppliers and location owner/operators for the coin-operated amusement industry. Our mission is to preserve, protect and promote our industry through legislative advocacy, education, events, networking and member programs.

**ABOUT AMOA:**

The Amusement and Music Operators Association (AMOA) is a national not-for-profit 501(c)6 trade association. Since 1948, AMOA has been the voice of, and advocate for, those individuals and companies engaged in the currency-activated amusement, vending, music and family entertainment equipment business.

**MEDIA CONTACT:**

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