



# Battlefield LIVE

## Festival Laser Tag FACT SHEET

*How To Set Up Mobile Laser Tag at a Festival or Village Fair*

Running a festival, village fair or fete is a great way to promote your laser tag business. These events are heaps of fun and are one of the best ways to build your brand in the local community and garner extra bookings.

Don't be fooled these type events differ from a forest or arena event where you have people booked for a set amount of time. There are many traps that can cost you money and having you working harder than you need to.

### Maze Design & Set Up

When setting up your mobile laser tag set-up the most important thing to consider is location. Specifically, consider the passing foot-traffic, and the likely direction that most people will pass by. Show them what you have to offer. Leave a section of the front clear so that passers-by can see the inflatable maze and the game-play. Why? Because the game itself can attract customers. A game in play has the WOW factor and this can attract customers.

### Ticket Booth & Armory

The ticket booth and armory can be set up under a 3mx3m (10ft x 10ft) tent/marquee. This is your PROMO area.

Fill your ticket booth with brochures and signs but keep the message simple. All events have times where you will be so busy that you will not be able to talk to everyone. Make it easy for prospective customers to take a brochure. It is also a great idea to have an event promotion. For example, book us for your next event and quote redemption code e.g. "FUN16" when booking to receive free gift or a discount. That way you can track if your new booking came from that festival or village fair.

Your armory needs to be working in your favor even when you are in between the finish of one game and the start of another. In other words, the look and feel of the gaming guns are exciting in themselves. By having the armory combined with the ticket booth it too becomes a promotional tool. Afterall the gaming guns are very cool to look at!

It can be tempting to split the armory into teams and have them housed at each end, in other words at each team's base. But this means prospective gamers can only see the the gaming guns from afar. Splitting the armory into two also effects the efficiency and disrupts the entry/exit flow.

Splitting the ticket booth and the armory also increases the number of staff needed as you need one for each team instead of just one single staffer. Higher labor costs will reduce your profits. Splitting the areas can also increase the risk of theft. The ticket booth is the one place where there is always a staff member.



### Canditta Natakuapa

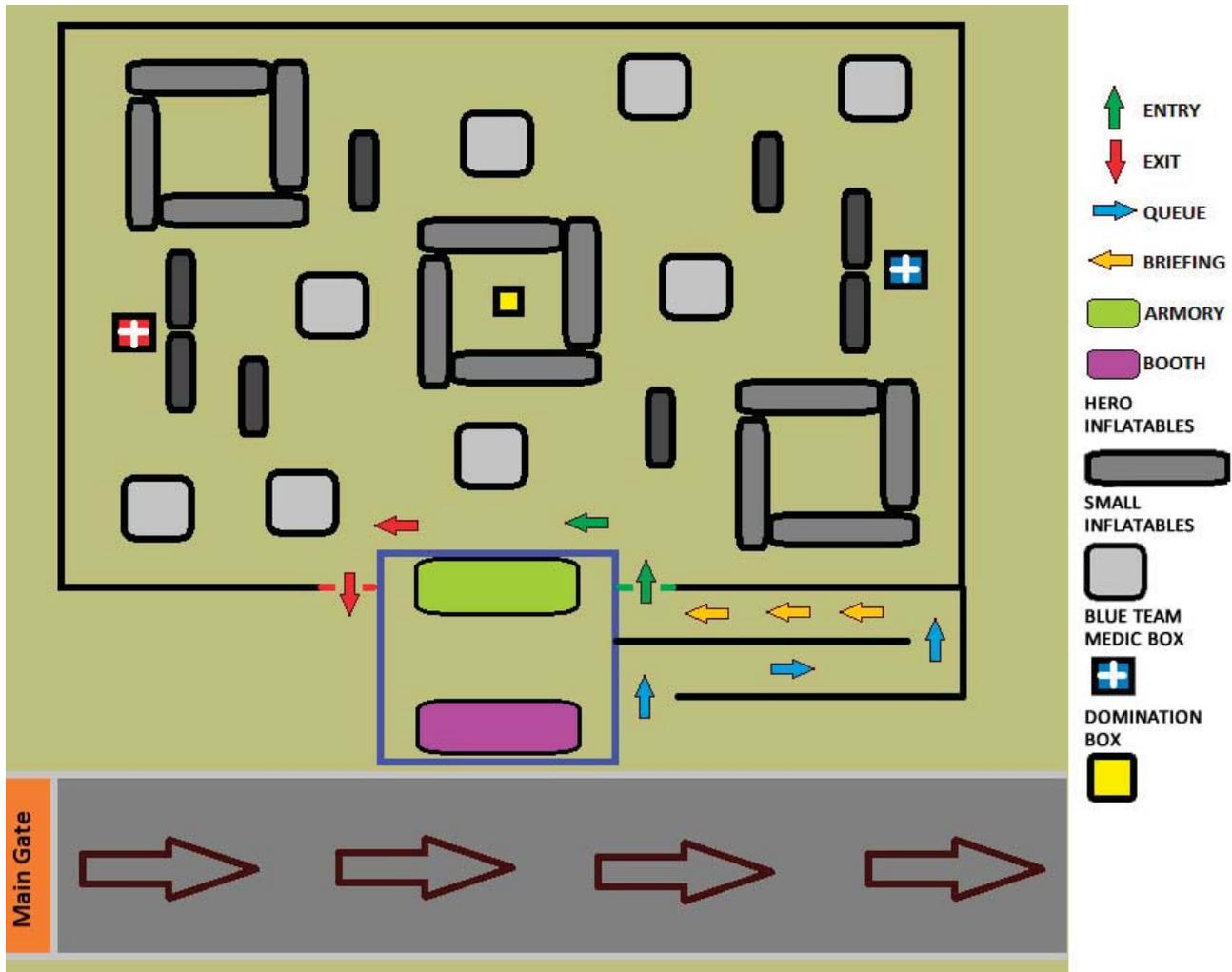
"Over the past 11 years I have run countless mobile laser tag events. From a business point of view some were massive successes, others epic fails. While the gamers had a great time, I judge the success of an event by the profit made & the amount of promotion to new customers. A fete or festival needs to be run efficiently and give gamers a WOW experience. It also needs to get your brand name out there.

In this document I have outlined the key elements to a successful festival layout & the tips & tricks I have found helpful to run successful mobile laser tag events."

Need More Info? Email me [aunz@battlefieldsports.com](mailto:aunz@battlefieldsports.com)

## Queuing

All rides have a designated queuing area. But it is how you design the queue what can maximize space and customer interest. As seen in the diagram ask the customers to line up right-side of the arena, rather than straight across the entire frontage of the arena. If they queue right across the frontage this will block the view to your biggest selling point.



The length of the total queue should be that of at least double the number of gamers per game. Each row will need hold the number of gamers per game. This means you are able to brief the next group with all being able to see you.

## Entry & Exit

One of the most costly mistakes is having the same entry and exit gate. This will slow down your turnaround time, reducing the number of games per hour and therefore reducing potential profits.

The entry & exit design needs to have a good flow to run efficiently. But what is “flow” and how to improve it? To get the most from the event, focus on the intermission between one game and the next. In other words, consider the flow, from entry, allocation of the weaponry, game-play, game end, return of equipment, to exit and game start for the next group. All these elements need to be in one fluid motion. If you only have one entry/exit point then you run the risk of clogging the flow of players. With a separate entry and exit you eliminate this problem by preventing crossovers.

### The Children had a Great Time

“Hi There, Our Carnival has now come and gone, leaving in its wake a large number of very happy young people from around Australia and New Zealand, and a small number of satisfied but tired organisers. Thank you so much for all your assistance. The children who engaged in Laser Tag had a great time. Your arrangements helped ensure that everything went smoothly. Wishing you continuing success. With kind regards”

Tony, Co-Director Sports, Maccabi Junior Carnival

A trick of the trade is to place the exit on the left side of the ticket booth so gamers can buy another ticket or grab a brochure as they leave. Plus, if you players are buzzing from the last game they will attract more people to play.

After all people are at a fete or festival to have fun and what could be more fun than a epic game of laser tag!

### **Field Design**

**First** consider the shape of the area you have to set up. An ideal field is square or close to it. But if you don't have access to a perfect square or rectangle don't worry! One of the terrific things about laser tag is that is fun if the maze is an odd size or not symmetrical.

**Then** consider where to place your medic boxes. The Medic Boxes need to be on either end of the field approximately equal distance from the Game Box in the center. For flow, it is better to play the medic boxes at left and right ends, rather than front and back. If you are playing in a long and narrow field, in this case you will want to position the Medic Boxes along the length (not the width). It might sound crazy, you would think that putting them further apart is better but on a narrow field you want to give gamers room to move. If you place the medic boxes on the width players will have no opportunity to flank. You will also increase the chance of collision as the paths through the maze might be limited. To avoid "spawn-camping" set up the inflatables to offer some cover for gamers as they respawn.

**Next** create a center structure for the Domination Box. Access angles should limit gamers hitting the Domination Box from a distance. It should be difficult for gamers to hit the Domination Box from a distance. They way the players need to get into the fray to win.

**Last** lay out the rest of your inflatables. Your ideal ratio of inflatables to players is 1.5:1 with a minimum of 1:1. Any less and the risk of collision is too high. Remember regarding field size, bigger is not better! Do not spread the inflatables out too far apart. Where inflatables are too far apart it will encourage gamers to run and increase injuries. A gamer should be able to move from one inflatable to the next at a fast walking pace while only being hit a couple of times. Moreover it is better to have a smaller field size which is closer to the center of the action, such as part of Side-Show Alley than a bigger field but positioned far, far away.

### **Battlefield Sports University**

There is a lot of other useful resources in the BFSU. This is an online password protected web site that offers loads of resources for Battlefield Operators.



### **Watch the Video**

For a video which shows you a good way to set up the inflatables for a mobile laser tag event, watch Peter Lander's 5 minute video.

see

[https://www.youtube.com/watch?v=F2hXQ0aKt\\_4](https://www.youtube.com/watch?v=F2hXQ0aKt_4)

### **Contact Your Local Consultant**

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