

# PLAYER LOYALTY EVENTS



## FOSTER PLAYER LOYALTY

Rymax is the leading player loyalty solutions provider to the gaming industry. Rymax has the expertise to create custom loyalty events, including fulfilling promotional product giveaways, hosting slot and table game tournaments, and preparing visual merchandising for on-site retail displays.

Our in-house Event Team plans, coordinates and oversees every facet of your event including:

- Pick-a-gifts
- Shopping sprees
- Loyalty events
- Auctions
- Sweepstakes
- On-site retail displays



### Merchandising

- Unlimited brand name rewards
- Factory-direct pricing gives players a higher perceived reward value
- Demographic-specific product offerings
- Customized merchandise bundles and kits
- Innovative and aspirational brands

### Visualization, Layout Services and Event Set-Up

- Layout planning and retail display configuration
- Coordination of onsite laborers, electricians and logistics
- Seamless integration of all event elements – lighting, décor and product placement

### Onsite Event Execution

- Experienced staff
- Efficient point-of-sale (POS) technology
- Merchandise set-up and assembly, shopping assistance and check-out process administration
- On-time fulfillment
- Bulk quantities for Take-Me-Home-Today rewards

### Post-Event Breakdown and Analysis

- Event team packs all merchandise and display fixtures
- Fully supported customer relations team to handle all shipping inquiries
- Redemption reports, post-show feedback, player surveys, and event photos

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