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**AMERICAN GAMING ASSOCIATION AND REED EXHIBITIONS BEGIN
COUNTDOWN TO G2E 2011**

Significant Growth Projected for Gaming Industry's Premier Conference and Tradeshow Event

LAS VEGAS – The American Gaming Association (AGA) and Reed Exhibitions have kicked off the countdown to Global Gaming Expo (G2E) 2011. As the largest and most successful trade show and conference event for the international gaming entertainment industry, G2E provides gaming professionals with access to cutting-edge products and technology, valuable networking opportunities and unmatched educational programming. This year, G2E will take place Oct. 4-6, reflecting a newly adjusted schedule that moves the annual trade show and conference ahead by more than one month. G2E also will move from the Las Vegas Convention Center to the Sands Expo and Convention Center.

“With G2E 2011 just over 250 days away, we are excited about the changes in store for this year’s event,” said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA). “Reflecting our commitment to making G2E a show by the industry and for the industry, the revised dates and new venue should be advantageous for both exhibitors and buyers, and leading to increased attendance and sales.”

To date, more than 230 companies have registered for over 214,000 square feet (20,000 square meters) of exhibit hall space at G2E 2011. This includes over 40 international companies for more than 37,000 square feet (3,440 square meters). These numbers are tracking well ahead of the 2010 event at this time last year.

“Coming off of a strong 2010 event where exhibitor satisfaction was so high due to the quality and volume of buyers, we are seeing high numbers of early renewals and are thrilled with the strong sales we have seen so far,” said Courtney Muller, senior vice president at Reed Exhibitions. “We fully understand the value of evolving to meet the industry’s needs and the revised schedule and new venue will bring numerous advantages.”

According to show organizers, the revised schedule allows exhibitors more breathing room between

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major international gaming events. It also will help purchasing decision-makers at gaming companies plan for the year ahead with greater ease and, ultimately, enhance exhibitors' bottom lines.

The Sands is a state-of-the-facility that will allow for all exhibits, including food/beverage and entertainment, to be in the same hall and will provide larger traffic aisles for easier navigation. Also, the new venue offers first time and smaller exhibitors the opportunity to have better booth selections and locations. For out of town guests, the Sands is an all-suite hotel, with access to rooms, dining and entertainment options all under the same roof, and free parking will be available in the Palazzo garage.

G2E is attended by nearly 26,000 industry professionals from around the world. For more information on G2E 2011, visit www.globalgamingexpo.com and connect with G2E on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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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