

RISK

CAN BE CALCULATED

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SCRATCH CARDS



Advantages

An attention grabbing game, the Scratch Cards can generate a lot of excitement with the promise of the chance to win big. This excitement can be channeled to increase traffic to a particular location or website. The cards prove very popular when sold as the game always appears easy to play, every card is a potential winner and offers the chance to win many more times the player's original stake. When given as a reward, it's a great tool for increasing sales for a particular product or service. In this manner it can also be used to create loyalty amongst your customers.

Mechanism

The game can either be played online or in printed form. Scratch Cards give you the ability to offer a stand out big value prize for a fraction of the costs. It is a game of chance whereby players select and remove a set number of panels from the number available, for example 5 from 25. Once removed, the 5 panels reveal a symbol, should the player reveal all matching symbols they have won! Each combination has a different chance of winning, meaning the Scratch Cards can be tailored to fit any budget.

EMIRAT's Role

EMIRAT will work with you to develop the best prize structure that your budget allows, using the different panel combinations. EMIRAT will manage the printing and delivery of the cards by a specialist, secure printer as well as security and oversight of the process. If the Scratch Cards are employed online, EMIRAT can not only manage the security but also the build of the game behind it. Most importantly, EMIRAT will provide 100% financial coverage of the Scratch Cards for a one off fee, meaning the game will never cost you more than your available budget.



Advantages

Game Shows are the ideal tool for attracting attention, driving traffic and increasing sales! Reward current customers or attract new ones.

Mechanism

Run your own TV-like game show and give away up to \$1,000,000 with a professionally designed game from EMIRAT. Simply pick the prizes you want to give away, set up the display, select your contestants and let the winning begin! We will provide you with everything you need to wow your audience with professionalism and presentation. Best of all, when you have a winner, we will be there to pay for the prize.

Key to Your Future • Contestants are presented with a door and 100 keys. The contestant must simply pick a key and try the lock, if the door opens, the contestant has won the prize waiting for them behind the door.

Lucky Envelope • Contestants must choose one or a number of envelopes from a box of 100. Should they pick the right one or the winning combination of prize-filled envelopes, we'll reward them with the grand prize!

EMIRAT's Role

EMIRAT will supply everything you need to hold your very own TV like game show including easy to assemble sets, promotional materials and equipment. EMIRAT will also provide onsite support including delivery, set up and technical management. In addition to providing security and oversight, EMIRAT will provide 100% financial coverage of the contest for a one off fee, meaning the game will never cost you more than your available budget.



Advantages

EMIRAT's selection of table bonus games can be employed in any Casino table game including Poker, Roulette or Blackjack. The games can be easily applied as bonus activities to your usual game, creating added excitement and driving traffic to particular games and locations within your casino or website. Because of the odds involved in winning you are able to offer large bonus prizes for relatively small budgets.

Mechanism

Bonus Roll • If a player gets a particular roll during the regular game, give them the chance to roll the dice for up to \$1,000,000. This is a great way to increase play and add excitement and marketability to a particular area. Roll five to seven matching dice - depending on your contest - and win!

Bonus Hand • If a player gets a particular hand during the regular game, have the dealer deal them a five card Bonus Hand. A straight flush could be worth \$1,000,000, a four of a kind could win a new car, and a full house could merit a trip around the world.

EMIRAT's Role

EMIRAT will calculate the odds of winning and devise a bonus game structure right for your objectives and budget. EMIRAT will provide 100% financial coverage of the bonus game for a one off fee, meaning the game will never cost you more than your available budget.



Advantages

Increase play and spend on specific Slot Machines with our special promotional jackpots and games. You can even increase online play. Because of the odds involved in winning you are able to offer extremely large jackpot prizes for relatively small budgets.

Mechanism

Multiple Winner • Entice players to increase their spend and play multiple slots for a chance to win up to \$100,000. Any player winning multiple slot jackpots wins up to a \$100,000 bonus, paid for by EMIRAT.

Lucky Slot • Take play on your slots to a new level and really increase the excitement on your casino floor. Imagine the motivation for players to stay longer and play more when you advertise that a certain number of slot machines on your casino floor are secretly tagged as “Lucky.” If someone hits a jackpot on that machine, they not only win the jackpot but an added bonus, paid for by EMIRAT of course.

Bonus Spot Prizes • Increase the size of the prize pot with an insured prize from EMIRAT. If players hit the Joker symbol they will win a spot prize of between \$20 and \$100. If they hit three or more, \$1,000 to \$5,000. You can even have bonus hours of the day to increase play at specific times by only offering the spot prizes during those hours.

EMIRAT's Role

EMIRAT will calculate the odds and advise you on the frequency and prize level best suited for your budget. EMIRAT will provide 100% financial coverage of the game for a one off fee, meaning the game will never cost you more than your available budget.



Advantages

EMIRAT's selection of card bonus games can be employed in any Casino card game. The games can be easily applied as bonus activities to your usual game, creating added excitement and riving traffic to particular games and tables within your casino or website. The extra chance to win big will increase participation and thus revenues.

Mechanism

Bonus Hand • If a player gets a particular hand during the regular game, have the dealer deal them a five card Bonus Hand. A straight flush could be worth \$1,000,000, a four of a kind could win a new car, and a full house could merit a trip around the world.

Lucky Table • Take play on your card games to a new level and really increase the excitement on your casino floor. Imagine the motivation for players to stay longer and play more when you advertise that a certain number of tables on your casino floor are secretly tagged as "Lucky." If someone draws a particular hand (this could be different each time) they win an added bonus, paid for by EMIRAT of course.

EMIRAT's Role

EMIRAT will calculate the odds of winning and devise a bonus card game structure right for your objectives and budget. EMIRAT will provide 100% financial coverage of the bonus card game for a one off fee, meaning the game will never cost you more than your available budget.



Advantages

Ensure your tournaments stand out from the crowd, EMIRAT's specially designed tournament enhancers act as bonus activities or rewards to your usual game. Increase footfall and play to your existing tournament games or create excitement and interest around a new tournament with a EMIRAT jackpot. The extra chance to win big will increase participation and thus revenues.

Mechanism

Magic Hand • Award a player a \$100,000 bonus for drawing a Royal Flush during your Poker tournament. Or if they Blackjack 4 consecutive times during your Blackjack tournament hand over an EMIRAT cheque for \$100,000.

Score Match • Increase the size of the pot with an insured prize from EMIRAT. We will preselect a winning final score for your slot, Poker or Blackjack tournament. If your lucky winner matches the preselected score, they walk away with the top prize and up to a \$100,000 bonus!

Hole in One • "You're just a stroke away from being a millionaire!" Imagine that headline at your next golf tournament! Simply offer a big prize for a hole-in-one: the player who gets the golf ball in the par-3 hole from the tee, in a single stroke is the winner.

EMIRAT's Role

EMIRAT will calculate the odds of winning and devise a tournament enhancement right for your objectives and budget. EMIRAT will provide 100% financial coverage of the bonus for a one off fee, meaning the it will never cost you more than your available budget.



Advantages

These games can be used as a loyalty reward for your consumers or as a gift with purchase. They can even be used to generate revenues. Because of the odds involved in winning you are able to offer enticing prize pots for relatively small budgets.

Mechanism

Text 2 Win • Players are given a unique random code which they must text via SMS to the promotional number, to see if they are a winner. A bounce back message will confirm the win or not. The codes can either be printed onto the product purchased or on a leaflet, handed to the player or they generate their own personal code. To really build excitement and encourage repeat purchase/play you can even introduce prize tiers, with differing values, to increase the chances of winning.

Winning Number • Drive footfall to specific locations with our Winning Number game. Entrants text a keyword via SMS to the promotional number, in return they are sent a unique number which they must take to the location to match to the Winning Number displayed. If the numbers match, the player wins the prize, e.g. \$100,000, all paid for by EMIRAT of course. Depending on your objectives, entry texts can be premium rate or simply free to enter.

Check your Cash • One of the most innovative SMS games. People can play it anywhere and anytime to win the grand prize. Several national bills will be spread in the area and people have to find them. To check if it is the winning bill the contestant just has to send in the serial number of their bill via SMS to a specific short number. Immediately they get back via SMS whether it is the right bill or not. If a contestant has one of the winning bills, he wins for example \$1,000,000. Sponsors can use this game to place a message in each answer SMS to the contestant, to inform them about the latest news, products, etc.

EMIRAT's Role

EMIRAT will advise you on the best structure and prize level to fit your objectives and your budget. EMIRAT will provide 100% financial coverage of the game for a one off fee, meaning it will never cost you more than your available budget.



Advantages

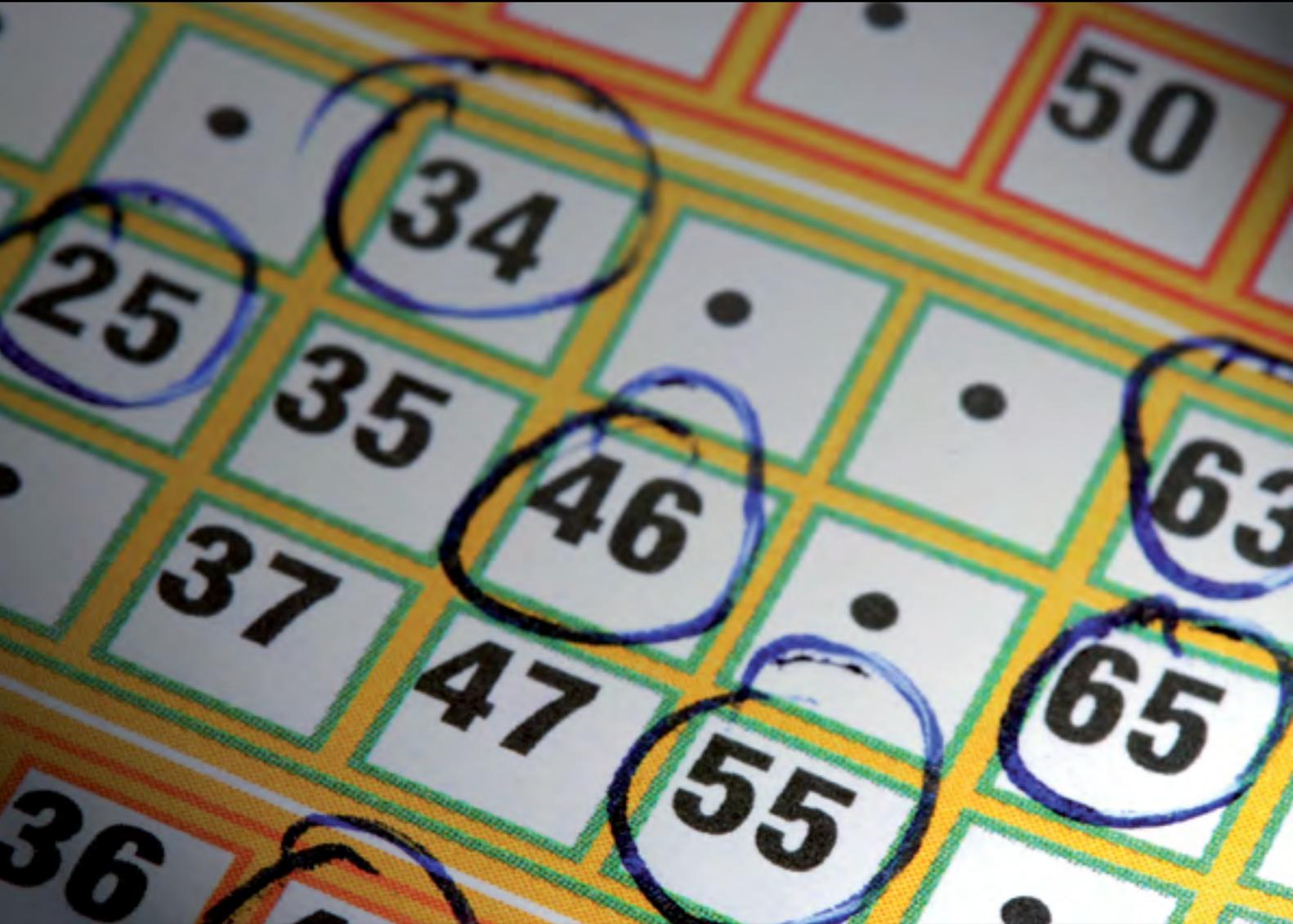
Lotteries are played all around the world and so most of your customers will already be familiar with the concept making your game easy to understand. The chance to win big can create not only a revenue stream but drive traffic to a specific website or location. Because of the odds involved in winning you are able to offer extremely large jackpot prizes for relatively small budgets.

Mechanism

The Lottery can either be played online or in printed form. It can also be standalone or an extension of an existing Lottery. In advance of the Lottery draw, players must pick 6 numbers from 49 available. The Lottery draw machine will then pick 6 numbers at random and should the player's numbers match those numbers drawn, they have won the jackpot! Different number combinations can be employed to give you the best possible jackpot offering, for example 7 numbers from 77. If you don't want to create a new Lottery in its own right, why not piggy back an existing Lottery, perhaps a national Lottery and offer your customers a second chance to win with you!

EMIRAT's Role

EMIRAT will advise you on the right number combination to fit your objectives and your budget. If the game is employed online, EMIRAT can not only manage the security but also the build of the Lottery game behind it. In addition to providing security and oversight, EMIRAT will provide 100% financial coverage of the Lottery for a one off fee, meaning the game will never cost you more than your available budget.



Advantages

Bingo is a revenue generating game which appeals to a wide audience. In addition to generating revenues it can also help to drive traffic to a specific website or location for example a casino. Easy to play, the game offers big rewards for a minimal stake. This can either form your main Bingo offering or as a bonus activity to your usual game.

Mechanism

The game can either be played online or in printed form. Through the Bingo game you can offer big value prizes such as \$1,000,000, for a fraction of the cost, as the odds of winning determine the actual cost to you. Each Bingo card has a set amount of numbers preprinted. Numbers are then drawn at random and called out and the player simply marks off the numbers on their card if and when they are called. The numbers called are limited.

EMIRAT's Role

EMIRAT will calculate the odds and advise you on the frequency and prize level best suited for your budget. If the game is employed online, EMIRAT can not only manage the security but also the build of the game behind it. Most importantly, EMIRAT will provide 100% financial coverage of the Bingo game for a one off fee, meaning the game will never cost you more than your available budget.



Advantages

One of the most novel and diverse competition tools available, the E-VAULT is a glass safe specially developed by EMIRAT and offers lots of ways of creating excitement and interest at events, exhibitions and brand experience days. It can even be fully branded to any company and so each player is fully interacting with your brand and only your brand! Employing lights and sound it creates a striking impression whilst at the same time displaying for all to see what the prize is to be won!

Mechanism

Contestants take a chance to win a high value prize by trying their hand at cracking the code. Each contestant enters their chosen 6-figure combination and if the combination matches the pre-programmed winning number, the safe will open and the contestant wins the prize, e.g. \$100,000. Spot prizes can also be awarded randomly. Dependent on your budget or objective for the game, different code lengths can be employed up to 10 digit codes.

EMIRAT's Role

EMIRAT will supply and preprogram the E-VAULT with your chosen game and your branding. EMIRAT will also provide onsite support including delivery, set up and technical management. In addition to providing security and oversight, EMIRAT will provide 100% financial coverage of the E-VAULT contest for a one off fee, meaning the game will never cost you more than your available budget.



Advantages

Fundamentally Online games are employed to drive traffic to a website but some games can even be used to generate revenues. Good data capture opportunities, the games offer big rewards for a minimal stake. In some cases they are free to enter! These games can be used as a loyalty reward for your consumers or as a gift with purchase.

Mechanism

Online Safe Crack • Entrants must go online to the promotional web page and register their details. Depending on your objective, this may or may not require them to pay to enter. Like the physical E-VAULT, contestants take a chance to win a high value prize by trying their hand at cracking the code. Each contestant enters their chosen 6-figure combination and if the combination matches the pre-programmed winning number, the safe will open and the contestant wins the prize, e.g. \$100,000. Spot prizes can be awarded randomly. Dependent on your budget or objective for the game, different code lengths can be employed up to 10 digit codes.

EMIRAT's Role

EMIRAT will calculate the odds of the game and advise you on right game combination and the prize level best suited to your objectives and your budget. We will manage the security and if required the build of the game behind it. EMIRAT will provide 100% financial coverage of the game for a one off fee, meaning it will never cost you more than your available budget.



Advantages

The Wheel of Fortune game is well known and popular within the Casino industry but why not add a big headline prize like \$1,000,000 to your usual game? The chance to win big can not only increase revenue but increase footfall on your casino floor.

Mechanism

The usual symbols on the wheel are the \$1, \$2, \$5, \$10 and \$20 bills and three or four special symbols, usually a Joker the Casino logo and one or two re-spins. Players wager on the symbols (except re-spin). EMIRAT allows you to offer up to \$1,000,000 for your next Wheel of Fortune spin. When the lucky player lands the wheel on the Casino Logo, they win the jackpot and EMIRAT will cover the cost! For more chances to win, you can even add an additional smaller jackpot prize to the Joker symbol.

EMIRAT's Role

EMIRAT can provide an enticing Jackpot prize to fit any budget. EMIRAT will also provide 100% financial coverage of the game for a one off fee, meaning it will never cost you more than your available budget.

EMIRAT

the world's most creative promotional risk insurer

ABOUT EMIRAT



About EMIRAT

Spectacular sales promotions on a limited marketing budget? No problem! EMIRAT gives you the ability to boost your next contest, game, marketing campaign, promotion, you name it! Our experience in assessing and managing risk enables you to embrace creativity and big ideas, safe in the knowledge that should your activity exceed expectations, it's EMIRAT who is paying the bill, not you. Use one of our hundreds of proven promotions, create one of your own or ask for ideas. We are not a one-size-fits all company – whatever your needs, we'll create an effective and unique risk management solution that's right for you. Take advantage of our extensive international experience in the field of insured promotions.



EMIRAT

the world's most creative promotional risk insurer

WORLDWIDE



Europe

- Germany
- Switzerland
- Austria
- United Kingdom
- Spain
- Greece
- Czech Republic
- Italy
- Poland
- Hungary
- Luxembourg
- Norway
- Netherland
- Romania
- Liechtenstein
- Slovenia
- Russia
- Turkey

North America

- USA

Asia

- India
- Yemen
- Jordan
- Dubai

Africa

- South Africa

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