

Global Gaming Expo (G2E) is pleased to bring you information about the event that may be of interest to you.  
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## G2E Exhibitor News

November 17-19—Show and Conference  
Las Vegas Convention Center

November 16—Casino Design • G2E Leadership Academy  
NEW! G2E Advanced Gaming Institute • NEW! Security & Surveillance Institute

Dear #First#,

Two months and counting! G2E is right around the corner and your planning should be kicked into high gear now. We're certainly doing everything we can on this end to make sure your experience and your return on investment are the best they can be in this tight economic climate.

That said, this month I have a number of critical reminders for you that you must move to the top of your To Do List: 1/SAVE THE DATE for **G2E 2010 pre-draw space selection, October 13-14, 2009** for companies 2,000 sq ft and above. **G2E 2010 space draw selection will take place November 3-5, 2009** for companies 1,999 sq ft and below ; 2/Check out the [New Exhibitor Prepaid Material Handling Discount](#), you can save 10% on your material handling!; 3/Take advantage of the new [G2E Microsite and G2E Gaming Product Gallery](#) where you have the opportunity to showcase your products 365 days a year; 4/Don't miss out on our [Show Specials Program](#) that will help to drive traffic to your booth as well as encourage sales; 5/[Order free Customers Passes, ePasses and Web banners](#) to offer customers free admission and drive traffic to your booth!

If you need anything or have any suggestions for anything else we can do to help make your experience better, [email me](#) and let me know. I look forward to seeing you in Vegas!

See you in November!



Ed Gallo,  
Group Sales Director

Event News	Important Exhibitor Information
<ul style="list-style-type: none"> <li>• <b>The American Gaming Association (AGA) has launched its online Gaming Advocacy Center with an important call to action.</b></li> </ul> <p>Use this new tool to contact your Senator in support of the Travel Promotion Act. <a href="http://www.gamingadvocacycenter.org/amgaming/home/">http://www.gamingadvocacycenter.org/amgaming/home/</a> You can make a big difference in just 5 minutes. That's all it will take to learn the issues and send an email to your elected officials. The actions of our government have an enormous impact on the lives of you and your family, and we hope you'll use this site to learn about things that matter to you.</p> <ul style="list-style-type: none"> <li>• <b>G2E Asia has best month ever in August with</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>SAVE THE DATE</b> for G2E 2010 Pre-Draw Space Selection will be held <b>October 13-14, 2009 for booths with 2000 sq ft and above!</b> G2E 2010 Space Draw Selection will take place <b>November 3-5, 2009 for companies with 1,999 sq ft and below.</b> More information coming soon but please be sure to mark your calendar for these dates so you don't miss out on reserving space for G2E 2010.</li> <li>• <b>New Exhibitor Prepaid Material Handling Discount!</b> 10% discount on material handling when you prepay by October 22. <a href="#">View details here.</a></li> </ul>

**record profits**, September is heating up as well—Reserve your space today before it is all sold out—June 9-10, 2010 at the Cotai Strip, Cotai Expo, Macau SAR, People's Republic of China. For information on exhibiting, contact Brett DeWeese at [bdeweese@globalgamingexpo.com](mailto:bdeweese@globalgamingexpo.com)

- **G2E forges partnership with Canadian Gaming Association** to offer additional value for international attendees. The partnership between G2E 2009 and CGA will provide CGA members access to G2E's unique networking, educational and professional development offerings at an unbeatable value. View the [press release here](#).
- **The G2E Entertainment showcase and F&B Demo Stage are back again this year.** Keeping the buzz going on the show floor and drawing from the huge talent pool in Vegas, this year's performances and demonstrations promise to bring the excitement and insights that all G2E attendees are looking for! Check out the [Entertainment](#), [Variety](#), and [F&B Demo stage](#) schedules.
- **Don't miss Hall C5 this year at G2E** where you will enjoy the following new features designed to make your G2E experience even more exciting and enjoyable.

**Nathan's Famous Hot Dogs**—FREE Samples! Recharge for your afternoon on the show floor, stop by to see Nathan's who will be serving up their specialty beginning at 11:00am each day.

**Sara Lee Food Service**—FREE Samples! Start each morning with coffee and pastry. Visit Sara Lee who will be serving up snacks each day from 10:00 am to 2:00 pm.

#### **Callaway Golf**

Take a quick break before getting back to business on the show floor by testing your swing with Callaway Golf.

- **New! G2E Gives Your More Online Exposure YEAR ROUND — Introducing G2E Microsite and G2E Gaming Product Gallery.** G2E is introducing robust new online capabilities to showcase exhibitors 365 days a year. From enhanced listings online to an all-new G2E Gaming Product Gallery—the G2E Web site will be the number one online resource in the industry for exhibitors to gain exposure in the industry. If you are a G2E exhibitor in the Central Halls, your booth packages include the all-new Microsite—expanded listing, logos, press releases, unlimited product listings, and more! All you need to do to take advantage of the new Microsite is go to the online Exhibitor Toolkit to complete your online information (your listing information will also be used in the onsite Event Guide that every attendee is given when they enter the show.) Access the online [Exhibitor Toolkit](#) today. To login, your customer ID is found on your invoice and your password is usually your zip code. If you are an F&B at G2E or Entertainment Arena exhibitor and want more information on how to upgrade, [email Mike Carlucci](#).
- **FREE EXPOSURE! New Exhibitor Show Specials Program Drives Traffic and Encourages Business Transactions at G2E.** [Exhibitor Show Specials](#) will be promoted throughout the G2E marketing campaign. E-mail your Show Special to [Toni Corvi](#) with the following information: short one line description of Show Special, Company Name, Booth #. A show special must be a special offer, given only during the time of G2E. Special offer means a discount on a product if purchased at G2E, free shipping or discounted shipping on orders placed at G2E, and/or any sort of special offer that is only in place for people who attend the event and come to your booth.
- **Earn Money with the Exhibitor Customer Ticket Program!** Now's the time to order printed passes, e-passes and Web banners that will give your customers access to register for free show-only admission. You will not only drive traffic to your booth, but also earn \$15 per new senior level executive that attends G2E. For more information and

to order [click here](#).

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