



FOR IMMEDIATE RELEASE  
August 13, 2010

CONTACT: Kimberlie Leon  
203-840-5653

Brian Lehman  
202-552-2680

**GLOBAL GAMING EXPO UPS THE ANTE ON INTERNET GAMBLING  
WITH INTRODUCTION OF IGAMING CONGRESS**

*New Partnerships with The Innovation Group, BolaVerde Media Group, and Lewis and Roca LLP, bring iGaming Expertise to the Forefront*

LAS VEGAS – Gaming industry professionals seeking a comprehensive perspective on the burgeoning online gambling sector can find the insights they need at the new iGaming Congress at G2E. The result of a new partnership between The Innovation Group, BolaVerde Media Group, and Lewis and Roca LLP, as well as an existing partnership with *iGaming Business Magazine*, the inaugural iGaming Congress at G2E will be a networking and educational event designed to provide brick-and-mortar gaming enterprises with critical information and updates about the global iGaming industry and the potential for this sector in North America. Now in its 10<sup>th</sup> year, G2E is the premier trade show and conference event for the international gaming industry. G2E 2010 will be held Nov. 16-18 at the Las Vegas Convention Center, with the iGaming Congress at G2E scheduled for Nov. 15-16.

“Experts are predicting the Internet gambling industry will grow by more than 50 percent in the next five years, so it’s essential for professionals in the gaming industry to have a strong understanding of how this sector will shape the future of our industry,” said Frank J. Fahrenkopf Jr., president and CEO of the American Gaming Association (AGA). “For 10 years, G2E has provided a unique forum for discussing the latest complex global trends affecting the industry, and the introduction of the new iGaming Congress at G2E continues that legacy. This will be particularly relevant if Internet gambling is legalized in the United States.”

G2E announced its partnership with *iGaming Business Magazine* earlier this year to coordinate iGaming content at the 2010 event. Now, with the addition of the Innovation Group, BolaVerde, Lewis and Roca advisory team, iGaming offerings at G2E will be strengthened and include a dedicated two-day iGaming conference, iGaming conference track, and iGaming Pavilion. The iGaming Congress at G2E and the iGaming conference track will help gaming executives understand the potential impacts of Internet gambling regulation in the U.S. and Canada and provide them with critical information regarding the players, resources, legislative framework and issues that are important to this segment of the industry.

“G2E remains prepared and poised for iGaming legalization, and the strategic partnerships announced this year show how we are bringing iGaming to the forefront,” said Courtney Muller, senior vice president at Reed Exhibitions, which is the co-organizer of G2E with the AGA. “By

working with *iGaming Business Magazine*, a partnership we announced earlier this year, along with our newest partners—The Innovation Group, BolaVerde Media and Lewis and Roca, we are ensuring our attendees will have access to the most essential insights and information about the current state of and future outlook for iGaming worldwide.”

For more information about how to register for iGaming Congress at G2E and G2E, including year-round professional development opportunities, visit [www.globalgamingexpo.com](http://www.globalgamingexpo.com) and connect with G2E on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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Global Gaming Expo (G2E) is the international gaming trade show and conference “by the industry and for the industry.” Organized by the American Gaming Association (AGA) and Reed Exhibitions, G2E made its debut in fall 2001, defining itself as the pre-eminent show for the gaming-entertainment industry.

The AGA represents the commercial casino-entertainment industry by addressing federal legislative and regulatory issues. The association also serves as a clearinghouse for information, develops educational and advocacy programs, and provides leadership on industry-related issues of public concern.

Reed Exhibitions is the world's leader in organizing a wide range of events, including exhibitions, conferences, congresses and meetings. In 2006 Reed brought together more than 6 million industry professions from around the world, generating billions of dollars in business. Today Reed events are held in 34 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 37 fully staffed offices. Reed's portfolio of more than 460 events services 52 key industry sectors.

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