

# **The Symposium on Racing & Gaming 2006**

**SLOT FLOOR DESIGN AND  
MACHINE SELECTION**

# How to Layout Floor Space

- 1) ID entrances & exits
  - a: create arrival space
  - b: create an "arrival"
  - c: ease of access
  - d: use directional signage
- 2) ID focal points
  - a: restrooms
  - b: f & b outlets
  - c: cashiers
  - d: retail
  - e: access / sightlines to racing

# How to Layout Floor Space

- 3) Identify Flow – Draw the Walkways

a: how do you want people to flow ?

b: where do you want them to go ?

- 4) Draw Banks in Space

a: ID # of units needed

b: be creative

c: Binion's urinal theory

# How to Layout Floor Space

- 5) Slot Machine Placement
  - a: no one likes walking into inactivity
  - b: high limit players don't like to search
  - c: location, location, location

# Product Mix & New Design

- 1) Determine your customers
  - \* Who
  - \* Financial Levels
  - \* Frequency of Visits

# Product Mix & New Design

- 2) Analyze your competition
  - \* Types of Games
  - \* Slots vs. Lottery vs. Racing
  - \* Full sized Casinos

# Product Mix & New Design

## ■ 3) Design Gaming Footprint

- \* Traffic Flows
- \* Lines of Sight – Pillars
- \* Size of Aisles

# Product Mix & New Design

- 4) Maximize Number of Machines
- 5) Determine Denomination Base
- 6) Determine Purchase, Trials & Revenue Sharing
- 7) Analyze Results & Make Changes Based on Game Performance



