

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 Exhibitor,

I'm excited to tell you we've been working really hard to create opportunities for you to SAVE MONEY this year to ensure you have a solid return on investment despite today's tough times. Additionally, we have a number of programs in place that will help you generate more leads and booth traffic and get more exposure for your products and your company.

All you have to do is take a few minutes to read this month's Exhibitor News to see what we're doing to help you save money and increase your exposure. Here's a quick overview and details can be found below right.

First, new this year, you'll save 10% on [material handling](#) when you prepay by October 22!

Second, the [G2E Online Exhibitor Manual](#) is now live, check it out to take advantage of Early Bird Discounts and ensure you don't miss deadlines and incur unnecessary charges.

Third, the [G2E Web site](#) includes powerful new year-round capabilities—new [G2E Microsites](#) and G2E [Online Gaming Product Gallery](#)—be sure to [update and post](#).

Fourth, EARN MONEY by participating in the Exhibitor Customer Ticket program—[order your passes TODAY](#)—they are totally free and are the #1 attendance driver to G2E!

And last but not least, get FREE EXPOSURE with the new [Show Specials](#) page on the Web site—just send us your show special and we'll put it online.

If you have any questions about anything, you know you can call or e-mail me. And stay tuned for a call from your sales executive, who will be calling you within the week to talk to you more about Microsites, G2E Online Product Gallery and Show Specials!

Enjoy your last weeks of Summer and see you in November!



Ed Gallo,
Group Sales Director

Event News	Important Exhibitor Information
<ul style="list-style-type: none">G2E 2009 Joins Forces With International Association Of Amusement Parks And Attractions. This partnership will provide	<ul style="list-style-type: none">New Exhibitor Prepaid Material Handling Discount! 10% discount on material handling when you prepay by October 22. View details

greater value and return on investment for both events' attendees and exhibitors.

- **New G2E Gaming Network Establishes The Most Comprehensive Online Business Resource For Gaming Industry.** The [G2E Gaming Network](#) brings together industry products, news, networking and career opportunities in a single online location.
- **Organizers Of G2E Partner With Monografie in Production OF Latin American Trade Show.** Organizations [join to produce](#) SAGSE Buenos Aires 2009, one of the largest gaming trade shows in Latin America.
- **Roger Thomas To Receive Casino Design's 2009 Sarno Lifetime Achievement Award at G2E 2009.** Thomas [will be presented](#) with the award during the Casino Design conference at G2E 2009 on Monday, Nov. 16 at the Las Vegas Convention Center.
- **Don't Miss the G2E 2009 Welcome Reception.** Mark your calendar for the ultimate networking event that kicks off G2E each year! This year the G2E Welcome Reception, sponsored by North American Video, will be held 6:30 p.m. - 8:00 p.m. at the pool at Paris Las Vegas. Check out www.parislasvegas.com to see the pool.
- **Keynote Speakers Announced!**

Opening Day Keynote:

-Rita Rudner, Voted Best Comedian in Las Vegas for the last eight years, Rita Rudner discusses men, women, marriage and the city she now calls home; Tuesday, November 17, 10:30am - 11:30am, Room N250.

State of the Industry Keynote: Gaming's New Guard:

-The moderator is Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. The Keynote features speakers: Virginia McDowell, president and COO, Isle of Capri Casinos, Inc.; Nick Khin, president, Aristocrat Technologies, Inc.; and Keith Smith, president and CEO, Boyd Gaming Corporation; Wednesday, November 18, 10:30am - 11:30am, Room N250

Tribal Gaming Keynote:

- Featuring Ernie Stevens, Jr., chairman of the

[here.](#)

- **G2E Exhibitor Manual Now Live!** The [G2E Online Exhibitor Manual](#) is now live, and it's important to take a few minutes to review it to make sure you have everything squared away for your booth. There are lots of ways to save money and increase your ROI if you take time now to review upcoming deadlines and discounts. So please take 10 minutes to at least review the [Exhibitor Action Check List](#) and see what you need to do.
- **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

<p>National Indian Gaming Association; Thursday, November 19, 10:30am - 11:30am, Room N250</p> <ul style="list-style-type: none"> • Conference Keynote Lunch—NEW! Conference attendees will benefit from an exclusive keynote luncheon featuring Michael D. Johnson, dean of hospitality at Cornell University. He will share his inspiring thoughts and tips on what it takes to become a leader in the gaming industry today. Monday, November 16: 11:30am – 12:30pm (Room N109). • Follow G2E on Twitter, Facebook, and LinkedIn. Be the first to hear about Event Updates, News and other Show Specials. Join us on Twitter, Facebook and LinkedIn — It's free and easy to do, plus a great way to stay connected with G2E and colleagues in the industry. • G2E 2009 Show Floor is Filling Up Quickly! Look who's exhibiting...check out the Exhibitor List and Floor Plan. • Book your Hotel & Travel Now and Save! Airfare and hotel prices have never been better in Las Vegas. To ensure you get these great prices, book your travel now! 	<p>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.</p> <ul style="list-style-type: none"> • Would you like to minimize or eliminate show site labor costs, material handling charges, shipping costs, updates, maintenance and refurbishment? E-mail Ed Gallo so he can work with you to help improve your ROI. • Freeman is proud once again to be the official service contractor provider for this year's show. They are committed to providing you with an exhibit solution that best fits your needs. They are now offering exhibit solutions help you make the most of your investment.
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