

What You Must Know About Designing Your Laser Tag Arena

...dos and don'ts of designing your laser tag arena

This report is brought to you by...



**When it comes to laser tag the choice is
LaZer Runner...**

**Number one in systems sold for
*12 consecutive years!***

What You **MUST** Know About Designing Your Laser Tag Arena

NOTHING.

That's right...you don't have to know a thing.

Oh sure, there are items that have to be considered when you plan a successful arena. A lot of items...

- Traffic flow
- Maintenance accessibility
- Ease of operation
- Construction materials
- Electrical requirements
- Placement of black lights for optimum results
- Electrical plug placement for energizing equipment and peripherals
- Conformance to codes
- Exit lighting placement
- Placement of fog machine for proper fog displacement
- Vesting area design, location and size
- Sound system sizing and placement
- Entrance size, location and theme
- Emergency exit location
- Design and location of main service counter
- Floor coverings
- Emergency lighting location
- Signage
- Accessibility
- Safety

Don't Miss This...

FREE Arena Design
plus...
A quick over-the-phone
price quote.

See pages 14 & 15

...and on and on and on and on.....

It's a BIG job and there is a lot to take into consideration.

You've got to be thorough. You've got to be exact. You've got to know what the heck you're doing!

No problem. Relax!

You, my friend can sit back and pour yourself a tall one because we will do all of the design and layout for you...

For FREE!

- Do you need a designer? Nope.
- An architect? Nope.
- Do you need someone to do an electrical plan? Nope.
- How about someone to design a proper arena? Nope.
- Someone to design traffic flow and movement within the arena? Nope.
- Someone to locate the counters, exits, and emergency lighting? Nope.
- Someone to design your theming? Nope.
- Someone to address safety issues and designs? Nope. Nope. Nope...

We do it all!

Whether you're an existing family entertainment center, a bowling center, a skate center, or a start-up...

We're your One-Stop-Laser-Tag-Shop!

All you have to do is to provide us with a drawing of the space that you have available for a laser tag arena and our design team will turn that space into ...

A money-making sledgehammer!

Every detail is on our plans.

We do it all – you go golfing!

We've done hundreds and hundreds and hundreds of successful installations – more than all of our competition combined! By a mile!

We design each facility to maximize the space that you have allotted for your laser tag arena. We consider ALL of the items I previously listed, plus a myriad of other details. Our design team does it all and...

It's FREE!

You don't need to buy any "How To" books, or hire architects or draftsmen, or start to research how many electrical plugs to put where, blah, blah, blah, blah.

We do it all – you go golfing!

Did I mention that this service is FREE?

How Much Space Do You Need?

Before you can answer that question you must first decide which category of entertainment center you most closely resemble.

1. **Are you planning a multi-attraction facility?** This is one that offers many different attractions under one roof. Laser tag is one of the many attractions that you plan to offer. These facilities are normally known as Family Entertainment Centers (FECs).
2. **Are you planning primarily a “laser tag only” facility** – commonly called a “stand-alone center”? This is one where laser tag is the main attraction with an arcade and other smaller attractions (air hockey, billiards, etc.) as supplementary entertainment.

A few words about the above 2 points...

Multi-Attraction Facilities (FECs):

**3 Very
Important
TRENDS
in the family
entertainment
business that
you should
know about...**

[**CLICK HERE**](#)

The trend is **strongly** in favor of these facilities. Traditional single-attraction facilities have been adding to their entertainment mix and becoming FECs.

Nowhere is this trend stronger than in the bowling center business. The traditional “bowling alley” is almost a thing of the past. Bowling centers have added kiddie attractions, food and beverage, mini-golf, and LaZer Runner in a race to offer more choice for their guests and more profits for the owners. LaZer Runner has been a major participant in this expansion process of the bowling business.

Why are most centers moving in this direction?

Simple.

These centers attract a wider demographic – kiddies, tweens, teens, young adults and families. It is more profitable to your bottom line when you attract a wider demographic of customers.

How does this affect the size of the LaZer Runner you install?

If you are adding a LaZer Runner system to a multi-attraction facility you generally will not need to install as large an arena. The average size for a FEC is anywhere from 2500 – 3500 square feet. That’s not to say that smaller or larger arenas won’t work – they will. Much depends on the entertainment mix you offer. We have installed hundreds of arenas. We can guide you in the right direction.

Stand-Alone Facilities

Stand-alone laser tag facilities can also be successful, but there are many more variables to consider. Since you offer fewer entertainment options, you may need to pay particular attention to acquiring a great location. This will greatly increase the success potential. However, you may have to budget for substantially higher lease costs.

You may also require a larger advertising budget to attract customers to your location on a more consistent basis.

How does this affect the size of the LaZer Runner you install?

If your customers are to make a special trip to your facility for only one main entertainment option you will need to install a larger arena – 4000 to 6000 square feet. Again, much depends on your location.

What is the single most important thing for a stand-alone location?

Of particular importance to a stand-alone facility is the durability and reliability of your laser tag equipment.

It must be SUPER-RELIABLE!

If you only have one main entertainment option, you absolutely cannot afford for it to fail. If it does fail, all of your customers will likely leave your facility since there are no other entertainment options available to keep them at your facility.

NOTE: Never use old-style infrared (IR) laser tag equipment for a stand-alone facility. NEVER. It is not reliable enough to do the job properly. It requires constant maintenance and is a headache to keep running.

Reliable i-LDT technology and fiber optic sensors are the **only** way to go to ensure smooth running equipment. [CLICK HERE](#) for more info.

Tough, Tough, Tough

I'll show you some arenas that we designed later in this letter.

Our arenas, like our equipment are very, very durable.

Why?

**Our equipment is so strong
you can drive a
HUMMER over it!**

**[CLICK HERE...](#)
and watch the video**

Because we're dealing with kids.

If it can be broken, it will be broken. So that's why our equipment and arenas are so strong.

Our electronics have always been known for their durability and reliability.

We made a name for ourselves very early by constructing equipment that you don't have to worry about.

Our goal was to extend this kind of durability and quality to our laser tag arenas.

We introduced our new "ballistic-type-quality" Battle Station. Our new laser tag arena again set the standard in the industry for being durable and tough. The new arena is made from ballistic-type plastic polymers.

It's tough!

"How tough is it?" I hear you asking.

It's so tough that it can withstand a 100 mph slap-shot (that's hockey talk for those of you that don't follow the game). Anyway, to put it in other terms, you could drive over this stuff with a gravel truck.

That's tough – very tough!

Maintenance is greatly reduced.

Plus, the entire arena is built with no sharp corners. There is no exposed wood that has often been the result of slivers and other injuries. Our arena never needs painting and repair like one made out of dry wall (heaven forbid).

There is also a bit of "give" to the arena barriers. Kids can run in to them, bounce harmlessly off, and everything is still very intact (don't tell the kids this).

The design of the arena is very futuristic! Our design guys studied a lot of sci-fi movies to develop a design that would be both space-age and timeless. This design will always be "in" - there will be no need to change it...EVER.

The colors are brilliant, especially under black lights! It is a very big improvement to the playing environment! And wait until you see the home bases. They are very futuristic.

The kids think that our arenas are very cool!

Tried, Tested and True

We extensively tested our new arena in the field after we perfected the design. It performed brilliantly!

Owners loved it! Kids loved it! We loved it too! And when we rolled it out at a trade show, everyone who saw it thought it was great!

The orders poured in!

I want to design a laser tag arena for you (on paper) but before I do that I want you to know some other things...

Everyone who has our new laser tag arenas installed is very, happy with them. I have received calls and letters from satisfied customers and I have included a few comments below.

We have tons of letters from happy customers who have purchased LaZer Runner Laser Tag Systems. All of these letters are filed at our office.

These are all genuine comments.

I take these letters very seriously – like I said, these are 100% genuine comments from the many letters that we get from satisfied customers...

“The heavy-duty plastic that makes up the columns is super-sturdy. It’s almost over-kill. I have found that the fact that there are no sharp corners helps as well.”

Gary Schmaltz
Gateway Rec Centre

The custom themed arena always gets a WOW from the patrons.”

Michael Russo
Adventure Cove Family Fun Center

“All we had to do was to give you our dimensions of the space we set aside for the arena. You then came up with a total arena decor, complete with theming and installation. Your construction crew showed up on the day you said they would, ready to work, polite, accommodating, and finished the work on time.”

Jerry Petrini
My Three Sons

The new arenas are durable, spectacular, and well received by guests at family entertainment centers all across the USA and Canada.

OK. Let’s talk about some **things that you should pay close attention to...**

Multi-Level Arenas

Multi-level arenas are very expensive to build and more difficult to “police”.

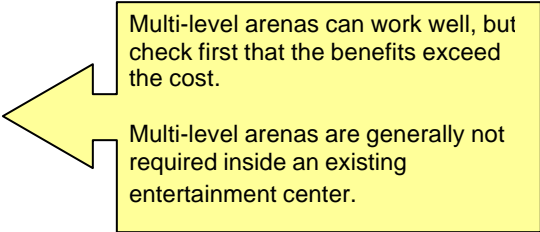
Now, I’ve seen a few really cool multi-level arenas (we’ve designed some really good ones), but some of the ones that I have seen are

Pathetic.

They slow down throughput (read my report “[How To Instantly Increase Your Profits By 38%](#)”) and many of them are an accident just waiting to happen. In all likelihood you will have to deal with handicap accessibility issues. Things like...

Slopes of ramps.
Possible wheel chair access.
Special hand rails.
Specialized configurations of your arena.
Special building codes.
Special building requirements.

And a lot more.



Multi-level arenas can work well, but check first that the benefits exceed the cost.

Multi-level arenas are generally not required inside an existing entertainment center.

And you know what all this adds up to, don’t you...

Mucho Fungolas!

If you are contemplating a multi-level arena, you’ll have to check that your municipality and state allow you to accomplish this in a cost effective way.

It can be done, but you will save yourself a lot of time, money, energy, grief and problems by sticking to a one level arena. Plus...

One level laser tag arenas can be much more profitable! And affordable!

Nuff said.

Here is another thing that you should avoid...

Don’t build your own arena!

Please, please, please – unless you have some experience with traffic patterns of moving people, and some idea of how a laser tag game flows and how kids behave during the game...

Don’t do it!

Let me explain in detail why this is a bad idea...

Over the years we've replaced a lot of laser tag systems in FECs all over the world. The owners were just not happy with the performance of the systems that they originally purchased.

Their arenas were designed by some "creative-type" arena designers who sold him on the necessity to have a really expensive one-of-a kind arena.

What a complete disaster!

We hauled out car bodies, culverts, wooden pallets, sewer pipes, steel barriers...you name it. Listen...

Building a laser tag arena is more than loading up a room with cheap junk and splashing it with glow-in-the-dark paint.

If you don't believe me, give me a call and I'll tell you stories about how lots of people got sold a bill of goods that promised to deliver impact. Most of the time this kind of stuff doesn't pay.

Read my report entitled...

["How I Got Ripped-Off Purchasing Laser Tag Equipment"](#)

There is much more to a successful laser tag arena than the mere look of it.

Guess what...

More than anything else, your arena must be FUNCTIONAL.

We deliver an arena that has been *tested* for its playability, durability, kid-proofness (is that a word?), ease of maintenance, safety, and above all else...

Profitability.

It delivers plenty of "WOW". And it's not an accident looking for a placed to happen. It delivers years and years of playability and guests come back again and again.

That's the facts.

And these facts are based upon installing hundreds and hundreds of arenas. Not on guessing...

Our arena is modular and can easily be expanded. It can be reconfigured if necessary to create a new look. And it's strong. Very strong. Like I mentioned earlier, our arenas are made of "ballistic-type plastic polymers.

Here is a very important statistic...

After replacing laser tag arenas and equipment all over the world, here is what we found...

- On average, a LaZer Runner Laser Tag System increases throughput by 36% and...
- On average, a LaZer Runner Laser Tag System increases profitability by 29% but...

Here's the clincher...

Our system accomplishes this using less phasers and vests than the sites previously used. We can generally accomplish greater profitability than any of our competition using one third less phasers and vests.

I don't know if that sunk in for you, did it?

This means that you can spend a lot less on a laser tag system and make a lot more money with a Lazer Runner Laser Tag System. And you can do it with equipment that doesn't break down every day.

Why.

Because our equipment is the best that there is. Here is another sample of excerpts from letters that our customers send us.

Again, let me STRESS that these are 100% legitimate letters.

"Our 2nd LaZer Runner Battle Station is fantastic! As you know our older version of LaZer Runner was great, but when we purchased our 2nd system this past January our sales jumped 35%. We have averaged 1500 to 2000 games per week."

**Brooks Grady & Schrader Grady
Fantasy World Inc.**

"We have seen our Sales Increase every week since the system was installed! All of our "LaZer Runner" customer surveys have always displayed satisfaction with the experience in the battle station! (We still do periodic surveys and keep them on file for anyone to view.)"

**Mark Picard
Family Entertainment Centers**

"I was extremely impressed with the innovative design and quality of the structure [and] even more impressive was the response from a group of kids that were exiting The Battle Station, "cool, whoa dude that was really cool, awesome dude, really awesome - hey mom can we do it again?" The Battle Station has been successful in bringing to Sportland a new customer base stream and doubling the sq. ft. revenue that it now occupies."

Carl Mastromatto
Sportland America

"Having started CYBERZONE with our primary focus on Virtual Reality simulators, we were encouraged by the response from the public but were troubled with the lack of throughput. You've solved those problems with our first "LaZer Runner". Our center is generating revenue in amounts we just didn't think were possible in a small center."

Alex Kuchnia
Cyberzone VRA, Inc.

"[Our] LaZer Runner Battle Station continues to be a success, and has become our #1 draw. The 14-player system is so easy to work with. Collect their money, send them in and wait till they come out with smiles on their faces. We have days where we recorded over 500 games being played."

Glen Grady
Electric Glide Family Fun Center

"Our customers have commented that the LaZer Runner system is very easy to use. Our customers have also said that the design of the room is outstanding which makes for a better game."

Scott Erekson
Cache Valley Fun Park

"Your equipment is state-of-the-art, and more dimensional than any other system out there. You provide a complete system – all inclusive – so that operators have all of the props necessary to generate enthusiasm for play."

Kim and Geoff Schmidt
Funtime Junction

"One look at the arena and the quality has them reaching in their pockets to play. LaZer Runner is everything I expected...and more!"

Richard Kissinger
Lazer Wars

"The design, patterns, fog system, sound system and customer score print outs were all important components [we] were looking for in a great system. Comparing the cost of LaZer Runner against other systems, the price was one of the lowest while still including everything that the owners desired in a system."

Hal Schilling
Kokomo's Family Fun Center

"We used 3 other laser tag vendors before doing business with LaZer Runner and were extremely impressed with the level of professionalism and knowledge that they possess of not only the system itself but the markets in which we serve. The reasonable pricing structure and reliability of the systems speak for themselves."

Joe Jenkins
Adventure Landing Jacksonville

"When the Battle Station was installed, your workers were two of the most hard working and pleasant people we have met in this business. [They] did everything possible to work with our local building enforcement official to comply with government requirements."

Timothy Fedele
SeaBase

"Since we have changed to your product, our profit margins have increased considerably. The difference it has made in the last two years has "astonished us all". That alone deserves two thumbs up for you."

Shelley Mailman
Laser Dome

"I have had nothing but success since adding your LaZer Runner system to my indoor fun center."

Al Singer
Grand Slam USA

"We wanted more business, more customers, and more profits. And then we bought LaZer Runner and we got it all. LaZer Runner paid for itself sooner than anticipated and has greatly increased revenue on the other games and attractions we offer. This great entertainment is fun for family, parties, youth groups, clubs, co-workers, etc. and all have been happy to play... Anyone who wants to shake-up their business or start a new one needs to get LaZer Runner."

Kay & Jim Sopher
Diversions Game Room

"Since the installation of the system, we have received nothing but positive feed back from our guests. The equipment has proven to be very reliable and our revenues have increased."

Omid Aminifard
Santa Cruz Seaside Company

"LaZer Runner has supplied our demand for a durable, reliable laser tag system. We can honestly say that LaZer Runner is the most high tech, feature enriched laser tag system you can buy."

Michael DeRyder
Laser Land Family Fun Center

"LaZer Runner Laser Tag. WOW!"

Brett Eble
Gigglebees

Here's my offer to you...

Are you thinking of installing laser tag in your facility? If so, (even if you are not ready right now) send us an accurate diagram of the space that you have available for a laser tag arena.

We'll take it from there.

We will design a complete, detailed laser tag arena for you on paper. This plan will have everything that you need to determine if laser tag is for you.

Everything.

We do it all – you go golfing!

Here's some of the items on the detailed plan...

- Electrical setup
- Traffic flow
- Home base location
- Vesting room location
- Emergency lighting
- Emergency exits
- Main counter location
- Arena configuration
- Optimum location of black lights
- Location and sizing of peripheral systems – fog machine, sound system
- Additional theming if required
- Optimum number of vests and phasers
- And, of course...PRICE.

There is no obligation, of course, and best of all...

IT'S FREE.

LaZer Runner is your One-Stop-Laser-Tag-Shop! So, let's get going...

Here's what to do...

- 1) Fax us a drawing of the space you have available in your center that you intend to devote to laser tag. **Our fax number is 1-780-496-9059.** A simple sketch with dimensions is adequate – you don't have to get too carried away. Then...
- 2) Call **Paul Savard** at our office. His number is **1-780-496-9058 ext 248.** He'll briefly discuss your requirements before he begins so that he can customize a plan for you and your center.
- 3) After we've completed the design, we'll fax it back to you for your comments. It will be quite extensive so it will give you a very good idea of how the finished product will appear in your center.
- 4) Finally, we'll fax you a complete quote of what everything will cost. You'll know exactly what the entire system will cost you and what you can expect for profits.

That's it. It's a simple and easy way to see if laser tag is for you! Take the first step to see if laser tag makes sense in your center.

Pick up the phone and call Paul Savard right now before the poor guy gets so busy that you'll have to wait in line!

Sincerely,



Kenn Schurek – Founder
LaZer Runner Laser Tag Systems

PS I almost forgot...I said that I would show you some designs of plans that we have done. I've included some plans – all sizes – all shapes – all profitable! But don't fret about them too much. Paul will design what's best for you!

PPS While you're at it, ask Paul for a **FREE FACT KIT**. It comes packed and stuffed in a huge envelope with tons of information about laser tag. Call our office at **1-780-496-9058**...he'll sent it out usually the same day!

[CLICK HERE](#) to order the FREE FACT KIT online.

Sample Floor Plans

