



Order Free G2E Customer Passes, e-Passes and Web Banners for Your Customers to Enjoy Free Admission to the Exhibits.

PLUS, You earn \$15 for each NEW senior level customer who attends G2E. Details Below...

It's easier than ever to invite your best customers and prospects to attend G2E and to visit your booth with G2E's printed Customer Passes, e-Passes and Web Banners. All of which will not only allow you to offer customers value by giving them a \$125 pass to the Exhibits FREE, but will also allow your company to earn money!

Give Your Customers a Valuable Offer and Earn Money for Your Company.

For every NEW senior level executive who registers and attends G2E from a pass your company gave out, your company will receive \$15. (Contest applies to new and verified attendees only. Those who have attended in the past do not count. Checks made out to your company will be distributed post-show to each of the qualifying G2E Exhibitors once all verified and final registration numbers are confirmed.)

NOTE: Customers must use their pass to register by the Early Bird Date of October 30, 2009 to gain free admission.

IMPORTANT: Order early as quantities for printed Customer Passes are limited and available on a first-come, first-served basis. Orders will not be accepted for printed passes after October 12.

Here's How To Order Your G2E Customer Passes, e-Passes and Web Banners—It's Easy!

- Go to www.G2Epass.com
- Choose from the following options or choose all three.
 - **Printed Customer Passes**—these are printed passes that may be customized with your company name and will include a special Priority Code so you can give them to customers and they can go online and register for free admission to the Exhibits.
 - **e-Passes**—these are HTML emails that may be customized with your company name, booth number, logo or product image. You can email them to customers or we will email them for you. These HTML emails will include a direct link to online registration that automatically allows for free admission to the Exhibits.
 - **Web Banners**—download Web banners that you can post on your Web site and that can link to G2E's online registration and allow your customers to register for free admission to the Exhibits.

Why Use G2E Customer Passes, e-Passes and Web Banners

- Drive traffic to your booth with existing customers and new prospects by offering them a free pass to the Exhibits that is worth \$125. Note: customers must use the pass to register by the Early Bird Date of October 30, 2009 in order to gain free admission.
- Easy and cost effective to use—printed Customer Passes, e-Passes and Web banners are free.
 - Printed Customer Passes may be included along with other correspondence you are mailing to customers as they easily fit into a #10 envelope or you may hand them out at customer meetings in advance of the Show.
 - e-Passes can be created online and then sent to you for your team to deploy to your entire database or you may upload your database and we'll deploy for you.
 - Web banners generate mass awareness by promoting your presence at G2E on the home page of your Web site for customers to know where to find you in November.