

On Trac with Table Trac



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Table Trac Customers Receive Romero Diamond Awards

It is always a feeling of a job well done when you deliver a product that will provide your customers with opportunities for their success. It is an even greater achievement to be able to applaud your customers for their creative and tremendously successful use of the product. Table Trac is honored to offer their congratulations to two of our customers.

At the recent Casino Marketing Conference in Las Vegas, NV, the prestigious Romero Diamond Award, which recognizes excellence in Casino Marketing, two Table Trac customers were selected in their respective categories. Fiesta Casinos (Costa Rica) for their email marketing campaign, using the interactive kiosk and TTTV digital signage, and Gold River Casino (Anadarko, OK) for their over-the-top \$10,000 PICK A PRESIDENT campaign that tied in directly with the presidential election in November 2008.



Fiesta Winners: Kenneth Jimenez (Slot Director), John Romero, David Pirie (VP Marketing) and Marcos Chavarria (VP Operations)



Table Trac President, Chad Hoehne, who flew to Las Vegas for the awards ceremony, says,

"Our customers' industry awards are a great affirmation of the effectiveness that can be achieved using Table Trac's latest innovations on interactive promotional capabilities both domestically and in international gaming markets."

As for the success of the program, that was clearly evident in the response from the people that really count - the casino players.



Gold River Winners: Chad Hoehne (President, Table Trac), Michael McClane (General Manager), John Romero, and Tammy Ryburn (Manager of Marketing & Promotions, Player's Club)



VISIT TABLE TRAC AT BOOTH #524

TULSA CONVENTION CENTER -
AUGUST 10 & AUGUST 11, 2009

STOP BY AND SAY HI! WE WILL HAVE GREAT GIFTS AND FOLKS THERE TO GREET YOU. GET YOUR COMMEMORATIVE OIGA PLAYER'S CLUB CARD FOR A CHANCE TO WIN SOME OUTSTANDING PRIZES.

Tech Support Tip

SWITCHING OUT SMIBS?

There is one important rule to *always* remember when switching out SMIBS.

You MUST change the Bank and Game Number and the Casino ID BEFORE you plug in the Cat 5 cable.

Neglecting to follow this process can result in duplicate seed numbers for the games involved. This can result in the floor not reading correctly and the audit trail for the games and accounting incorrect.



Ordering Parts is Now Easier!

Ordering parts is easier than ever. There is a new parts order form that allows you to complete a pdf form. You can save a copy for your records and submit it via the Submit Order button at the top of the form. If you prefer, you can print the order and fax it to Table Trac.

For a copy of the order form, contact Michael Anderson
Email: michael@tabletrac.com

Comments, ideas, suggestions, please let us know: info@tabletrac.com