



G2E Advertising & Sponsorship Opportunities Insertion Order 2009

Drive traffic to your booth and get noticed at G2E with a variety of high exposure and high impact marketing vehicles to help you *achieve your show goals...*

G2E—November 17-19, 2009, Las Vegas Convention Center

- Aisle Signs: \$20,000.** Put your company logo on aisle signs throughout the show floor.
- Attendee Email Blast Sponsor: \$3,500.** Post your company banner on the footer of an attendee email blast.
- Badge Holder (exclusive): \$12,000.** Put your company logo on all attendee badge holders.
- Banners/Column Wraps: *Call for pricing and availability.*** Stop buyers in their tracks with high visibility banners/column wraps.
- Conference Sponsors. *Call for pricing and availability.*** Massive exposure by sponsoring tracks, sessions, lounges, luncheons and more.
- Cyber Café Sponsor (exclusive): \$20,000.** Logo in all print (deadline sensitive) and on-site signage. Screens can default to your Web site.
- Door Decals (exclusive): \$10,000.** Your company logo or graphics on decals affixed to doors in key locations.
- Double Sided 3'x8' Free-standing Signs: \$3,500.** Signs are placed in high traffic areas and include production.
- Event Guide: *Call for pricing.*** Put your ad in the official Event Guide handed out to all G2E attendees.
- Event Map: \$1,700.** Highlight your booth and include a logo on the G2E event map given to all attendees to navigate the show floor.
- Exhibitor Email Blast Sponsor: \$2,500.** Reach exhibitors with a logo or banner on an exhibitor email sent by show management.
- Floor/Carpet Decals (exclusive): \$20,000.** Lead buyers through the lobby, down the aisles directly to your booth. Includes production and labor.
- Ground FX: \$7,500.** 8'x10' interactive image projected on lobby floor. Opportunity limited to 10 spots.
- Keynote Sponsor (3 available): \$10,000.** Logo in all print (deadline sensitive) and on Web site. Opportunity to distribute literature.
- Lanyards (exclusive): \$12,000.** Your company logo will appear on all lanyards given to attendees.
- Lobby Kiosk: \$3,500.** Your company's logo or graphics on a kiosk in the Lobby.
- Meeting Rooms: *Call for pricing and availability.*** Secure a meeting room to hold private meetings or receptions for customers.
- Outdoor/Lobby Sponsor: \$10,000.** Feature a company vehicle/display in the lobby or outside the building. Limited space available.
- Press Room Sponsor (exclusive): \$5,000.** Get directly in front of the media with signage, product displays, etc.
- Registration Handout: \$6,000.** Have your literature or promotional item distributed to all attendees in registration area.
- Show Bags (exclusive): \$10,000.** Include your logo or graphics on attendee show bags.
- Show Daily: *Call for pricing.*** Put your ad in the official Show Daily handed out two days to all G2E attendees.
- Shuttle Bus Sponsor (exclusive): \$15,000.** Wrap the exterior or place literature inside shuttle buses. Sponsor logo also on signage.
- Single Sided 3'x8' Free-standing Signs: \$2,800.** Signs are placed in high traffic areas and include production.
- Web Site: *Call for pricing.*** Post a banner on the G2E Web site and link it to your Web site for massive exposure.
- Welcome Reception Co-Sponsor: \$20,000.** Sponsorships can be tailored to fit your company goals.
- Video Wall: \$2,900.** One-minute commercial appears in 7 locations, multiple times each day. Cost includes production.
- VIP Badge Mailing Envelope/Insert (exclusive): \$10,000.** Logo on envelope and one insert (specs provided, subject to approval).

**Production and labor are additional wherever applicable unless noted.*

Yes, I would like to reserve the sponsorship items checked above. Please accept this as my insertion order.

Name: _____ Company: _____

Tel: _____ Fax: _____

Email: _____

Authorized Signature: _____ Date: _____

We collect this data in order to provide you with information about G2E and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.recusprivacy.com or call our Privacy Administrator at 888-306-2344 or from outside the US at 203-840-5810.

Terms: Make checks payable to: **Global Gaming Expo 2009.** Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Mail Payment, not insertion orders, to: G2E, 383 Main Avenue, Norwalk, CT 06851. With an authorized signature, this form serves as your official insertion order. All media opportunities are non-cancelable and non-refundable.

To reserve, fax to 1-203-840-9333

For more information, contact Mike Armstrong

Phone: 1-203-840-5333 or Email: marmstrong@reedexpo.com