



F&B at G2E 2009 Event Fact Sheet

November 17-19, 2009
Las Vegas Convention Center
www.globalgamingexpo.com

Overview

F&B at G2E is the only food and beverage (F&B) event dedicated to the gaming industry and designed to capitalize on the growth of non-gaming amenities within the casino entertainment industry—of which F&B is a huge component. F&B decision makers from commercial and Native American casinos will gather at F&B at G2E in Las Vegas—a leading destination for world-class cuisine—to identify new and innovative products and services that can help create the right experience for their guests. With the growth of F&B within gaming, and the buying power walking the show floor, this is your best opportunity to grow your bottom line and extend your market reach with just one sale! F&B at G2E features:

- **Dedicated Exhibits.** 2008 exhibitors included: Advanced Food Products, Classic Foods, Diplomat Coffee, EasyBar – Beverage Management Systems, Gourmet Display, Magic Seasoning Blends, Nathan's Famous, National Pasteurized Eggs, Pepsico, Sara Lee Foodservice, Southern Wine & Spirits, Tampa Maid Foods, YUM! Brands Express, and more.
- **Dedicated Conference Track** with sessions such as: Restaurants 101: From Food & Beverage Theory to Operation; Nightclubs & Ultra-Lounges: The Expansion of a Phenomenon; Refresh & Reposition: Changing Your F&B Options to Address Market Demand; Cutting-edge Technology: Driving F&B Results with Performance Management Software Solutions; Food and Finance: How to Run a Profitable F&B Operation; Servant or Partner: The Relationship of F&B and Casino; Nectar of the Gods: Using Wine to Drive F&B Business
- **Fine Wines & Cocktails Ultra Lounge**
- **F&B at G2E Culinary Demonstration Stage** featuring Neon Chefs Culinary Demonstrations, Ultra Lounge Uniform Fashion Show, Cocktail Demonstrations, and more.

Benefits of Exhibiting

- **Serious buying power walks the show floor from leading casinos such as:** Agua Caliente Casino, Ameristar, Bellagio, Boyd Gaming, Foxwoods Resort Casino, Gateway Casinos, Harrah's, Holland Casino, Isle of Capri Casinos, Inc., Las Vegas Hilton, Mandalay Bay, MGM GRAND, MGM Mirage, New York-New York Hotel & Casino, Rio All-Suite Hotel & Casino, Station Casinos, Stratosphere Hotel & Casino, Treasure Island, The Venetian, Wildhorse Resort & Casino, Wynn, and more.
- **Buyers you will meet have titles such as:** Beverage Manager, Catering Sales Manager, Catering Manager, Director of F&B, Executive Chef, Director of Catering, Director of Hospitality, Director of Purchasing, Executive VP – F&B, Food and Services Director, Senior F&B Manager, F&B Manager, VP of Purchasing, Purchasing Agent, Senior Purchasing Agent, Purchasing Manager, VP of Food and Beverage, and more.
- In 2008, more than 1,300 registered attendees had an interest in F&B products and services.

Partner with the premier and industry-supported gaming event—G2E.

- F&B at G2E is held at G2E—the premier gaming event worldwide that attracted 16,000+ gaming executives in 2008. G2E is where the worldwide gaming industry convenes each November in Las Vegas to see and learn about what's next in gaming and to network with the Who's Who.
- G2E is an American Gaming Association (AGA) event. The AGA represents the commercial casino entertainment industry by addressing federal legislative and regulatory issues. The AGA memberships include 150 casinos, approximately two-thirds of the commercial casino industry, with 255K+ employees.
- F&B at G2E is supported by industry publications* including Food & Beverage Magazine, and Food & Beverage News of Las Vegas.

Targeted Marketing Reaches Gaming F&B Buyers

F&B at G2E is promoted through G2E's marketing campaign that reaches more than 40,000 gaming executives through a targeted series of direct mail and emails. In addition F&B at G2E is promoted in 100+ direct response ads, Web site and public relations.

**To reserve your space, or for more information, contact Mike Carlucci at
1-203-840-5625 or at mcarlucci@globalgamingexpo.com.**