



Exhibitors at the recent European Amusement and Gaming (EAG) International Expo and Visitor Attractions Expo (VAE) reported a high level of satisfaction with the calibre of visitors and business opportunities presented by the two shows.

For many EAG exhibitors, the new VAE brought additional business, while those showing at VAE appreciated the additional traffic created by EAG, the longer established show.

EAG Chairman Martin Burlin said, "The 2015 show has been something of a milestone in the amusement and leisure industry calendar, with EAG and VAE showcasing a dazzling range of products from both new and established manufacturers. There was a palpable sense of enthusiasm in the air, something that our industry has been lacking in recent years.

"In comparison with last year, the overall number of visitors dropped slightly by 180 over the three days but there has been nothing but praise for the calibre of the visitors.

"Overseas visitors remained constant at around 25 percent but there is evidence that these are traveling from further afield, with Africa, Russia, and North America featuring well. There is no doubt in my mind that where exhibitors have the right products, these shows will deliver."

Speaking about the first VAE, British Association of Leisure Parks, Piers, and Attractions (BALPPA) Chief Executive Paul Kelly said, "BALPPA is already focusing on next year's VAE, with a number of exhibitors keen to build on this year's success. More seminars covering more industry topics are planned and a greater variety of exhibitors as VAE becomes the key national exhibition in the attractions calendar going forward."

New for 2015, the Veterans Lunch organized by Coin-Op Community's Steph Norbury was a success and there are plans to make it an annual event. A well-attended seminar program, numerous gatherings, and networking events



Steven Tan (r) of UNIS and Ian Eason of Instance Automatics by Beat the Goalie.

EAG and VAE deliver strong results

led many to comment that they felt that EAG had "come of age."

Many exhibitors commented on the advantage of having the two shows colocated. UDC's Michael Green commented, "EAG has really benefitted from the addition of the VAE. Team Play's Fishbowl Frenzy redemption game has been a star piece for us, following up on great sales at the International Association of Amusement Parks and Attractions (IAAPA) Expo in November 2014. We've also had a fantastic response to the Sweet Amanda's candy vendor, which has exceeded all expectations."

At the VAE, Innovative Leisure's Phil Pickersgill was also happy: "We were pleased with the number of visitors who came to examine our climbing walls in detail, including traditional BALPPA members, operators from the indoor play sector, and in particular visitors from the EAG show floor. The level of inquiries was significantly above those received when we exhibited at the EAG prior to its partnership with the VAE."

Steven Tan of Universal Space (UNIS) said, "The footfall at EAG was steady, but the quality of inquiries and requests were excellent and many European buyers were there. I was delighted at the feedback we received on our new machines from clients

across the globe, in particular duo Drive, Beat the Goalie, and Panning for Gold, which has had the most interest from operators." UNIS' products were shown in the Instance Automatics booth, the company's distributor for the U.K. and Ireland.

Sega Amusements Europe reported a strong show; the company's Justin Burke said, "ICE's Skill Wall proved to be a destination in itself and Showdown totally wowed our visitors. In all, it was a very successful show."

Sound Leisure's Chris Black commented, "Our newly-released HD video jukebox was extremely well received, as was the soundjack phone app. The new novelty vending machine, Little Ted, is off to a good start with confirmation of a roll-out from a major retailer."

John Brennan of Bandai Namco Amusements Europe said, "Star Wars Battle Pod made its European debut and exceeded all expectations. Time Crisis 5 absolutely swept the board and our new partner Adrenaline Amusements had an excellent show with the Flying Tickets and Candy Crush Saga redemption games. There was huge interest in the eagerly-awaited Jurassic Park Arcade, and Jennison Entertainment Technologies' Ocean Pearl enjoyed an excellent reception."

First time exhibitors also reported a good show. Brother's Robert and Steven