

LASERTRON

Two-Day Conference - Do It Right The First Time
held at the newest LASERTRON center

May 18th and 19th, 2021
Rochester, New York



Conference sign-in begins at 7:45 a.m. on May 18th!

Topics include:

Management Leadership Systems

- No Excuses (Be Solution Oriented)
- Team Building - Get the Right People on Your Team
- Develop the Right Knowledge and Experience
- Focus on the Right Things
- Persistence to Stay Focused on the Right Things
- Tap Into Everyone's Experience and Knowledge
- Change when the Evidence is Clear (Listen to the Market Place)
- Provide the Right Tools to Succeed for the Right People on Your Team
- Decisive Decision-Maker Tools
- Quarterly Management & Staff Evaluations for Staff Members & Management
- Quarterly Accomplishments, Assigned Projects, Education, Team Assists
- Daily Actions of Management
- Planning "The most important question to ask everyday is the following:"
- Courage and Commitment to stay focused and "Make It Happen"

Operational Systems

- Site Selection
- Entertainment Center Layout
- Systems for Creating and Delivering the Best Products and Guest Experiences
- Hiring and Training Systems
- Maintenance Systems Systems
- Guest Service
- Guest Feedback Systems
- Implement a Bonus or Incentive System for Management and Staff
- Marketing and Sales Systems
- Information and Accounting Systems
- Capital Investment and Capital Reinvestment Systems

Additional information on the conference can be found on the following pages...

All qualified attendees of the LASERTRON conference must reserve their seat(s) with Ann Kessler prior to attending the conference. All qualified and reserved attendees will be required to show a valid Driver's License or Passport to be permitted into the conference program.

CONFERENCE ADDRESS

LASERTRON Entertainment Center
1175 Marketplace Drive
Henrietta, NY 14623
Phone: (585) 397-7447 or contact Ann Kessler at (800) 897-8766, ext. 314
Cell: (716) 308-3019
E-Mail: akessler@lasertron.us
Manufacturing: www.laser-tron.com
Entertainment Center:
www.lasertron.us



ITINERARY

Monday, May 17th

7:00 pm - 9:00 pm, Looking for something fun to do on Monday night?
Please call (585) 397-7447 to reserve complimentary attractions.

Tuesday, May 18th

7:45 am - 8:45am, Sign-In, Continental Breakfast
(A valid Driver's License or Passport will be required at Sign-In.)
8:45 am - 5:00 pm, Conference Program Day 1
5:30 pm - 6:30 pm, Social Hour - Mingle with Operators & Developers
6:30 pm - 7:30 pm, Appreciation Dinner for all attendees
8:00 pm, Enjoy LASERTRON Laser Tag, Cyber Sport, Sports Bar
with 8 Craft Beers on Tap, 40 Big Screen TV's, Dessert Bar,
and Arcade while you mingle with fellow operators and the
LASERTRON team.

Wednesday, May 19th

8:00 am - 8:30 am, Continental Breakfast
8:30 am - 4:00 pm, Conference Program Day 2
5:30 pm - 7:00 pm, Meet up with fellow attendees and other Operators &
Developers at LASERTRON for complimentary drinks
and appetizers.
7:00 pm - 9:00 pm, Complimentary play time at LASERTRON.

Notes:

All meals will be provided by LASERTRON throughout the hours of the conference. If you have any special meal requirements, ex: vegetarian, etc..., please let us know and we will be glad to fulfill those needs.

LASERTRON Clients & Developers who attend both days of the conference are eligible to win the Grand Prize of 2 LASERTRON LT-12 Vests for their prospective location! (Contact us for further contest details).

*** To find out additional information on becoming a LASERTRON Developer or Operator, please contact Ann Kessler.**



GREATER ROCHESTER INTERNATIONAL AIRPORT

(It is approximately a short 10- minute drive from the airport to area hotels which are less than a mile or 2 from the LASERTRON Entertainment Center)

Greater Rochester International Airport
1200 Brooks Avenue, Rochester, NY 14624

Some hotels may provide complimentary transportation from and to the airport. We suggest you mention your transportation needs when making your room reservations or simply reserve a rental car at the airport.

For current information on Air Carriers and Ground Transportation (car rentals, shuttles, & taxis) options which are available at the Greater Rochester Airport, please visit their website at:

<http://www2.monroecounty.gov/airport-index.php>

RENTAL CARS

(Below is a list of various car rental agency websites for your convenience. Just click on the one that is right for you.)

www.hertz.com

www.dollar.com

www.thrifty.com

www.budget.com

www.enterprise.com

www.alamo.com

www.avis.com

HOTELS

(Pricing shown below is for comparison only. For accurate and updated pricing, please call the hotels directly.)

Hampton Inn & Suites - The hotel provides shuttle transportation from/to airport and from/to LASERTRON Conference. Last shuttle is at 10:30 pm.

280 Clay Rd.

Rochester, NY 14623

(585) 475-1300 (Please call the hotel directly at the local number for the LASERTRON Conference Rate)

\$109-Double Queen "LASERTRON Conference Rate" (*see below)

IMPORTANT: Please make your reservations for this hotel by clicking on the link below.

https://secure3.hilton.com/en_US/hp/reservation/book.htm?ctyhocn=ROCHEHX&corporateCode=0560070700&from=lnrlink

*If, for any reason, the Hampton Inn & Suites states that they do not have any rooms available for you, please be sure to ask for Jessica at (585) 475-1300. Or, please feel free to call LASERTRON and ask for Ann Kessler at (716) 308-3019.

DoubleTree

1111 Jefferson Road

Rochester, NY 14623

(585) 475-1510

Holiday Inn Hotel and Suites

800 Jefferson Road

Rochester, NY 14623

(585) 475-9190

ADDITIONAL ATTRACTIONS IN OR NEAR ROCHESTER:

Rochester Tourism Information - Official Tourism Site of Rochester, NY offers a wealth of information about the region. <http://www.visitrochester.com>

Seneca Park Zoo- About 20 minutes from the LASERTRON Interactive Entertainment Center.

<http://www.senecaparkzoo.org/>

IWERKS Strassenburgh Planetarium- Just 15 minutes from LASERTRON. Take your seat beneath the Planetarium's 65' dome, one of the world's largest, and enjoy a spectacular star show, giant screen film, or laser show. <http://www.rmsc.org/StrassenburghPlanetarium/>

Susan B Anthony House- the National Susan B Anthony Museum and House shares the story of her life-long struggle to gain voting rights for women and equal rights for all.

<http://www.susanbanthonyhouse.org/index.php/>

Seabreeze Amusement Park - situated in Seabreeze NY. A fantastic park with a water park attached. Lots of fun rides including a 90 year old wooden rollercoaster called the Jack Rabbit!

<http://www.seabreeze.com/>

Erie Canal - The Erie Canal is famous in song and story. Proposed in 1808 and completed in 1825, the canal links the waters of Lake Erie in the west to the Hudson River in the east. An engineering marvel when it was built, some called it the Eighth Wonder of the World. <http://eriecanal.org/>

Strong National Museum of Play - The Strong is a highly interactive, collections-based museum devoted to the history and exploration of play. <http://www.museumofplay.org/>

George Eastman House/International Museum of Photography
<http://www.eastman.org/>

A Few Area Restaurants:

King and I
1455 E. Henrietta Rd.
Rochester, NY 14623
585-427-8090
<http://www.thekingandithaicuisine.com>

Delmonico's Italian Steak House
125 White Spruce Blvd.
Rochester, NY 14623
585-424-4242
<http://www.delmonicositaliansteakhouse.com/>

Bill Gray's
1225 Jefferson Rd.
Rochester, NY 14623
585-424-2350
<http://www.billgrays.com/>

Dinosaur Bar-B-Que (Downtown)
99 Court Street
Rochester, NY 14604
585-325-7090
(Located in the heart of Rochester overlooking the Genesee River)
<http://dinosaurbarbque.com>

Interesting Places to Hangout, Have a Cup of Coffee, and Grab a Bite to Eat:

Spot Coffee
200 East Avenue
Rochester, NY 14604
585-613-4600
<http://www.spotcoffee.com>

Joe Bean Coffee Roasters
565 Blossom Road, E1
Rochester New York
14610 United States
(585) 532-7942
<http://www.joebeanroasters.com/>