



Omni Arena Marketing and Pricing Guide

1. Resources

- For any marketing related questions or needs, contact Virtuix at marketing@virtuix.com
- Bookmark your marketing resources page: www.virtuix.com/omni-arena-resources
 - Virtuix can help with branding of any assets with your logo (images and video)

2. Pricing & Packaging

- Single play pricing: recommended \$12 or \$15 per play, up to \$18. Minimum \$10 per play.
 - Consider tiered pricing
 - Example: \$15 per play, \$10 per each additional play during same day
 - “1 game is \$15, or 2 games are \$25”
 - Consider reduced pricing during weekdays (Mon-Thurs) with full price games on weekends (Fri-Sun)
- Bundles and Packages
 - Example bundles
 - “Race and Play”, “Golf and Go”, “Omni and Tag”, “The Trifecta” (Omni Arena, Race, Golf)
 - Add to party and event packages
 - “Add Omni Arena VIP Experience” @ discounted rate per player
- Game Packs: curated bundles of 4 Omni Arena games (examples)
 - Offer at 25%-50% off full price. Provides high value and encourages playing a variety of games. Can raise average spend per player. High promotional use for on-site, social media, email.
 - “Thrill Pack”: 4 most thrilling Omni Arena games: Dead Zone, Elite Force, Gunslinger, Paranormal
 - “Pro Omni Pack”: 4 esports contest games: Dead Zone, Blackbeard, Gunslinger, Core Defense
 - “Competition Pack”: 4 games of the current weekly or monthly contest games (any combo)
 - “Kids Pack”: 4 most kid-friendly games: Rhythm Master, Blackbeard, Core Defense, Hardpoint
- Upselling with Omni Arena
 - After a package or event is booked and paid for, offer to add “Omni Arena VIP Experience” at discounted rate
 - *“The Omni Arena is \$15 per game/player. But we can add it to your party for just \$10 per game/player...”*
 - After individual purchase, upsell additional games at point of sale
 - Guest buys 1 play at \$15
 - Can immediately add 1 additional game for \$10, or add 2 additional games for \$20
 - Use your POS for this upsell offering
- Group & hourly rentals, any size group
 - Assuming \$15/play, 20 players per hour: \$300 per hour would be baseline pricing. Sites charge \$350-\$600/hour as a “VIP Experience”



- Consider discounted rates during typically slow periods
 - Example: Mon-Wed before 2pm, Mon & Tuesday all day, etc.
 - 30 minutes = ~~\$150~~ \$100 (2-3 games for 2 to 12 total players = 6-12 sessions = as low as \$8 per player). This would mean a group can have 12 guests play 1 game each for as low as \$8 per game
 - 60 minutes = ~~\$300~~ \$180 (4-6 games with 2 to 24 players = 6 – 24 individual sessions = as low as \$7.5 per game. This would mean a group can have up to 24 guests play 1 game each for as low as \$7.5
- Team/group value packs = prepaid bundles for teams of 2, 3, or 4 players:
 - Offer any time or during slow periods. Can run a promotion with Omni Arena player email marketing (great player data for targeting: 1-time players, repeat players, age, last time played, etc.). Purchased online or at the counter, via email campaigns, with event sales, and social media.
 - 4 player packages (“Best Value!”): Assuming \$15/play standard
 - 4 pack with 1 game = ~~\$60~~ (~~\$15 per game~~) = \$45 (\$11.25 per game) = \$15 group savings
 - 4 pack with 2 games = ~~\$120~~ (~~\$15 per game~~) = \$85 (\$10.65 per game) = \$35 group savings
 - 4 pack with 3 games = ~~\$180~~ (~~\$15 per game~~) = \$120 (\$10 per game) = \$60 group savings
 - 3 player packages (“Great Value!”):
 - 3 pack with 1 game = ~~\$45~~ (~~\$15 per game~~) = \$35 (\$11.65 per game) = \$10 group savings
 - 3 pack with 2 games = ~~\$90~~ (~~\$15 per game~~) = \$65 (\$10.85 per game) = \$25 group savings
 - 3 pack with 3 games = ~~\$135~~ (~~\$15 per game~~) = \$90 (\$10 per game) = \$20 group savings
 - 2 player packages (“Good Value!”):
 - 2 pack with 1 game = ~~\$30~~ (~~\$15 per game~~) = \$25 (\$12.50 per game) = \$5 group savings
 - 2 pack with 2 games = ~~\$60~~ (~~\$15 per game~~) = \$45 (\$11.25 per game) = \$15 group savings
 - 2 pack with 3 games = ~~\$90~~ (~~\$15 per game~~) = \$65 (\$10.85 per game) = \$25 group savings
- Consider \$1 commission for staff to upsell at check-out
 - Example: guest buys only a karting race for \$25, staff suggests “If you’d want to try the Omni Arena, I can add it to your purchase for an extra \$12 instead of \$15”
- Consider Omni Arena membership plans
 - As your audience for Omni Arena grows, some players/teams will want to play more frequently but cannot afford to do so. Offer a membership plan for greater value and additional perks. These options may increase repeat visitation among these players, who will often bring friends and spend money on your other offerings.
 - Examples below assume \$15/game standard pricing:
 - “Starter”: \$33/month = 3 games per month (\$11/game, 27% discount)
 - “Pro”: \$39/month = 4 games per month (\$9.75/game, 35% discount)
 - “Expert”: \$47/month = 6 games per month (\$8/game, 47% discount)
 - Sample additional perks with each tier:
 - Additional Omni Arena games during the month are \$10
 - Friends of members play for \$10
 - Priority queuing (move to the top of queue)
 - Discounted hourly or group rentals



3. The single most important factor in Omni Arena revenues and success: your staff!

- Example: top Omni Arena sites have email collection rates of ~75% (75% of players create accounts or provide their email to receive their gameplay video); least performing sites have ~25%. They each have the same attraction, games, contests, etc., so what is the difference? = Staff energy and attitude
- Staff Omni Arena with employees that are most excited about it and will encourage guests to try a game
 - *"Here's what's coming next to our FEC...who's excited about it?"*
 - Tech savvy attendants are not needed nor ideal, they tend to be less sociable
 - Coach your staff on how to pitch the Omni Arena to curious customers. The best attendants will encourage guests: *"Have you tried the Omni Arena yet? Like in the movie Ready Player One, you can walk and run freely in VR."* (afterwards) *"What did you think of it? Who got the top score? Did you know we host real esports contests with \$2,000 as the top prize? Come back and play this month's contest game to try to win \$2,000!"*
 - Operating Omni Arena is a bit more work than other attractions, so consider this when staffing
 - Have your team play all the games, especially in groups, so that they can talk with guests
 - Have your team play each new game when released
 - Have your event sales reps play all games so that they can sell the fun and speak to the experience
- Social Proof
 - Seeing and hearing other people play Omni Arena generates intrigue, interest, and draws a crowd
 - During slow periods, consider allowing one or two employees to play Omni Arena and turn up the volume to allow their dialog to be heard; draws a crowd and interest
 - During slow periods, consider offering a small group a free game to generate interest from others

4. Promote on Social Media: Facebook / Instagram / SnapChat / TikTok

- Posts:
 - Create posts and boosted posts teasing the launch and gameplay of Omni Arena
 - Create a Facebook event for a possible launch event
- Facebook / Instagram ads:
 - Video ad: <https://www.dropbox.com/s/hz9ayxq0c46a9gw/Omni%20Arena%20-%20FB%20Video%20Ad%20July%202019.mp4?dl=0>
 - Example ads (also on Instagram):



Virtuix Omni
Sponsored · 🌐

Battle with your friends in a virtual reality deathmatch! Now at Andretti Indoor Karting & Games Orlando!



ANDRETTIKARTING.COM

Play VR at Andretti Indoor Karting & Games!

Run around in VR with your friends as you battle zombies...

[Learn More](#)



Virtuix Omni
Sponsored · 🌐

Fight hordes of zombies with your friends! Now at Andretti Indoor Karting & Games Orlando!



ANDRETTIKARTING.COM

Play VR at Andretti Indoor Karting & Games!

Run around in VR with your friends as you battle zombies...

[Learn More](#)



Virtuix Omni
Sponsored · 🌐

Play VR at Andretti Indoor Karting & Games Orlando! Compete with your friends on the VR battlefield or shoot zombies together, and have a chance to win cash and other prizes!



ANDRETTIKARTING.COM

Play VR at Andretti Indoor Karting & Games!

Run around in VR with your friends as you battle zombies, robots, and each other in the Omni Arena. Now at Andretti Indoor Karting & Games!

[Learn More](#)

- Possible Messaging:



- Run around in VR with your friends as you battle zombies, robots, and each other in the Omni Arena. Now at [VENUE NAME]!
- Battle with your friends in a virtual reality deathmatch! Now at [VENUE NAME]!
- Fight hordes of zombies with your friends in the Omni Arena! Now at [VENUE NAME]!
- Come play the brand-new Omni Arena at [VENUE NAME] this weekend and win money! \$5,000+ in cash prizes available each month.
- [VENUE NAME] is celebrating the launch of Omni Arena this Saturday and you're invited! Win prizes, play VR, and walk/run inside a video game! Check out our event page for more details.
- Audience:
 - General Omni / VR audience:
 - Location: Within 30 miles of your city
 - Ages: 16 - 50
 - Include people who match at least ONE of the following:
 - Interests > Additional Interests > Gaming
 - Interests > Additional Interests > PlayStation VR
 - Interests > Additional Interests > Virtual Reality
 - Interests > Additional Interests > Family entertainment center
 - Venue's Facebook followers
 - Import venue's email list -> create "lookalike audience" in Facebook
 - Use venue's Facebook pixel for re-targeting
 - Need to add FB pixel to venue's website
- Link to:
 - Omni Arena landing page on your venue's website
 - Event page in case of an opening event

5. Promote on Google: SEO and Ads

- SEO:
 - Update your Google business profile
 - Add key words "virtual reality", "Omni Arena"
 - Add Omni Arena images
- Google Ads:
 - Search terms: VR, VR arcade, virtual reality, etc.
 - Audience can be targeted by location and interests
- How to update your Google business listing for higher rankings under VR search terms:
 1. Update the Google business profile completely; try to fill in all information.
 - a. Add the term "Virtual Reality" to the description.
 - b. Add a "product" for Omni Arena with Virtual Reality listed in the description.
 2. Have friends and family add some Google reviews mentioning "Virtual Reality" in their review.
 - a. The top sites shown on Google typically highlight a review with Virtual Reality mentioned in it.



3. Add the term “Virtual Reality” throughout your website, in as many places as it makes sense. This allows Google’s bots to pick up the term for search indexing.
4. Run Google search ads targeting an audience near your location with Virtual Reality as a key word. This will cost some money but can increase the Google listing for your business, even after the ad campaign ends.

6. Add Omni Arena to Your Venue’s Website

- Create an Omni Arena landing page
- Add “Virtual Reality” / “Omni Arena” under your “Attractions” or “Play” sub-menu
- Add the national contest leaderboard feeds to your website. See instructions in the appendix below.

7. Local Contests

- Host local Omni Arena competitions
 - Can be for any length of time; 1–3 months are suggested
 - A custom local leaderboard displays on your Omni Arena and can be added to your website
 - A contest promo image displays on your Omni Arena and can be used for social media, online promos
 - Consider seasonal contests, such as a Dead Zone Zombies tournament during Halloween season
 - Local contests are in addition to ongoing national contests. When a local contest uses the same game as the current national contest (weekly or monthly), participating teams are included in both contests.
- How to host a local competition
 - Email marketing@virtuix.com about hosting a contest and provide the info below:
 1. Contest start and end dates
 2. Contest game:
 - Dead Zone Zombies
 - Blackbeard
 - Gunslinger
 - Core Defense
 3. Prizes offered:
 - Best to offer prizes that are redeemable at the FEC and that drive repeat business, such as season or day passes, game card credits, passes to your attractions, F&B coupons, etc.
 - Teams are up to 4 players, therefore prizes need to be divisible by up to 4 people
 - Promotions and marketing
 1. Email and social media campaigns before, during, and after the tournament
 - Pre-contest email to give dates, prizes, game strategy, show gameplay videos
 - Mid-contest update can show leaderboards, prizes, offer promos to compete at a discount
 - Post-contest update announces winners, give congrats, award prizes, promotes national contests
 - Virtuix will provide the list of participants and winning teams after the tournament



- Social media posts can include interviews with teams, strategy videos, leaderboard updates, team pictures
- Promote your contest game pack
- 2. Print and display on-site promotions of the contest
- 3. Add local leaderboard to your website. See instructions in the appendix below.
- Operations and staff
 - 1. Coach staff on the rules, prizes, and how to participate in your contest
 - a. Minimum age to participate in tournaments is 13 years old
 - b. **All players must use a player account.** If one player on a team does not, the team is ineligible.
 - c. The highest score by each team is counted and displayed on the leaderboard

8. Organize a “Grand Opening” Launch Event

- Great excuse for marketing and PR
- Virtuix can sponsor a special contest and set up a dedicated leaderboard
 - Recommended: a Dead Zone contest leaderboard during your opening event
- Invite local press (TV, radio)

9. Use Direct Emailing to Your Existing Venue Customers and Omni Arena Players

- Send direct email to promote the Grand Opening Event and event prize contest
- Send recurring emails to advertise ongoing weekly and monthly contests
 - Note: Virtuix sends out such an email to the entire player database once per month
 - Make sure your management are included in Virtuix monthly contest emails, so that they know what contests are running and what guests are receiving via email
- Your Omni Arena player database grows each week and can quickly generate thousands of email contacts
 - Access and export your Omni Arena player list from your dashboard
 - Note the player data included: first/last name, email, date of birth, last time played, # of times played
 - Target different player types with different offerings
 - Example: one-time players vs experienced players, anyone with a birthday in a certain month, most frequent players, etc.
 - Send contest announcements and updates, feature contests winners, highlight team rivalries, etc.
 - Consider offering “value packs” or VIP group rentals mentioned above to encourage group and team play

10. PR

- Virtuix PR
 - Virtuix will occasionally list and promote new operators in a press release and/or newsletter



- Virtuix press partners include Replay Magazine, Blooloo, Global Amusements and Play, Intergame, Amusement RC, and others
- Venue PR:
 - Announce Omni Arena to your local news outlets / publications, and invite journalists for a demo or to the grand opening event
 - Appear on local radio stations
- Do you have access to any social media “Influencers” in the area?
 - Bloggers, TikTok influencers, Facebook groups

11. Advertise on Leisure Websites and Experience Marketplaces

- Consider Expedia.com, Travelocity.com, TravelinCoupons.com, Viator.com, GetYourGuide.com, TourRadar.com, CityPass.com, TripAdvisor, Airbnb Experiences, Musement.com, Klook.com, Thrillophilia.com, adrenaline-hunter.com, Groupon, and local travel package sites like Vegas.com
- List and market Omni Arena as a stand-alone experience; can use as loss leader
- Be sure to highlight Omni Arena’s unique and exclusive features:
 - Run in full speed in VR games
 - Compete in real esports tournaments with \$2,000 as the top prize
 - Play in groups of up to 4 players
 - Choose from 8 exclusive games
 - Receive a free gameplay video of your experience
- See an example below:



Step into a world of ultra-virtual reality in the Pole Position VR Arena. Get armed to defend your team from a hoard of zombies. Enter the VR Battlefield and fight against robots. Or become a legendary pirate in a series of wacky adventures. Whichever game you choose, this VR arena has the tech to leave you amazed.



More on Pole Position Raceway Virtual Experience:

Here's is your chance to play on the best VR systems in Las Vegas inside the brand new Omni Arena by Virtuix. Experience running at full speed in VR with the brand-new Omni 2.0 motion technology. Upon arrival, you'll choose from four thrilling games. Compete with your friends on the VR Battlefield with Elite Force, destroy hordes of zombies together with VRZ or chase swashbuckling pirates in the all-new Blackbeard and more! What's more, all gamers leave with a free video of their gameplay.

12. Flyers

- Advertise the grand opening event and ongoing esports contests
- Are there any suitable places or events in your area?
 - Bring a cardboard cut-out ("standee") to local events for marketing and flyering

CORE DEFENSE TOURNAMENT
FIRST PLACE WINS \$2,000



MONTHLY CONTEST
Overview of Prizes:

- 1st: \$2,000
- 2nd: \$1,200
- 3rd: \$800
- 4th: \$400
- 5th: \$200
- 6th - 10th: \$100


Visit arena.virtuix.com for details

DEAD ZONE ZOMBIES
HUNT TO SURVIVE.

WEEKLY CONTEST
First Place Wins \$400!

- 2nd place \$200
- 3rd place \$100

Monday thru Sunday

Visit arena.virtuix.com for updates and announcements regarding our contests

13. On-site Assets

- Banners



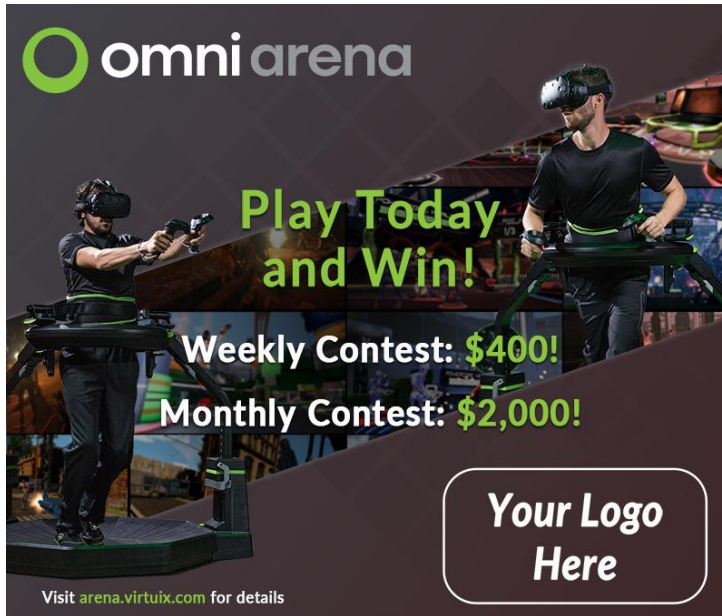
- Standees



- Desk signs



- Napkin holders



- Floor and ceiling signs
- Video for display on TVs
- See all resources at www.virtuix.com/omni-arena-resources/



Appendix 1. Leaderboard Plugins

Adding the National Contest Leaderboards to Your Website

Follow these steps to embed the nationwide weekly and monthly contest leaderboards on your website.

1. Place the following code inside the <head> tags of the website:

```
<!-- CSS and Script for Omni Arena Leaderboards -->  
<link rel="stylesheet" crossorigin="anonymous"  
href="https://content.omniverse.global/arena/leaderboard/assets/css/wc-  
leaderboard.912005e5a25a8ddc9213.css" />  
  
<script type="module" crossorigin="anonymous"  
src="https://content.omniverse.global/arena/leaderboard/bundle/v1/omni-arena-  
leaderboard.js"></script>
```

2. Once the above code has been added, place this element in the html code of a page to embed the leaderboards:

```
<wc-omni-arena-leaderboard></wc-omni-arena-leaderboard>
```

Adding a Local Contest Leaderboard to Your Website

If your venue is running a local contest, you can embed the local contest leaderboard on your website. To do this, follow the steps below:

1. Request the local contest leaderboard ID from marketing@virtuix.com
2. Place the following code inside the <head> tags of a website. *Note: This is the same code used for embedding the weekly and monthly leaderboards:*

```
<!-- CSS and Script for Omni Arena Leaderboards -->  
<link rel="stylesheet" crossorigin="anonymous"  
href="https://content.omniverse.global/arena/leaderboard/assets/css/wc-  
leaderboard.912005e5a25a8ddc9213.css" />  
  
<script type="module" crossorigin="anonymous"  
src="https://content.omniverse.global/arena/leaderboard/bundle/v1/omni-arena-  
leaderboard.js"></script>
```



3. Once the above code has been added, place this element in the html code of a page to embed the leaderboards:

```
<wc-omni-arena-custom-leaderboard Leaderboard="[PLACE GIVEN LEADERBOARD ID HERE]"></wc-omni-arena-custom-leaderboard>
```

Appendix 2. Sample Email Messaging

Omni Arena player email marketing sample messaging:

- Form a 4-player team with your friends and become esports champions!
- The top ten teams win cash prizes!
- The weekly contest ends on Sunday night of each week, and the monthly competition runs until the last day of each month.
- \$100,000 Omni Arena prize pool starts this weekend!
- Do you want to become an esports champion? Win \$2,000 by playing VR this weekend!
- Teams with any number of players can participate in both contests, but complete teams of four players will have the highest chance of achieving the top score.
- The leaderboards are ongoing, meaning you can play anytime and compete for a spot on the leaderboard.
- Think your team can take the top spot? Play Omni Arena and compete to win!
- See the current leaderboard below and follow your ranking live at www.omniverse.global.
- We'll see you in the Omniverse!
- You can participate in two different esports contests any time you play Omni Arena:
 - **Monthly Contest:** Starts on the first of each month and ends on the last day of the month. First place wins \$2,000!
 - **Weekly Contest:** Starts on Monday of each week and ends on Sunday. First place wins \$400.

Omni Arena games sample messaging:

- Rhythm Master: Player-vs-player music game, up to 4 players
 - Walk to the tempo of the music and slash the beats to outscore your friends!
 - Beats fly towards you at fast pace during three rounds of adrenaline-pumping music.
 - Do you have what it takes to master the rhythm?
 - Check out this trailer of Rhythm Mater and come play this weekend! <https://youtu.be/gSyWIRJ8vxk>
- Gunslinger: Co-op shooter, up to 4 players
 - Form a team with up to 4 friends to protect a Western town from a gang of plundering bandits. Saddle up, cowboy, and go get your shotgun!
 - Get ready to fire double-barreled shotguns, kill outlaws, and blow up some dynamite!
 - Safeguard the town's resources and fend off the outlaws with a variety of weapons scattered across town. In the final round, the gang's leader stages an all-out attack. Can you hold him off?
 - Shoot bandits, blow up dynamite carts, and take down airships to become a wild west hero!
 - Check out this trailer of Gunslinger and come play this weekend! https://youtu.be/N_WXS-z7UM8
- Elite Force: Deathmatch shooter, up to 4 players

- Elite Force is a player-vs-player military shooter in the style of games like Call of Duty. Up to four players fight each other and battle for special weapons that parachute down from the sky. The player who scores the most kills wins.
- Elite Force plays like laser tag of the future and gives fans of blockbuster games like Call of Duty a new way to compete!
- Compete against your friends in this player-vs-player military shooter.
- See a preview of Elite Force here: <https://youtu.be/uanKheOzJPg>

- Blackbeard - Trials of Skull Island: Pirate adventure | Co-op
 - Form a team with up to four friends and work together to battle skeletons, collect treasure, and face off against Blackbeard himself to achieve the high score on the leaderboard!
 - Loot treasure, defeat foes, and overcome special challenges to become a true pirate legend!
 - Team up with friends to play and win! Fight pirate skeletons, collect treasure, and solve puzzles to achieve the top score on the leaderboard!
 - Each game has four distinct rounds, including a cooperative puzzle challenge and a final boss fight.
 - Check out the trailer below and come play this weekend!
 - See a preview of Blackbeard here: <https://youtu.be/7md-LUNXabg>

- Dead Zone - Zombies: Zombie Shooter | Co-op
 - Kill hordes of zombies with a range of deadly weapons and work together with your teammates to survive!
 - Compete for prizes in the zombie-filled team-based shooter, "Dead Zone: Zombies."
 - Form a team with up to four friends and kill hordes of zombies with 15 deadly weapon classes. Compete for the high score by surviving as long as you can and collecting supply crates scattered across six areas of the game map.
 - Come play "Dead Zone: Zombies" this weekend, a thrilling multiplayer game for Omni Arena! Fight hordes of zombies, collect supplies, and cooperate with teammates to survive a zombie apocalypse.
 - See a preview of Dead Zone Zombies here: <https://youtu.be/ZTdXuX7ANr8>

- Paranormal - Enter the Manor: Horror Experience | Co-op
 - Face your fears as you join a team of paranormal investigators to explore a haunted manor.
 - Up to four players enter a haunted house together to investigate supernatural activity. As they make their way through the majestic mansion, it becomes clear they're not alone.
 - Explore various pathways through the mansion leading to different scares. Teams can stay together or split up along the way.
 - See a preview of Paranormal here: <https://youtu.be/WT20ll6LViy>

- Core Defense: Robot Shooter | Co-op | 2 Maps: "Metropolis" and "Coliseum"
 - Protect the Powercore in the arena against waves of robots and compete for the high score!
 - Compete for prizes in the team-based robot shooter, "Core Defense."
 - Survive waves of robots and defend the Powercores in Core Defense. Team up with other players and go for the high score on the Omniverse leaderboards!

- Hardpoint: Kill of the Hill Shooter | Player vs Player
 - Capture the moving Hardpoints in the arena to score points and beat your friends!
- Compete against your friends in this battle game! Score points by occupying the Hardpoint. The team with the most points at the end of the match wins!