



G2E 2009 Marketing Communications Plan

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

G2E is the world’s premier gaming event where gaming executives, buyers, and industry professionals meet each November in Las Vegas to see and learn where the industry is going and to conduct serious business. It’s the most in-depth source of new products, information and networking, and it all takes place in Las Vegas—where you can see the industry in action and have fun doing it. If you are currently doing business in, or want to begin doing business in, the casino-entertainment industry, you can’t afford to miss being a part of the industry’s number one event. G2E showcases 750+ exhibitors, 140+ conference sessions, exciting special events, and more.

Here’s how we deliver a qualified audience of gaming buyers and executives to you:

Direct Mail

- Chairman’s Reception Invite: CEOs only from leading Commercial and Native American casinos from around the world. (Qty: 400)
- VIP Invite: VP level and above of executives from Commercial and Native American casinos from around the world. (Qty: 10,000)
- At a Glance: Executives and decision makers from Commercial and Native American casinos from around the globe. (Qty: 40,000)
- Conference Brochure: Executives and decision makers from Commercial and Native American casinos from around the globe. (Qty: 40,000)
- Exhibitor Customer Tickets: Exhibitors mailing free passes to their customer bases.

Email

- Approximately twelve segmented waves sent to executives and decision makers from Commercial and Native American casinos.
- Partner publications deploying emails on G2E’s behalf to their membership and subscriber bases.
- Exhibitor Customer Tickets ePasses being emailed by exhibitors to their customer bases.

Advertising

Nearly 4,000,000 ad impressions will be made throughout the G2E 2009 marketing campaign via a series of G2E ads. Ads will run in 45+ gaming trade publications, as well as in targeted F&B and entertainment publications. Publications in 2008 included:

Domestic	International	Native American	F&B	Entertainment
<i>Casino Enterprise Management</i>	<i>Casino and Gaming International</i>	<i>Indian Country Today</i>	<i>Food & Beverage Magazine</i>	<i>Celebrity Access</i>
<i>Casino Journal</i>	<i>Casino International</i>	<i>Indian Gaming Magazine</i>	<i>Food & Beverage News of Las Vegas</i>	
<i>Casino City Press</i>	<i>Casino Life</i>	<i>Native American Casino</i>	<i>The Vegas Eye</i>	
<i>Casino Surveillance News</i>	<i>Casino Review</i>	<i>Native American Times</i>		
<i>Gaming & Leisure</i>	<i>Casinos de Latinoamerica</i>			
<i>Gaming Green Pages</i>	<i>Coinslot International</i>			
<i>Gaming Industry Observer</i>	<i>European Casinos—The Elite</i>			
<i>Gaming Today/ Slots Today</i>	<i>Game Time International</i>			
<i>Global Gaming Business</i>	<i>Games Magazine</i>			
<i>IGWB</i>	<i>Hot Games</i>			
<i>IPVS Magazine</i>	<i>iGaming Business Magazine</i>			
<i>Mississippi Gaming News</i>	<i>Inside Asian Gaming</i>			
<i>Pechanga.net</i>	<i>Intergaming</i>			
<i>Public Gaming International</i>	<i>Journal des Casinos</i>			
<i>Security Products Magazine</i>	<i>Macau Business</i>			
<i>Slot Tech Magazine</i>	<i>Operador del Recreativo</i>			
	<i>Revista de Casino</i>			
	<i>SECTOR</i>			
	<i>Taiwan Slot</i>			
	<i>Yogonet.com</i>			

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Web site

- Interactive and user friendly Web site operational all year long. 95% of respondents visited the Show Web site prior to attending the Show, including 75% who visited multiple times.
- More than 80% of all registrations come through G2E Web site.

Industry Supported

- American Gaming Association (AGA), AGA represents commercial casino industry—AGA members attend G2E and are making buying decisions.
- 2008 Show Sponsors include: AGEM, AGMMA, ALAJA, Australian Casino Association, GSA, and NCRG.
- 2008 Industry Supporters include: ALAJA, The Bingo Association, Casino Careers Online, Casino City Press, Casino Surveillance News, CNIGA, FADJA, Urbino.net, and Webdeljuego.com

Media Relations

Releases and alerts distributed and pitched monthly throughout the cycle to:

- 360+ gaming trade publications and other mainstream media.
- 70+ F&B trade publications.

**To reserve your space, or for more information, contact Mike Carlucci at
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