

a slice of key lime cove

by Edward Wills

How does one create a vacation environment that both encourages a family to play together and yet allows each family member to also get their own time for themselves?

It's simple...

- 1) Construct a Key West-themed environment with areas for eating, shopping, and strolling, designed to appeal to all family members.
- 2) Create an inviting "boardwalk" lined with shops that pique your curiosity and continuously draw you into the illusion.
- 3) Provide nine different types of suites and staterooms refreshingly appointed to compliment the theme, but avoid going over the top.
- 4) Place arcade, souvenir shops and fast food services strategically at the water venue entrances to entice visitors before and after they've worked up their appetites playing in the water.
- 5) Eliminate the need for any family member to carry room keys or cash the entire time by



using a "completely cashless" Smart Band RFID wristband technology system.

- 6) Build it near other major venues so that a family can turn the visit into a multi-day experience rather than an afternoon break.

Inside the facility, Key Lime Cove's theme seems designed to remind visitors of the fun they'd had on a recent cruise. Surrounded by billowing white clouds, the cruise ship looms over your shoulder as you bob in the wave pool and float down the lazy river.

Six restaurants await you as you decide how to tackle your appetite. Each one designed with separate menus and their own tie-in to the tropical theme. The Paradise Mist Spa includes six single-treatment suites, two spa suites, and five manicure/pedicure stations.

Similar to properties found near Cedar Point, Kings Island, and Busch Gardens, Key Lime Cove's close proximity to both a major theme park (Six Flags Great America) and a major shopping center (Gurnee Mills Mall) enables guests to breakaway from the water park within a ten-minute drive. Maintaining Key Lime Cove as their base, a family can turn a visit to the park into a multi-day adventure vacation.

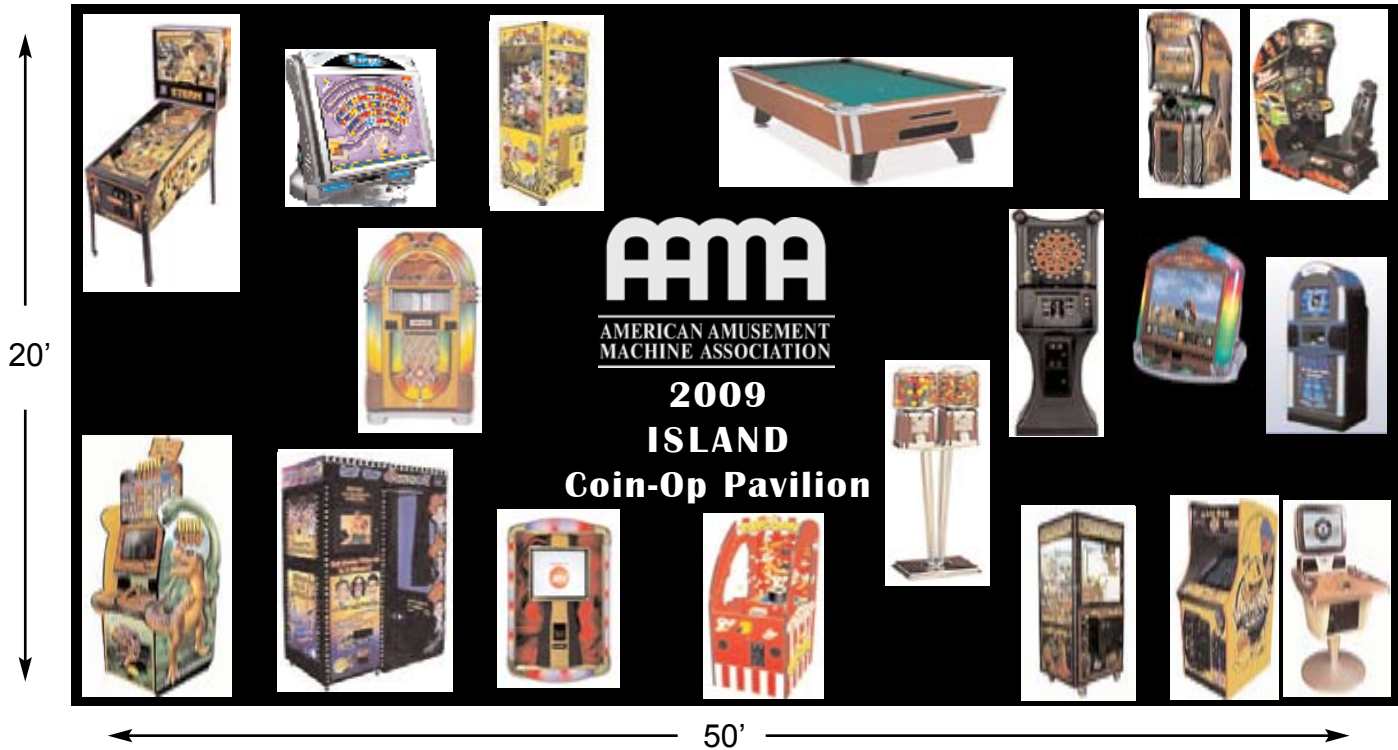
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Above: Slides and a play structure by Whitewater West enhance the property's tropical theme.

Left: Walking into the resort transports guests to a seaside village with shops, restaurants and activities at every turn.
(photos by Martin Palicki)



In With The New...



The AAMA is giving its Coin-Op Pavilion a new look!

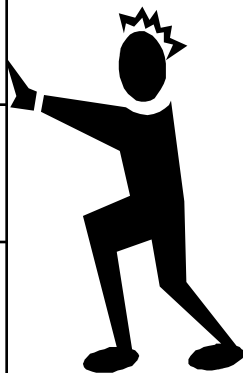
In 2009, your association will provide you with an even bigger promotional push through its most popular member benefit program. For many years, the Location Trade Show Program has enhanced the industry's exposure by exhibiting within trade shows that represent locations where one might, and should, find amusement products.

Traditionally, each member company reserves their own booth within the pavilion. The association is taking it a step further. We want to provide both attendees and our member exhibitors with a truly **CAN'T MISS BOOTH.**

The AAMA has reserved an Island Booth within the Nightclub & Bar Show, International Pizza Expo, National Restaurant Show, International Billiard & Recreation Expo and the International Bowl Expo.

...Out With The Old

Stern Pinball Booth# 1	Betson Booth# 2
Old AAMA Pavilion Seen with Individual Booths	
LAI Games Booth# 3	Namco America Booth# 4



By combining these 100 square feet or 200 square feet booths into a 1000 square foot Island pavilion, the new eye-catching layout will not only stand out on the trade show floor, but it will provide a strong visual image to a location owner on the many potential benefits coin-op products can provide.

Not only does the AAMA provide you with a superior location on the trade show floor, we are now offering you **EXCEPTIONAL EXPOSURE!**

For more information contact the AAMA toll-free @ 1.866.372.5190.