



The Magic Number Wheel

BOOM INDUSTRIES

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THE EXCITEMENT STARTS HERE!



ABOUT BOOM

Founded in 1996, Boom Industries specializes in digital-based games and promotions for the restaurant, bar, and café industry. Located in Schiller Park, Illinois, Boom Industries has achieved its success by producing high-quality, engaging Trivia, Thoroughbred Racing, Magic Number Wheel, and other games and promotional entertainment for a nationwide audience. Boom Industries' founder, Geno Perry, is a former bar owner with more than 30 years of experience running successful promotions.

How we got here

In 1985, Geno Perry founded Boom Video Productions, a boutique video production company. Geno's first video production was a 30-minute deer hunting video. Boom Video's work included corporate training videos, music videos and commercials. Back then, the Boom Video staff would spend 12 hours editing a 30-second commercial on an ancient analog machine. Today, Boom Industries uses the latest digital and computer technology.

In 1986, Geno opened Boom Town Saloon on Addison Avenue in northwest Chicago. Over the next few years, the popularity of the bar grew rapidly. By 1993, Geno renovated Boom Town Saloon, essentially doubling the size of the establishment.

To generate business for Boom Town on slow nights, Geno developed weekly Trivia Nights, which soon became huge draws. He used his background with Boom Video Productions to create video trivia that was state-of-the-art for its time. Before long, Trivia Night took over Boom Town twice a week, and other games, including Thoroughbred Racing and The Magic Number Wheel, were soon to follow.

The success of Boom Town's Trivia Nights led to Geno, a marketer at heart, to spread the trivia wealth. In 1996, he founded Boom Industries to produce trivia games, which he then sold to other bars.

In 2003, Geno sold Boom Town to focus on building his trivia empire with Boom Industries. Boom Industries now boasts a database of nearly 40,000 questions and a host of other games, including Battle Royal Wrestling, Brain Teasers, Bingo, and Keno for restaurant, bar, and café patrons to enjoy.

Magic Number Wheel

What is it?

The **Magic Number Wheel** is an animated, casino-style wheel that displays numbers 1 through 36 in a random order around the outer rim of the wheel. It runs on your internet-connected computer and displays on TVs connected to that computer via an HDMI interface.

The wheel will spin by itself at intervals chosen by the host. The wheel will stop on a number and display the result. Any player who has the displayed number on their game card wins that spin. Players can be an instant winner or a progressive winner (See Gameplay for explanation). All Magic Number Wheel Events are three hours long. Unlimited gameplay packages are also available.

You will need to buy credits in the store to play the **Magic Number Wheel**.

The **Magic Number Wheel** can't be beat as a simple, low-cost, effective way to boost your business **and** keep your customers coming back day after day!

Note: Never charge your guests to participate in any of our games. You must adhere to all Federal and Local laws.

Categories

There are two ways to use the wheel and each way has its own set of games. You can use either way or change to suit your needs:

Standard Style Play

The wheel, when spun, will stop on random numbers, meaning a single number could come up multiple times in a row.

Bingo Style Play

The wheel, when spun, will stop on a random number, but will never repeat a number until all 36 numbers have been displayed or when the game is over.

Gameplay

Standard Style Games

Spin-to-Win Instant Win Game



Game Description:

- From the tear-off number pads, give each patron one sheet that displays their number (1 thru 36) for the game. You can view these tear-off pads in our store.
- Note: Many of our customers number their tables or chairs in lieu of using the pads.
- You can keep it simple by awarding all winners the same prize such as a \$5 gift card OR, award the winner 5 Boom Bucks. Allow your customers to purchase items with their Boom Bucks; such as food items, custom apparel, entry to see a band, or tickets to attend your "Customer Appreciation Night". You can also host a monthly drawing and have your patrons purchase raffle tickets for 3 Boom Bucks per ticket...the ideas are endless!

This concept works, and your patrons will love it!

- Set the interval to how often you want the wheel to spin. We recommend every 20 or 30 minutes.

Spin-to-Win Cover-All Game

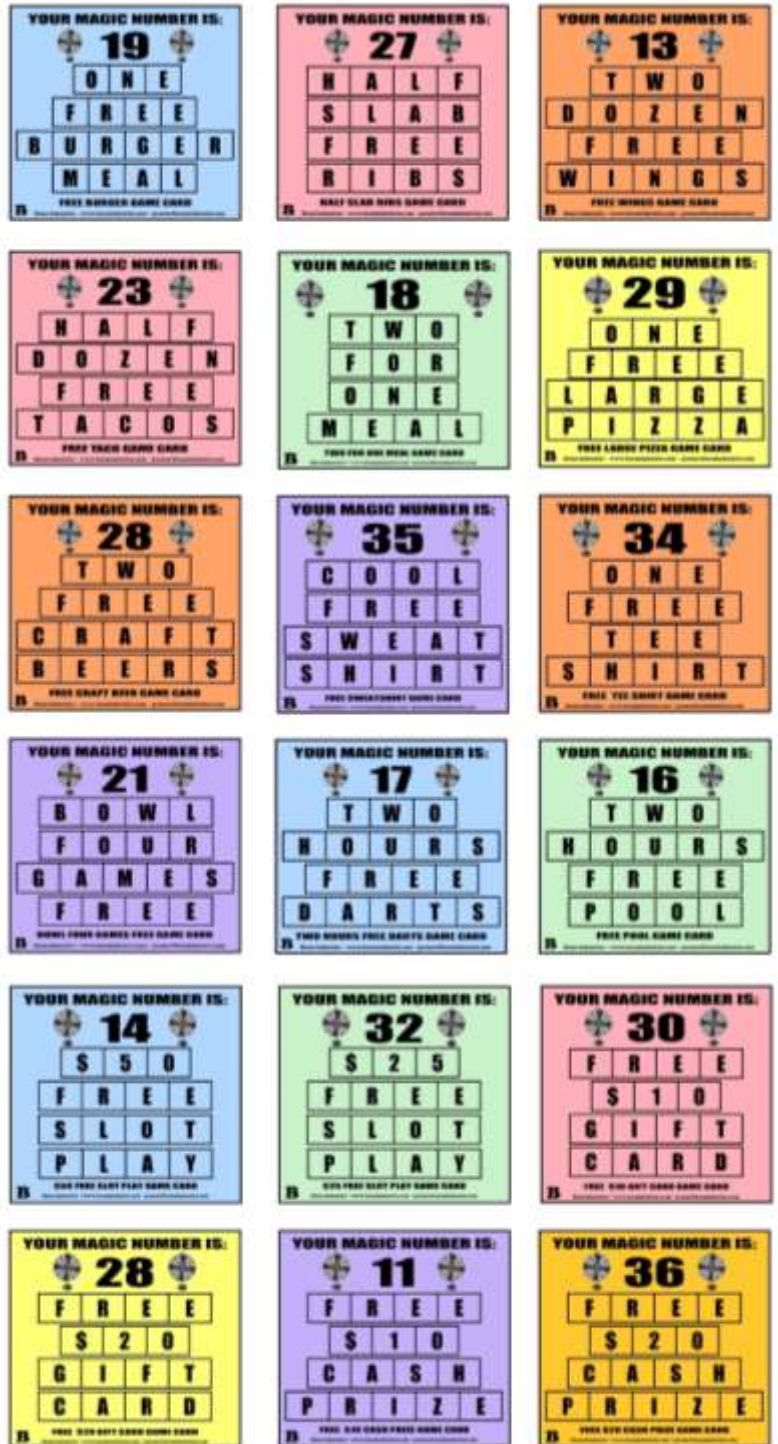
Game Description:

- Choose one of the categories of game cards listed below and pass them out to all your patrons. At the top of each card is a single number (1 through 36), which represents the player's winning number for that game card. When the wheel stops on a player's number, the host stamps one of the available boxes on the card. When a player completes a game card, that player wins the prize indicated on his or her game card.

Note: For added excitement and for "immediate gratification" for the player, you can award a \$1 Boom Buck for every spin they win as well.

Current game cards available:

- FREE LARGE PIZZA
- ONE FREE BURGER MEAL
- TWO DOZEN FREE WINGS
- FREE HALF SLAB RIBS
- TWO FOR ONE MEAL
- TWO FREE CRAFT BEERS
- FREE TEE SHIRT
- COOL FREE SWEATSHIRT
- FREE \$10 GIFT CARD
- FREE \$20 GIFT CARD
- TWO HOURS FREE DARTS
- TWO HOURS FREE POOL
- BOWL FOUR GAMES FREE
- FREE \$10 CASH PRIZE
- FREE \$20 CASH PRIZE
- \$25 FREE SLOT PLAY
- \$50 FREE SLOT PLAY
- \$100 FREE SLOT PLAY



View our game cards and other accessories at our "Store". Custom Game Cards are available as well.

- Distribute one game card to each patron. The card is theirs to keep.
- Spin the wheel at whichever frequency you choose. We recommend 20 or 30 minutes. If the wheel stops on a number found on the patron's card, management stamps one of the available boxes on the card with one of our custom stampers.
- Once a patron's card is completed (Cover-All), he or she wins the prize indicated on the card.
- Because it will take multiple visits for a patron to win a prize, this game encourages repeat business.
- On the back of each card is a space for an expiration date of your choosing. We recommend that you give players a timeframe of six months to a year in which to redeem their prizes.

Magic Number Wheel Bingo

Infinity Wheel Bingo

- The Magic Number Wheel is played on your TVs.
- Give all your patrons one FREE Wheel Bingo Card. One Wheel Bingo Card per person. The card is theirs to keep for future visits.
- There are 16 numbers on a single Bingo Card. Four lines down and four lines across.
- If you want the Game Cards to have an expiration date, you should pick one that allows plenty of play time (at least 2 months). Although the Bingos will come quick and often, games will slow down a lot when players are left with only a few open numbers. Players will have to make multiple visits to complete their Bingo Cards and you DO want all players to eventually do so.
- Set your Magic Number Wheel "Game Format" to "Standard" (NOT Bingo).
- Spin the Magic Number Wheel every 20 or 30 minutes. We recommend 20 minutes. If you feel the players are winning too quickly or too slowly, you can change the interval to whichever interval fits your needs.
- If a player's number comes in, management stamps the appropriate number on the Bingo Card. When a player gets a Bingo (completing a line, vertically or horizontally), the player earns 1 Bingo Buck.

MAGIC NUMBER WHEEL BINGO GAME				
	X	X	X	X
X	8	16	21	31
X	2	17	27	30
X	9	11	20	36
X	7	18	22	29
B	Boom Industries www.boomindustries.com * promos@boomindustries.com			

Note: When a player is awarded a Bingo Buck, be sure to stamp the appropriate X on the player's card, showing that the corresponding line can no longer be played.

- When a player completes their Bingo Card (all vertical and horizontal lines are completed), the player earns 5 or 10 Bingo Bucks. HOWEVER, before awarding the player their winnings, be sure their name AND email address are written on the back of the Bingo Card. This is a great way to collect customer information for emailing blasts.



Note: Be sure to give the player a new game card.

36 Number Traditional Wheel Bingo

- Traditional style bingo uses the wheel and our Bingo Cards, which are numbered 1–36. Because we use 36 numbers instead of the customary 75, patrons will win often. Due to this, we recommend being conservative with your prize. We highly suggest Bingo Bucks.

What Do Players Do With Their Bingo Bucks

- Allow your customers to use their Bingo Bucks to purchase items such as food, custom apparel, entry to see a band, tickets to attend your “Customer Appreciation Nights” or raffle tickets for a monthly drawing...the ideas are endless!

This concept works, and your patrons will love it!

Important Notes:

- Purchase the unlimited package and you’ll be able to spin the Magic Number Wheel all day, every day for 30 days for a low monthly fee. A “pay as you go” option is also available to you.
- The Bingo Bucks are customized with your business name and info.
- Keep all used cards to help you track and keep records, especially of players’ email addresses.
- Create an email list using the emails gathered from the Bingo Cards and other game cards.
- **These promotions have three purposes:**
 1. To attract new customers to your establishment
 2. To encourage a longer visit from your patrons
 3. To keep your customers from going elsewhere

The Spin-to-Win Sweatshirt Promotion

Cover-All Game Directions:

- The Magic Number Wheel will generate a number at regular intervals (we recommend you set the interval at every 20 or 30 minutes).
- Customers will check their Magic Number Cards (we can supply you with these) to see if they have that number.
- If they have that number, the Card is stamped by restaurant staff (we can supply you with stampers).
- When customers have a "cover all" (all of the squares on their Magic Number Card are stamped), they receive a free sweatshirt with the name of your restaurant (the sweatshirt will be designed and supplied by you).
- The restaurant designates a Sweatshirt Day.
- Customers wearing their sweatshirts on Sweatshirt Day will receive a discount on their dinner!

This promotion has multiple benefits...

- It attracts new customers to your establishment!
- It encourages a longer visit from your patrons!
- It gives your business free advertising!
- It gives your customers an incentive to return to your restaurant again and again!

Promoting the Magic Number Wheel

Here are some helpful tips for promoting the **Magic Number Wheel**.

Promoting the Magic Number Wheel Bingo

- Post the **FREE FLYERS** supplied by Boom Industries. Place these flyers in your establishment, especially in the washrooms; you'll have a captive audience there.
- Promote the **Magic Number Wheel** on Facebook, Twitter, and other social networking sites. This is an easy, **FREE** promotion.
- Promote with newspaper and digital ads. Always include a picture of the Wheel and the Bingo Card. Also, mention "No Purchase Necessary" and "Must be 21 or Older to Participate".
- Promote the **Magic Number Wheel** via your emailing list. If you don't have one, you should start one.
- The best way to advertise is by word of mouth, beginning with you and your employees! *ALL employees* should approach your customers individually (especially employees working the days/nights of gameplay) and tell customers about the **Magic Number Wheel**. If you address the people yourself, they will come! And the word will spread!

COMING SOON

- **Bingo**

- **Trivia**

General

Useless

Sports – Eight

Trivia

Theme

Holidays



**YOUR
CUSTOMERS
WILL COME
BACK...
TIME AFTER
TIME!**

