

## Day 1 Schedule (September 16)

| Time                 | Title                                                                                             |
|----------------------|---------------------------------------------------------------------------------------------------|
| <b>1:00 – 2:00p</b>  | <b>Check-in</b>                                                                                   |
| 2:00 – 2:15p         | Welcome to Amusement 360 – <i>Danny Gruening</i>                                                  |
| 2:15 – 2:45p         | Embrace This Mindset to Overcome Any Business Challenge –<br><i>Danny &amp; Michelle Gruening</i> |
| 2:45 – 3:15p         | Is Now the Time to Grow your Brand? – <i>Jerry Merola</i>                                         |
| <b>3:15 – 3:30p</b>  | <b>Break</b>                                                                                      |
| 3:30 – 4:00p         | The Factors That Impact Attraction Decisions – <i>Russ Van Natta &amp; Armando Lanuti</i>         |
| 4:00 – 4:30p         | Panel Discussion – <i>CenterEdge Software, Party Center Software, ROLLER, Semnox</i>              |
| <b>4:30 – 5:00p</b>  | <b>Vendor/Networking Break</b>                                                                    |
| 5:00 – 5:30p         | Operator Interview – <i>Nic Parks, Level Up Entertainment</i>                                     |
| 5:30 – 6:30p         | Keynote – Silence Kills: Communication Tactics with a Hostage Negotiator –<br><i>Scott Harvey</i> |
| <b>6:30 – 10:00p</b> | <b>Dinner and Drinks in the Event Space</b>                                                       |

## Day 2 Schedule (September 17)

| Time                 | Title                                                              |
|----------------------|--------------------------------------------------------------------|
| <b>8:30 – 9:00a</b>  | <b>Continental Breakfast / Check-in</b>                            |
| 9:00 – 9:15a         | Day 2 Kickoff – <i>Russ Van Natta &amp; Kimberly Schilling</i>     |
| 9:15 – 9:45a         | Panel Discussion – <i>Delta Strike, DFX, Laserforce, QubicaAMF</i> |
| <b>9:45 – 10:30a</b> | <b>Vendor/Networking Break</b>                                     |

|                | Stage 1 (Room: Hendricks A)                                                                    | Stage 2 (Room: Hendricks D)                                                       |
|----------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| 10:30 – 11:00a | Location-Based AI Marketing Is The Future: Don't Get Left In The Past – <i>Jackie Hoegger</i>  | What to Expect When Opening a New FEC – <i>Dave Wallace</i>                       |
| 11:10 – 11:40a | Digital Growth Strategies: Boosting Birthday Party Revenue and Beyond – <i>Courtney Drahos</i> | How to Secure Project Financing for a New or Expanded Venue – <i>Jerry Merola</i> |
| 11:50 – 12:20p | Future-Proofing Your Entertainment Venue – <i>Kevin Williams</i>                               | More Than Drawings: The Unexpected Value of Architects – <i>Jason Wistreich</i>   |

**12:20 – 1:30p**      **Networking Lunch Break**

|              | Stage 1 (Room: Hendricks A)                                                 | Stage 2 (Room: Hendricks D)                                                                      |
|--------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| 1:30 – 2:00p | Arcade 201: Advanced Strategies to Boost Profits – <i>Adam Kleinhenz</i>    | Arcade 101: The Science Behind a New Game Room – <i>Britannie Betti</i>                          |
| 2:10 – 2:40p | The Power of a Great Food and Bar Program in Your FEC – <i>Dave Wallace</i> | From Day One to All-Star: Streamlining Onboarding for Maximum Impact – <i>Genevieve Sullivan</i> |

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|----------------------|-------------------------------------------------------------------------------------|
| 2:50 – 3:20p         | Panel Discussion – <i>A&amp;A Global, Betson, Embed, Shaffer</i>                    |
| <b>3:20 – 4:15p</b>  | <b>Vendor/Networking Break</b>                                                      |
| 4:15 – 5:00p         | Operator Interview – <i>Craig Erlich &amp; Heather Dolhi, Launch Entertainment</i>  |
| 5:00 – 5:30p         | Beyond Achievement: Create Fulfillment in Business and Life – <i>Danny Gruening</i> |
| 5:30 – 5:40p         | Load Bus for Transportation                                                         |
| 5:40 – 7:00p         | Theme Factory Tour ( <i>5767 Dividend Rd, Indianapolis, IN 46241</i> )              |
| <b>7:00 – 10:00p</b> | <b>Dinner, Drinks, and Casino Night in the Event Space</b>                          |

## Day 3 Schedule (September 18)

| Time                  | Title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <b>9:00 – 9:30a</b>   | <b>Continental Breakfast</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 9:30 – 9:45a          | Day 3 Kickoff – <i>Russ Van Natta &amp; Kimberly Schilling</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 9:45 – 10:15a         | Operator Interview – <i>David &amp; Laura Zorn, Bravoz</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>10:15 – 10:30a</b> | <b>Vendor/Networking Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 10:30 – 11:00a        | The 7 Key Factors of Social Gaming – <i>Bart Burger</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 11:00 – 11:30a        | Grow Your Business With a Vivid Vision – <i>Armando Lanuti</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 11:30 – 12:00p        | The Journey to Becoming an Influential Leader – <i>Danny &amp; Michelle Gruening</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>12:00 – 1:15p</b>  | <b>Final Networking Lunch Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 1:15p                 | Event Conclusion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>1:30 – 3:00p</b>   | <b>Event Add-On: Leadership &amp; Goals Workshop</b><br><br>During Amusement 360, you'll spend three days soaking up powerful strategies, big ideas, and industry best practices — then what happens? If you're serious about your business growth, it's time to turn all that insight into action in this small-group workshop for existing operators. <ul style="list-style-type: none"><li>• Pinpoint your 2 highest-impact growth opportunities for your business</li><li>• Identify the 2 most critical shifts you must make as a leader to unlock your next level</li><li>• Build a clear, practical ACTION plan to tackle these 4 high-leverage priorities right away</li></ul> |