



About Us

- Shaffer founded in 1929 is the oldest family owned distributorship in the amusement game industry
- Fourth-Generation of Shaffer Management
- Headquartered in Columbus, Ohio with four additional full service offices
- Shaffer has conducted business throughout the United States and Canada.
- Authorized distributor and service center for all amusement, redemption, and VR games
- ‘Unmatched Execution’ with the industry from consultative services, support, install, and post install



AT SHAFFER, WE CARE



C

CUSTOMER experience that exceeds expectations. I am dedicated to our customers and to providing them an exceptional experience with our company.



A

ATTITUDE is everything! I embrace a positive and proactive attitude, every day.



R

RELATIONSHIPS matter. We are a family business and I value my relationships with my fellow employees, customers and partners.



E

EXCELLENCE in everything we do, every time! I take pride in getting the job done right.

Community Involvement

- Upper Arlington Rotary Club
- Big Brother Big Sister of Central Ohio
- Kids N' Kamp (Childhood Cancer Family Connection)
- Upper Arlington Community Foundation
- 2nd & Seven
- Make A Wish
- Charity Newsies
- Canine Companions
- Pelotonia
- Each Branch office participates in local communities



What Sets Shaffer Apart?

Shaffer Distributing

- We CARE from executive management to install team! Our personal relationships are a differentiator.
- Our employees are our greatest assets
- Equipment advice is based on return on investment with no exclusive tie – in with any manufacturer or suppliers.
- 3D visual layouts and interactive discussions, WE LISTEN!
- Provide a game economics report for a snap shot of what your business can do.
- Creative Financial Options
- Attention to detail
 - FEC Process
 - Install Process
 - Installation Checklist
 - Post – Install Support
- “Shaffer does what they say they will do”
- Provide electrical layout
- Assigned Parts and Sales Representative
- Maintain relationship with all levels of the Shaffer organization

OUR PROCESS IS EASY!



CONSULTATION

Our industry experts will help you achieve your financial goals and objectives. From business plan analysis, equipment budgeting and financing options, to arcade design recommendations, payment system selection, and electrical requirements, we have the experience to assist you in developing a successful amusement arcade solution.



INSTALLATION

Our specialists are trained and certified to safely unload, uncrate and move equipment into your facility while protecting sidewalks, entryways and interior flooring from damage. Once inside, we meticulously install each piece of equipment to factory standards for a perfect installation.



DESIGN

Shaffer's design services incorporate a visual layout drawn to scale for your specific arcade's dimensions. We carefully place each arcade and redemption game in the layout to maximize visual impact and earnings potential, while being mindful of patron traffic flow throughout the room.



SUPPORT

Shaffer views each FEC arcade project as a partnership, not just simply a sale. Part of that belief is our focus on maintaining an exceptional level of sales, service and parts support long after project completion. Our goal is to keep you as a lifetime customer.



TRAINING

We provide technical training at your facility, on your equipment. Our experienced technicians will work hand in hand with your employees to help familiarize them to each game's unique operating characteristics and programmed settings, in addition to recommended routine maintenance.



LOGISTICS

Shaffer's logistics team will manage all aspects of your equipment order, from product configuring, factory order placement, warehouse and transportation consolidation, to safe on-time delivery right to your door via our company owned trucks and partnered carriers.

Shaffer's Attention to Detail: FEC Process

Shaffer's Involvement in projects
 Chuck Ropke – COO
 Scott Shaffer – President
 George Speakman – VP of Sales
 Chad Roll – Director of Operations
 Adam Kleinhenz – FEC Specialist

Shaffer developed a new business plan to detail the process from 1st contact to post install.

New Business Development

Communication

Throughout the life of the Lead the "Minimum Expectation" is that all Phases within the FEC Process be followed and clearly communicated between George, Account Manager and Admin. It is expected that all communication follow the below guidelines:

PHASE 1: STRATEGY (Customer Oriented Attention)

New Project Leads

All leads will be communicated through Admin to George with necessary documentation. Admin will notify George immediately of all Leads from all referral sources. George will make the best determination as to whom will be the first point of contact. Once point of contact is determined the expectation is that the lead is contacted within 24 Hours of being assigned and communicated back to Admin. All Leads will be kept and documented by Admin throughout the entire life of the lead from inception to install. Admin will be responsible for keeping current list of Leads updated for Management.

Qualifying the Contact

The Lead must be contacted within 24 Hours of being assigned. In the event that we cannot contact the Lead it is the responsibility of the Point of Contact to document said attempts by reporting back to Admin daily until contact has been established. It is the responsibility of the Point of Contact to qualify the Lead during the initial conversation. Before we move onward to Phase 2 there may be several phone calls/meetings to discuss the project in further detail to obtain as much pertinent information as possible to ensure we arm ourselves for a Great First Impression and add value to the customer. Below is a list of questions and qualifiers that Management will require prior to moving forward to Phase 2:

What is the customer's Name, Corporate Name, Business Address, Contact Number and email address?

Is the Lead looking to Purchase, Lease or Rev Share Equipment?

****Kevin Vanmeter Background (Build Rapport with the Lead)****

Has the Lead ever been in this business before?

Why did they choose to get into this business?

What other businesses have they been involved in (Corporate Names)?

Describe the customer's intentions for the facility?

Do they have plans for any other attractions within the facility?

(Laser Tag, Bumper Cars, Go Carts, Bowling, ETC)

Where does the lead stand with their facility (Own, Lease, building, done, ect)?

Facility

Is there a project start date?

Is there a decision date for their suppliers?

Does the Lead have a Facility Layout (CAD Drawing with DWG File)

(If no layout, what is allotted amount of space within facility)

What is the Leads target audience desired (demographic)?

Is the Lead working with an industry consultant?

Is there any other competition in area?

What is your inclination on if they are speaking with anyone else?


Does the Lead need any referrals for:

Consultant (Pinnacle?)

Shaffer's Installation Details

- Order Products from manufacturers as specified in Exhibit A
- Deliver Products via common carrier to the above listed location address
- Install Ram Board (or equivalent) floor protection to protect building and game room entryways
- Unload, un-crate and move equipment into designated game room space
- Inspect Products for freight damage and notify Buyer of any damage
- Place and arrange Products according to desired layout
- Vacuum floor directly underneath Products before final placement and vacuum entire game room upon completion of installation
- Assemble and level equipment, securing all leg levelers and casters
- Connect Products to provided electrical outlets and dress power cords for a safe and neat appearance
- Install card-swipe units, connect harnesses into existing game wiring and dress cables in a neat and professional manner
- Install one keyed-alike lock on each card swipe door, install key hook on inside of card-swipe door area to secure all other door and access panel keys, and secure keys on installed key hook
- Remove all pallets, packing materials and trash, and place in designated dumpster

Shaffer's Install Checklist



Installation Checklist to be completed by Shaffer and Location Representative

Equipment Preparation

- Equipment configured (model, color, token size, logo, etc.) as specified on order.
- Card readers, if utilized, installed in a neat user-friendly location.
- Door locks installed to customer specifications.

Comments: _____

Delivery and Installation

- Delivery dates and times clearly communicated by salesman.
- Installation team, delivery trucks and rental equipment on time as scheduled.
- Equipment properly protected and unloaded in a safe and efficient manner.
- Equipment inspected for shipment damage and, if found, communicated to customer with appropriate action plans to repair or replace damaged components.
- Customer property including sidewalk, entry doors, walls, floor tile and carpet protected to prevent soiling and damage.
- Parking lot and game area cleared of pallets, crating and dunnage, and disposed of in a pre-approved location dumpster or removed by Shaffer trucks.
- Game floor swept before placement of equipment.
- Equipment placed to customer satisfaction and rearranged if requested to improve sight lines, traffic flow or egress.
- Equipment professionally assembled to manufacturer specifications, leg levels adjusted and machines properly leveled.
- Equipment plugged into appropriate AC outlets while paying attention to total circuit capacity.
- Shaffer installation personnel neat in appearance, professional and courteous to customer and other trades working within the facility.
- Food and beverages consumed only in specific areas as well as observing all smoking regulations.

Comments: _____

Final Installation and Inspection

- Equipment cleaned of dust and fingerprints.
- Pricing and ticket payouts programmed as specified.
- Volume levels set.
- All Equipment check for proper operation.
- Game room swept and all trash removed.

Comments: _____

Training and After Sale Support

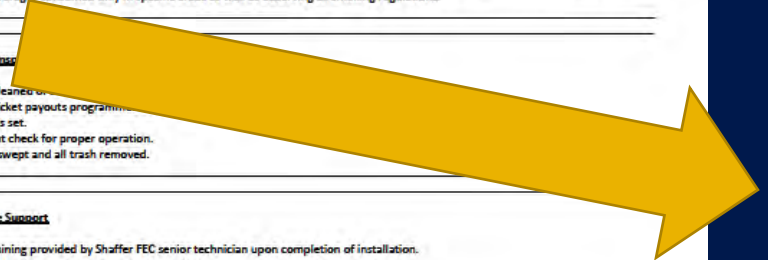
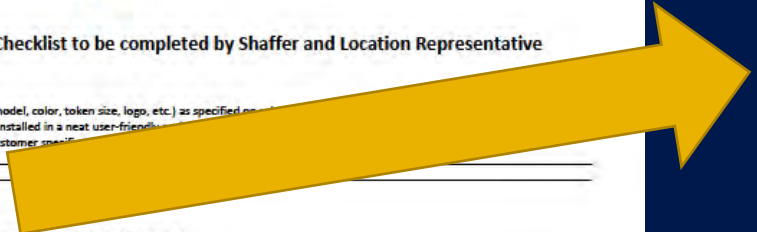
- Employee training provided by Shaffer FEC senior technician upon completion of installation.
- All keys provided to management upon completion.
- Shaffer technical support contact information provided to customer.

Comments: _____

Shaffer Representative: _____ Location Representative: _____

Print Name: _____ Print Name: _____
 Signature: _____ Signature: _____
 Date: _____ Date: _____

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 www.ShafferDistributing.com



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Comments: _____

Shaffer's Post Install

Immediate
Post Install

90 Day Report
Review Game
Report to ensure
proper price/
percentage



Post Installation Checklist

Post Install Wrap-Up Meeting	
Wrap Up Meeting Notes	
Scott Shaffer, President Follow-Up Call	
Account Manager Follow-Up Call	
Sales Rep Immediate Follow-up	
Salesman Wrap Up Letter (2 Week)	
Obtain Reference Letter (Email George)	
Press Release	
Final Payment Received	
90 Day Payout & Assessment	

Dedicated to Customer Excellence Since 1929
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THANK YOU.