



Development Opportunities

Want us to visit your town? We offer free informational and motivational presentations. Call us today to request more information: 1-800-752-4675

Upcoming Events

April marked our annual spring Open House in St. Louis. Mark your calendars for when All American Bingo visits a city near you.

- **Dubuque, IA** May 25th
- **Rock Island, IL** May 26th
- **Marion, IL** July 12th
- **Sikeston, MO** July 13th
- **Springfield, IL** August 3rd
- **Kansas City, MO** September 13th
- **Salina, KS** September 14th
- **Wichita, KS** September 15th
- **Springfield, MO** October 6-7th

NEW FACES St. Louis

All American Bingo welcomes a new face to the St. Louis office. Jen McGraw has filled the position of our new Marketing Coordinator. Jen has a background in marketing, event planning, and retail sales. We are excited to have her on our team.



Bingo Products and Resource Guide

BingoBulletin



May 2011
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12947 A Gravois Rd
St. Louis, MO 63127

800.752.4675 ph
314.991.1182 fax
www.allamericanbingostl.com



Bingo Is Our Business

All American Bingo has grown to be one of the largest suppliers in the Midwest, servicing charitable bingos in Kansas, Missouri, Illinois, Iowa and Wisconsin as well as several large Native American tribal organizations.

Value Added Services

We offer a huge selection of novelty and promotional items, promotional support for event planning, program design and development, 24/7 technical service, and free seminars and training sessions.

St. Louis Location Hosts Open House

APRIL 7-8, 2011— 12947 Gravois opened its doors and welcomed over 150 bingo enthusiasts to the All American Bingo annual open house. Charitable organizations from around the state gathered under one roof over a two day span to experience a taste of what All American Bingo has to offer.

Guests perused the aisles and aisles of products including equipment, electronics, pull tab and event games, coinboards, paper, specialty ink, apparel, gift baskets and more!

Our specialty bingo section showcased the growingly popular Cosmic Bingo. The flashing lights and glowing colors drew many a spectator. Also lighting up faces was our new LED flashboard lights.

Buyers at the open house enjoyed special offers and discounts on a variety of essential products and novelties.

General Manager, Jim Story, and Sales Manager, Darren Klein, gave a presentation on "Growing Your Bingo" as listeners feasted on Wentzville's delicious Big Bear BBQ.

In addition to great deals, lessons and food, attendees had the opportunity to win time in our cash cage. Players had the chance to win money, prizes, or double valued buying credit. Grand prize raffles were drawn daily.



Rent our Cash Cage for your next event!



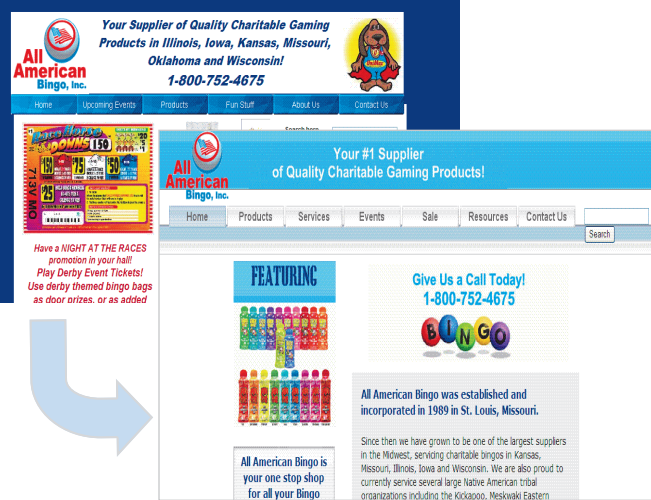
Couldn't make it to St. Louis? See the back of this newsletter for upcoming shows.

Story's Short by Jim Story

Our area has had its share of "mother nature's wrath" as of late. St. Louis airport was hammered by tornados in the last weeks of April, and now the floods.

As this newsletter goes to press, literally thousands of families in Missouri, Illinois and Iowa are evacuating their homes due to major flooding. Many of these people are involved with Bingo in some way—either as volunteers for an organization or as players.

From all of us at All American Bingo, our thoughts and prayers are with those afflicted by the tornados and floods. We wish you quick recovery and well being.



All American Bingo Website Gets a Facelift

We've made our website more user-friendly, informative and pleasing to the eye.

Starting in June, our customers will see a freshly redesigned website for All American Bingo. The Website will be updated regularly and will showcase new products as they arrive. Potentially, non-regulated products may be available to order through an online store.

The website will serve as an informational hub, providing tidbits of All American Bingo's expertise. Our Re-

source section will consist of instructional materials, PowerPoint presentations and fun and interesting articles.

Halls will have the opportunity to have their monthly schedule

of events posted in a section of our website. This is just one of the value-added services this new design will bring our customers

Some exciting changes to our home page include a link to sale items and a flash banner featuring our hottest items.



All American Bingo wants to know what you think! Send us your

Comments or suggestions via our "Contact Us" form and as an added bonus, we will send you an electronic version of our newsletter!

All American Bingo Creates Facebook Fan Page

Want to be among the first to hear about our latest promotions and company developments? Then visit us on Facebook.

View and post upcoming Bingo events in your area. Post your comments, suggestions and opinions on

our wall or start your own conversation on our discussion boards.

Enhance your Bingo knowledge with our fascinating articles and learn how you can better your Bingo.



Cosmic Bingo Draws a New Generation of Players

Are you looking to draw a new crowd to your hall? Are you planning your next theme night or special fundraising event?

Cosmic Bingo brings an out of this world experience to your Bingo!

Watch your players glow with excitement as you turn down the lights and turn up the music.

Get your glow in the dark bingo paper and ink daubers at All American Bingo. With our black light set up, your hall will be sure to bring a sparkle to your players' eyes.

Choose between our many flashing LED Light and glow in the dark novelties including glow sticks, jewelry, wands; flashing drink stemware, pitchers,

and much more!

Our comprehensive packages make Cosmic Bingo a stellar experience for you and your players! Your package comes with all the items needed to make your Bingo shine!



This Month's Q & A

Q: What is Kansas Senate Bill 201 concerning Bingo games?

A: This legislation would allow an event ticket game to be played in conjunction with a regular game of Bingo, and would allow more than three games of event tickets

to be played during a single session. It also expands your volunteer base for operating bingo.

This bill is important to the fundraising efforts of local charitable and fraternal organizations.

Missouri saw a \$146,000 increase in pull tab sales as a result of event games.



Kansas

Lessons from Louise

If you're looking for additional fundraising opportunities to boost your profits during the slow summer months, try out a few special events and see what works for you.

If you normally hold bingo at night, why not try a special day game? Many players work nights, have family commitments, or just don't like to drive at night. You can attract a whole new crowd of players, as well as volunteers. Offer free coffee, or a "blue plate" special price on breakfast to entice players in the door earlier. If you don't run your kitchen, offer a free 3-on, early-bird sheet, or even a coupon for \$1.00 off their visit to all players.

Increase profits by playing event tickets as soon as players start arriving. Give out free small attendance prizes during intermission. Even if they don't win Bingo, your players will feel like winners!