



Class II Machines \* Bingo \* Internet Poker \* And Much More!

**Class II Summit ~ The Expansion of Class II**  
**Swinomish Casino & Lodge • Anacortes, WA**  
**June 3- 5, 2013**

**Session Highlights:**

- Class II Machines: The Economic Advantage
- Bingo Managers Roundtable
- Portable App-Based Games

**HOTEL: Swinomish Casino & Lodge • Anacortes, WA**

Room rates: \$89 a night for Channel view and \$99 a night for bay view.

Reservations: (888) 288-8883, mention Class 2 Summit for these special rates.

**Come early or stay longer and visit Anacortes!**

Anacortes is homeport to the San Juan Islands in the Pacific Northwest. Located on Fidalgo Island, it is conveniently situated halfway between Seattle and Vancouver BC and is the destination point for the San Juans and International ferry runs for Washington State.

Coast in and hang out in our vibrant Old Town. All within walking distance you'll find casual cafes to elegant dining, quirky to sophisticated shopping, art galleries to antique shops and unique accommodations.

There is plenty to visit and see in Anacortes!

For complete agenda and to register, visit [www.INNATIV.com](http://www.INNATIV.com)

**INNATIV** KNOWLEDGE, TECHNOLOGY, RELATIONSHIPS.™

## Class II Summit ~ The Expansion of Class II Swinomish Casino & Lodge • Anacortes, WA

Monday, June 3, 2013

10:00 AM Golf or Sightseeing Around Anacortes

6:00 PM Welcome Reception with Singing by the Swinomish  
Canoe Journey Family

Tuesday, June 4, 2013

9:00 AM **Welcome Remarks**

Stick Game Demonstration by the Swinomish Community

9:15 AM **Opening Session: Where is Class II Technology Going?**

10:15 AM Coffee Break

10:30 AM *Breakout Sessions*

- **Digital Marketing for Your Bingo Hall**

Social Media is just one way to market your facility. This panel will discuss the whole picture of digital marketing and how to put together a coordinated campaign.

- **Your Road map to Class II MICS Compliance**

The implementation of new controls and procedures can be a daunting task for any gaming facility, regardless of size. With the release of the New Class II MICS, the time to understand the proper implementation strategy for your gaming operation is here! We will discuss a prioritized plan of action and synchronized approach to compliance within your property as well as important discussion points for the consideration of members of Tribal Councils, Boards, Gaming Commissions and Management.

**Noon: Lunch**

1:00 PM *Breakout Sessions*

- **Bingo Manager's Roundtable: Focusing on the Numbers and How to Reinvest in Your Hall**

The topic for this years roundtable will focus on the financial and how your Hall is operating to make profit as well as ways to reinvest in the future of the hall.

- **Classifying a Class II for Gaming Commissions**

With internet and online gaming, how are we defining Class II?

3:00 PM *Breakout Sessions*

- **Leadership Forum: Internet Gaming and Class II**

This Panel will discuss what effect internet and app based gaming will have on Class II gaming.

- **The Essence of a Bingo Program**

This session will look at how to structure your Bingo Program to get players and help with the bottom line of your operation. Please come with questions and ideas on how to put an exciting and new program together for your hall.

4:30 PM Vendor/Attendee Reception



## CLASS II SUMMIT

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Wednesday, June 5, 2013

9:00 AM *Breakout Session*

- **Revolution in the Portable Gaming Apps Based Bingo Hall**

With iPads and other devices, you are able to play any game anywhere. What does this mean for you Bingo hall and the future?

- **Poker Room Management - Getting Players from Poker to the Bingo Hall**

Many Poker players are also bingo players, how do you cross market to both.

10:15 AM Continental Breakfast ~Vendor Area

10:30 AM *Breakout Sessions*

- **Community Involvement: How to Reach Out to Your Surrounding Community**

One great way to thank loyal customers is to give back to the community. Hear about successful programs that halls have used to show the community that they appreciate.

- **Handling Floor Grievances**

That says it all , This session will discuss ways to diffuse situations on the floor in a polite and non confrontational way.

- **Class II Machines: The Economic Advantage**

Financially what is the math on Class II machines and how can they help your operations build revenue? The session will talk about the advantages of Class II.

**Noon: Lunch in Vendor Area**

2:00 PM *Breakout Sessions*

- **Team Building Skills**

To run a great hall and casino you need a team that is willing to work together. This session will show some great team building skills for your facility.

- **Marketing Roundtable: Player Club Promotions**

Bring your stories, examples and ideas for this informal exchange of information on new and different player club promotions.

**HOTEL**

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