



VIMI CORP

PROMOTIONAL PLAYING CARDS SELL YOUR PRODUCTS

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5115 Harvester Road, Unit 4, Burlington, ON L7L 0A3

Specialists in On-Demand, High Quality, Digital Colour Printed Materials.

IMPROVE EFFECTIVENESS, SAVE MONEY AND REDUCE YOUR WORKLOAD

Virtual Impact (VIMI Corp.) specializes in enhancing the retention, comprehension and recall of learning and development programs with our array of high quality yet aggressively priced full-colour printed materials.

Virtual Impact, is a recognized specialist in full colour on-demand printed products tailored specifically to the needs of Human Resource and Learning & Development organizations of all sizes.

Our focus on colour printed manuals is predicated on research showing incorporating colour dramatically boosts retention rates among trainees and other employee groups. We've spent 14 years developing technologies and proprietary systems to make colour manuals affordable and comparable to black and white.

As an example, a typical 110-page manual fully produced in colour costs \$15 or \$6 in black & white. The best part of our offering is that all of our services are on-demand: quantities can be as low as one copy!

Please go on-line to our website (www.vimi.com) to cost your own project we expect you will be pleasantly surprised by the affordability of our services.

Our commitment is to **Safeguard** the **confidentiality** of your materials and meet **critical delivery timelines** while reducing your workload!



VIMI
CORP

**VIRTUAL
IMPACT**
MARKETING
a division of VIMI Corp.

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Specialists in On-Demand, High Quality, Digital Colour Printed Materials.

PLAYING CARDS

IDEAL PROMOTIONAL TOOL TO GROW YOUR BUSINESS

We print customized or personalized decks to suit any need, whether you'd like to commemorate an event, run a promotion, share some joy, or spread awareness of your company or cause.

Fortune 500 corporations, Broadway theater productions, distilleries, universities, and many others have all chosen Customized Playing Cards to create high-quality advertising and promotions for their products.

Each card back, face, and color can be custom-designed to meet your needs. With each deck comes 56 unique and creative ways to convey a message, showcase a product, or tell a story.

- ◆ Promote your firm or services with a custom images on the back and/or place up to 52 different pictures on the face. (as shown below)
- ◆ Printed in full colour using materials and printing processes identical to typical printed playing cards.
- ◆ Laminated for long life.
- ◆ Fully customized box available.
- ◆ Can be printed in any quantity starting at 10.
- ◆ Training/educational "flash card" versions available.

**THE ONLY THING BETTER THAN A CLASSIC PLAYING CARD DECK
IS ONE DESIGNED FOR YOUR PRODUCTS AND SERVICES**



SELECTING YOUR CUSTOM OPTIONS

CARD SIZES

Poker Playing Cards are 2.5" Wide by 3.5" High

Bridge Playing Cards are slightly narrower and measure 2.25" Wide x 3.5" High



FACE STYLES



Standard
faces are the most popular design



EZ-SEE Low Vision
faces are extra large for the visually impaired.



Learning and Development
fully customized face and backs designed to assist in training and development programs (Flash Cards)



Jumbo Index (Left)
faces feature larger text and are popular with Texas Hold'Em players

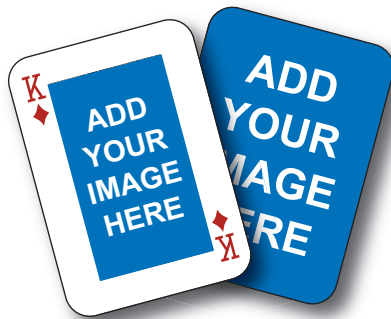
Super Jumbo (Right)
faces are larger than Jumbo and easy to read across a table or dim light.

CUSTOMIZATION STYLE



Back

Customized Back on all cards



Back and Face

Customized Back on all cards PLUS
13 Different images (A - K) repeated
on each suit

CHOOSE BOXING



Clear Tuck Box

Clear, recyclable PET
tuck box for a deck of cards.



Tuck Box with Window

Standard Tuck Box with Clear
Window for showing contents



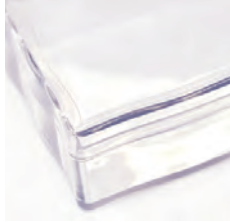
Tuck Box with Sticker

Standard Tuck Box (white) with a
sticker automatically generated from
the back of the card applied to the
face of each box.

CHOOSE BOXING



Clear Plastic Box



Tin Case



Wood Box Designed to Carry 2 decks

AD CARDS



AD Cards

Our decks are made up of 57 cards 52 playing cards, 2 jokers, and 2 ad cards and 1 card Ranking Poker Hands . The ad cards are another tool n your deck to advertise. You can place an ad, a coupon, or any other information on these cards.

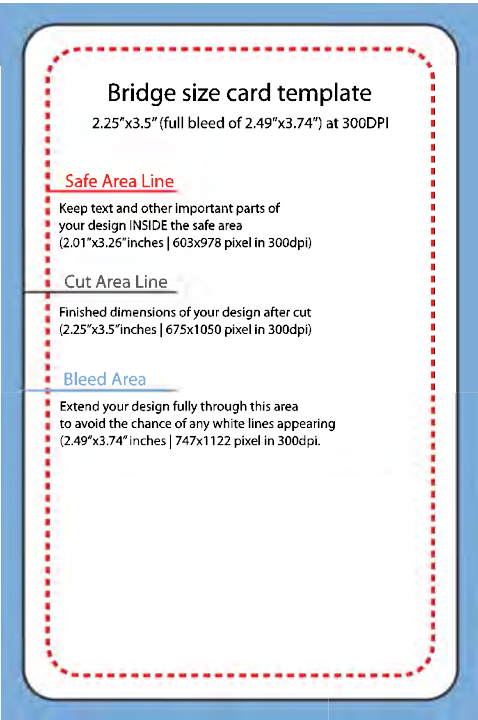
With the ad cards, your message is always in the hands of the consumer!

CREATE YOUR DESIGNS

Create your Custom Designs

Please use the appropriate following templates to create the Back and AD Cards in your Poker or BridgeSized Deck.

The finished artwork must be saved as PDF (high resolution all fonts included) or JPG (300dpi min).



Exact Size Custom Face insert
for Poker and Bridge size Decks

PRICING

Please refer to our on-line system for the latest, updated pricing, but please use the pricing on this page for planning and reference purposes.



PLACE YOUR ORDER

Once the customization choices have been made and the back, face and ad cards have been developed, then you can order your Customized Playing Cards On-Line using either of our 2 options below.

Quick Order Form

VIMI Corp offers a fast and easy to use order form on line at www.vimi.com/PlayingCards.html. This order forms lists all the options described in this booklet, creates an order form with all selections of cards and boxes chosen.

You can define shipping and invoicing addresses and make payment on this system.

Once your order is placed, you must then send your images for the back, face (optional) and Ad cards via seperate email.

Customized Playing Card Preview Order Form

VIMI Corp. also provides a more extensive on-line ordering, proofing and tracking system via our on-line portal accessible through the [Registered Customer](#) link on our website www.vimi.com.

This site requires a one time registration process allows real time uploading of custom content and generates on-line digital proofs of your project, for your approval, before your order is processed.

[Registered Customer](#) must be used by our trade partners to calculate and apply trade discounts to their orders.

CUSTOM PLAYING CARDS

10-18	\$9.00
19-36	\$8.50
36-69	\$8.00
70-149	\$7.50
150-224	\$7.00
225-299	\$6.50
300-399	\$6.00
400-474	\$5.50
475-549	\$5.00
550-649	\$4.60
650+	\$4.20
Clear Tuck Box	\$0.40
Tuck Boxes w/Window	\$0.50
Tuck Boxes w/Sticker . .	\$0.50
Clear Plastic Case . . .	\$2.00
Tin Box	\$4.00
Wooden Box for 2 Decks	\$23.00

THE POSSIBILITIES ARE ENDLESS!

Playing cards provide infinite opportunities to communicate your message the way you want it to be heard. Share your story in an everlasting way everyone will love!



Western & Southern Financial Group



Forty West Designs



BASICS OF POKER - POCHEN POQUE STUD



As early as the sixteenth century, Germans played a bluffing game called "Pochen." It later developed into a French version, called "Poque," which was eventually brought over to New Orleans and played on the riverboats that plied the Mississippi.

In the 1830s, the game was refined further and became known as Poker. During the Civil War, the key rule about drawing cards to improve one's hand was added. A variation - Stud Poker - appeared at about the same time. There are hundreds of versions of Poker, and the game is played not only in private homes, but also in countless Poker rooms at famous casinos. Poker can be played socially for pennies or matchsticks, or professionally for thousands of dollars.

There is plenty of luck in Poker, but the game requires incredibly great skill as well, and each player is the master of his own fate.

THE PACK

The standard 52-card pack, sometimes with the addition of one or two jokers, is used. Poker is a one-pack game, but today, in virtually all games played in clubs and among the best players, two packs of contrasting colors are utilized in order to speed up the game. While one pack is being dealt, the other is being shuffled and prepared for the next deal. The procedure for two packs is as follows: While the deal is in progress, the previous dealer assembles all the cards from the pack he dealt, shuffles them, and places them to the left. When it is time for the next deal, the shuffled deck is passed to the next dealer. In many games in which two packs are used, the dealer's left-hand opponent, instead of his right-hand opponent, cuts the pack.

In clubs, it is customary to change cards often and to permit any player to call for new cards whenever he wishes. When new cards are introduced, both packs are replaced, and the seal and cellophane wrapping on the new decks should be broken in full view of all the players.

BETTING

Betting is the key to Poker, for the game, in essence, is a game of chip management.

In the course of each Poker deal, there will be one or more betting intervals in which the players have an opportunity to bet on their hands. Minimizing losses with poor hands and maximizing winnings with good hands is the underlying skill that Poker requires.

Before the cards are even dealt, the rules of the Poker game being played may require that each player put an initial contribution, called an "ante," of one or more chips into the pot, to start it off.

Each betting interval, or round, begins when a player, in turn, makes a bet of one or more chips. Each player to the left, in turn, must either "call" that bet by putting into the pot the same number of chips; or "raise," which means that he puts in more than enough chips to call; or "drop" ("fold"), which means that he puts no chips in the pot, discards his hand, and is out of the betting until the next deal.

When a player drops, he loses any chips he has put into that pot. Unless a player is willing to put into the pot at least as many chips as any preceding player, he must drop out.

A betting interval ends when the bets have been equalized - that is, when each player has either put in exactly as many chips as his predecessors or has dropped. There are usually two or more betting intervals for each Poker deal. After the final interval there is a "showdown," which means that each player who remains shows his hand face up on the table. The best Poker hand then takes the pot.

If a player makes a bet or a raise that no other player calls, he wins the pot without showing his hand. Thus, in Poker, there is a bluffing element, and the best combination of cards does not always win the pot! Bluffing is one of the key reasons why Poker is so popular.

If a player wishes to remain in the game without betting, he "checks." This means, in effect, that the player is making a "bet of nothing." A player may check provided no one before him in that betting interval has made a bet. If another player has bet, he

cannot check but must at least call the bet or drop. A player who checks may raise a bet that has been raised by another player. This is called "sandbagging," which is allowed, unless it has been decided beforehand that this practice is forbidden. If all players check during a round of play, the betting interval is over, and all the players still in the pot remain in the game.

In each betting round, one player is designated as the first bettor, according to the rules of the game. The turn to bet always moves to the left, from player to player, and no one may check, bet, or even drop, except when it is his turn.

KNOWING WHEN TO BET

The ranking of Poker hands is based on mathematics. The less likely a player is to get a certain hand, the higher it ranks and the more likely it is to win the pot. For example, a player should not expect to be dealt a straight flush more than once in 65,000 hands, but he can expect to be dealt two pair about once in every 21 hands.

Unless a player is planning to bluff, he should not make a bet without holding a hand that he thinks may be the best. No Poker player can bet intelligently unless he knows what constitutes a good hand, a fair hand, and a bad hand. A table of the various Poker hands and the number of combinations of each in a pack of cards is provided.

THE KITTY

By unanimous or majority agreement, the players may establish a special fund called a "kitty." Usually the kitty is built up by "cutting" (taking) one low-denomination chip from each pot in which there is more than one raise. The kitty belongs to all the players equally, and it is used to pay for new decks of cards or for food and drinks. Any chips left in the kitty when the game ends are divided equally among the players who are still in the game. Unlike the rule in some other games, such as Pinochle, when a player leaves a Poker game before it ends, he is not entitled to take his share of chips that comprised part of the kitty.

CHIPS

Poker is almost always played with poker chips. For a game with seven or more players, there should be a supply of at least 200 chips. Usually, the white chip (or the lightest-colored chip) is the unit, or lowest-

valued chip, worth whatever the minimum ante or bet is; a red chip (or some other colored chip) is worth five whites, and a blue chip (or some other dark-colored chip) is worth 10 or 20 or 25 whites or two, four or five reds. At the start of the game, each player "buys in" by purchasing a certain number of chips. All of the players usually buy in for the same amount.

BANKER

One player should be designated as the banker, who keeps the stock of chips and records how many have been issued to each player or how much cash the player has paid for his chips. Players should make no private transactions or exchanges among themselves; a player with surplus chips may return them to the banker and receive credit or cash for them, while a player who wants more chips should obtain them only from the banker.

BETTING LIMITS

There are different ways of fixing a betting limit. Some limit is necessary; otherwise a player with a lot more money would have, or would be perceived to have, an unfair advantage. Once fixed, the limit should be unalterable throughout the game unless the players unanimously agree to change the stakes. Some popular limit systems follow:

FIXED LIMIT

No one may bet or raise by more than a stipulated number of chips, for example, two, or five, or 10. Usually this limit varies with the stage of the game: In Draw Poker, if the limit is five before the draw, it might be ten after the draw. In Stud Poker, if the limit is five in the first four betting intervals, it is 10 in the final betting interval (and often ten whenever a player has a pair or better showing).

POT LIMIT

Any bet or raise is limited to the number of chips in the pot at that time. This means that a player who raises may count as part of the pot the number of chips required for him to call. If there are six chips in the pot, and a bet of four is made, the total is 10 chips; it requires four chips for the next player to call, making 14; and the player may then raise by 14 chips. But even when the pot limit is played, there should be some maximum limit, such as 50 chips.

TABLE STAKES

The limit for each player is the number of chips the player has in front of him. If the player has only 10

chips, he may bet no more than 10 and he may call any other player's bet to that extent. In table stakes, no player may withdraw chips from the table, or return chips to the banker, until he leaves the game. A player may add to his stack, but only between the deal just completed and the beginning of the next deal.

WHANGDOODLES, OR ROODLES

In a fixed-limit game, it is often agreed that following any very good hand - a full house or better, for example - there will be one deal by each player of Jackpots, in which everyone antes double, and the betting limit is doubled for these deals as well.

POVERTY POKER

A maximum limit is put on the number of chips any player may lose. Each takes out one stack at the start; if he loses that stack, the banker issues the player another, without charging for it, and in many cases, the player can get still a third stack free before dropping out of the game. (Some limit should be placed on the number of free stacks so that a player will have the incentive to play carefully.)

NO LIMIT

In these sessions, the "sky's the limit," but such games are rarely played today.

LIMITS ON RAISES

In almost all games played today, there is a limit on the number of raises at each betting interval, and this limit is invariably three raises.

DRAW & STUD POKER

The players should first decide what form of Poker they will play

The main forms of Poker are Draw Poker and Stud Poker. In Draw Poker, all the cards are dealt face down to the players. In Stud Poker, some of the cards are dealt face up as the betting progresses, so that all of the other players get to see a part of each player's hands.

Unless the host, or the rule of a club, has already established the game, the players should first decide what form of Poker they will play. Two factors should influence their decision: the number of players, and whether the group has only experienced players or has some inexperienced players. The following selections are recommended:

2, 3 or 4 players: Stud Poker in any form. Usually, with so few players, only the very experienced play Draw

POKER HAND RANKINGS

Royal Flush

Ace, King, Queen, Jack and Ten from the same suit Prob.: **649,739:1**



Straight Flush

Five cards in consecutive order from the same suit Prob.: **72,192:1**



Four Of A Kind

Four cards from different suits of the same rank Prob.: **4,164:1**



Full House

Three of a kind and a pair Prob.: **693:1**



Flush

Five cards of same suit Prob.: **508:1**



Straight

Five cards in consecutive order, any combination of suits Prob.: **254:1**



Three Of A Kind

Three cards from different suits displaying the same number or picture Probability: **46.3:1**



Two Pair

Two groups of two cards showing the same number (or picture) Prob.: **20:1**



Pair - One pair of identically ranked cards Probability: **1.36:1**



Nothing/High Card - Ranked highest to lowest A, K, Q, J, 10, 9, 8, 7, 6, 5, 4, 3, 2) Probability: **0.995:1**



not require one player to ante more than another. If a game such as Jackpots is selected and no one opens the betting, the same dealer deals again and everyone antes again.

WILD CARDS

While most Poker purists choose to play with no wild cards, in many games, especially Dealer's Choice, various cards may be designated as wild. A wild card is specified by the holder to be a card of any rank or suit, such as a fifth queen, or the card needed to combine with the other four in a player's hand to form a straight or a flush. Wild cards in a Poker game add variety, and of course, they greatly increase the chances of getting a rare combination such as a full house or a straight flush. The usual choices for wild cards are as follows:

THE JOKER

Note that most packs of cards include two jokers for use in such games as Canasta. Poker players are increasingly adding one or both jokers as wild cards.

THE BUG

This is the joker, but its wildness is limited: It counts as an ace; or as a card of any suit for making a flush; or as a card of any rank and suit for making a straight or straight flush.

DEUCES

"Deuces Wild" is a popular form of Draw Poker. Every two is wild. Sometimes the joker is included as a fifth wild card. Note that the number of wild cards in a hand does not diminish it in anyway; thus, with deuces wild, five of a kind comprised of 10, 10, 2, 2, 2 (five 10s) beats 8, 8, 8, 8, 2 (five 8s).

Poker and they will often use a stripped deck, which is a pack with cards removed, such as all the deuces (twos) and treys (threes).

5—8 players: Any form of Poker, either Draw or Stud.

9 or 10 players: Five-card Stud Poker

More than 10 players: One of the games in which fewer than five cards are dealt, such as Three-Card Monte or Spit-in-the-Ocean. All of the Poker variations are described later in this chapter. Another alternative with so many players is to simply form two tables and organize two separate games.

DEALER'S CHOICE

When the Poker session is Dealer's Choice, each dealer has the privilege of naming the form of Poker to be played and to designate the ante, wild cards (if any), and the maximum limit of chips that can be wagered during each round. However, the dealer may

MISSION

To provide Virtual Impact Marketing customers with any print communication product or service they require to meet their corporate objectives, at competitive prices enhanced with value-added services.

ABOUT US

Since 1996, Virtual Impact Marketing (VIMI Corp) has provided better printing and service to over 50 multinational Fortune 1000 firms and numerous small businesses, marketing firms and graphic designers.

VIMI Corp. combines state-of-the-art printing equipment with experienced print professionals and colour specialists to deliver convenient online ordering, consistent colour matching and 99.7 percent on-time delivery.

Virtual Impact offers a 100 percent customer satisfaction guarantee. We stand behind every order, every time. Most of our printed products and related services are available online at www.vimi.com, but please call with your questions or requirements, and we will exceed your expectations.

Partial Product Line

Training Manuals
Job Aids
Employee Communications
Direct Shipping
Certificates
Postcards
Business Cards
Letterhead
3-Ring Binders
Hi-Volume (Offset) Printing
Envelopes
Mounted Plaques
Posters & Banners
Lamination Services
Spiral Binding
Ring Binding
Perfect / Adhesive Binding
Mouse Pads
Counter Pads
Coasters
Note/Writing Pads
Calendars
Keychains
Black and White Output
On-Demand, Self-Publishing
Colour Newsletters & Flyers
Color Copies and Output
Variable Data Printing
Colour Manuals = Enhanced Recall
Colour Manuals = Enhanced Learning
Personalized Benefits Statements
Web Based Ordering System



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