

AMUSEMENT EXPO INTERNATIONAL 2018

Las Vegas Convention Center
South Hall 1
LAS VEGAS, NEVADA

Conference: Tuesday, Feb. 27 • Trade Show: Wednesday, Feb. 28 & Thursday, Mar. 1



Virtual Reality to Be In Spotlight at 2018 Amusement Expo!

When the 2018 Amusement Expo gets underway at the end of February, it will feature a *new dimension*, literally and figuratively, as the show targets the increasingly-mainstream technology, virtual reality (VR) on its exhibit floor and educational program.

Expo is partnering with VR pioneer and veteran industry consultant, Bob Cooney, who, in 1990, started Laser Storm, one of the first laser tag companies. Nine years later, as part of the Global VR management team, Bob developed Beachhead 2000, the most successful VR arcade game of all-time.

Bob will serve as the VR program coordinator and primary presenter for a specially-developed educational track on VR that will cover the following:

- Introduction to VR—History and Trends of Consumer and LBE VR
- SWOT Analysis for the LBE Market
- Panel on Marketing and Positioning Your VR Attraction for Maximum Reach and ROI
- Panel Session: Why and How VR Attractions Require a Unique Operations Mindset
- How to Select the Right VR Content and Equipment for your Audience
- Thinking Outside the Box

The cost of the all-day VR educational program on Tuesday, February 27, 2018 at the Westgate Hotel in Las Vegas is \$125 per person.



Expo is also highlighting a VR area on the Amusement Expo trade show floor where buyers, sellers and others involved and/or interested in the VR market can connect.

To register or more information on the VR educational program or exhibiting at Expo, please click [HERE](#)