

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#,

Summer is going by fast and we're in full gear for another awesome G2E! That said, I have a few **important things that need your immediate attention**. **First**, the [G2E Web site](#) is updated for 2009 and includes some powerful new year-round capabilities for exhibitors—from new Microsites for Central Hall exhibitors to the all-new G2E Gaming Product Gallery. You're going to get serious online exposure 365 days a year and help drive traffic to your Web site, increase your rankings with WWW searches (google, etc.), drive traffic to your booth, and help you do more business. That's why it's critical you take a few minutes to read the article below right for details—it will be worth it—I promise. **Second**, we've only received a few Show Specials but we need to hear from all of you! We're introducing a new Show Special Program to highlight your company and stimulate business on the show floor. It's FREE so please check out the article below right and drop us an email today with your information. **And last but not least**—it's time to make your company money by getting a jump start with the Exhibitor Customer Ticket program—[order your passes TODAY](#)—they are totally free and are the #1 attendance driver to G2E!

If you have any questions about anything, you know you can call or e-mail me.

Enjoy Summer and see you in November!



Ed Gallo,  
Group Sales Director

PS: We've had a few technical difficulties but the Online Exhibitor Manual will be ready first week of August.

Event News	Important Exhibitor Information
<ul style="list-style-type: none"> <li>• <b>Don't Miss the G2E 2009 Welcome Reception.</b> 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 <a href="http://www.parislasvegas.com">www.parislasvegas.com</a> to see the pool.</li> <li>• <b>New! Security &amp; Surveillance Institute at G2E</b> shines a spotlight on this important sector of the industry. This is a dedicated day of intensive learning that will cover such topics as:</li> </ul>	<ul style="list-style-type: none"> <li>• <b>New! G2E Gives Your More Online Exposure YEAR ROUND — Introducing G2E Microsite and G2E Gaming Product Gallery.</b> 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 North 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</li> </ul>

- Major Incidents: Cohesive Cooperation between Security and Surveillance
- Less than Lethal Weapons: Arming a Security Department
- 21st Century Terrorism: Lessons for Hotels, Casinos and Nightclubs
- Managing the Scam Factor: Casino Promotions
- Scams and Cheats: Current Cheating Methods and Trends
- Preparing for the Worst: A Tabletop Exercise on Shooting Incidents
- Slot Machines: New Cheats, Scams and Manipulation
- Soft Count: Theft and Embezzlement in the Count Room

The Security and Surveillance Institute will be held Monday, November 16.

- **Don't Miss the "What's New In G2Exchange?" Webinar.** To help you prepare for G2E 2009, don't miss the free online Webinar, What's new in G2Exchange? to be held Tuesday, July 28, 2009 at 2 PM EDT. During the Webinar, you will learn how to:
  - Identify which of your prospects are attending
  - Get your booth added to attendee event plans
  - Stand out on the show floor
  - Reach attendees before, during and long after the show

Plus, for the first time ever, you can determine how many people expressed an interest in your business, what company they came from, and what actions they took. Did they visit your Exhibitor Microsite? (Don't have a Microsite? Email [Mike Carlucci](mailto:Mike.Carlucci) to learn how you can upgrade your booth option to get one.) Do they plan to visit your booth?

Take 20-30 minutes to learn how you can increase your insight and extend your reach, from just a few days in the exhibit hall to the months surrounding the show. Space is limited, [register now](#). Questions? Contact [Mike Cieslak](#).

- **Follow G2E on Twitter, Facebook, and LinkedIn.** Be the first to hear about Event Updates, News and other Show Specials. Join

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.

- **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](#).
- **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](mailto:ToniCorvi) 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.
- **Online Advertising—Massive Exposure at a Great Price.** Gain direct access to hundreds of thousands of gaming industry professionals who use the resources of the G2E Web site before, during and after the show! Visit the [Online Advertising Media Kit](#) for sponsorship opportunities.
- **Would you like to minimize or eliminate show site labor costs, material handling charges, shipping costs, updates, maintenance and refurbishment?** E-mail [Ed Gallo](mailto:EdGallo) so he can work with you to help improve your ROI.
- **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!](#)

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](#).

**Leaving our list.** Global Gaming Expo (G2E) makes every effort to send you only information we believe you will find useful. We apologize if this information is no longer valuable to you. Please bear in mind that removal from our list is permanent. You will no longer be eligible for special offers and promotions. **Still want to be removed?** Please click on the link below and provide the information requested. Your request will be processed within ten business days. <http://www.rescusprivacy.com/email> Reed Exhibitions, Attn: Privacy Administrator, 383 Main Ave., Norwalk, CT 06851.