



## CALL FOR PAPERS

Do you have an innovative solution, a unique application or success story that would benefit members of the gaming industry? G2E welcomes proposals for panel moderators, panel speakers and hour-long presentations topics relevant to the international gaming industry for its annual Conference Program. The Program covers a wide variety of subject areas—from casino design and gaming technology to the marketing of casino, retail, dining and entertainment venues in commercial, Native American, racino and international markets.

Share your unique skills and insight with peers by participating as a speaker at the gaming industry's biggest and most important event each year. In doing so you'll get the personal satisfaction of seeing your ideas come to life as practical take-aways for real-life concerns of your industry colleagues.

You will also have the opportunity to:

- Present your knowledge and ideas at the gaming industry's largest education event.
- Gain personal and professional recognition by presenting at a highly respected forum.
- Reach thousands of industry decision-makers through G2E Conference marketing material promotion.

Please note that the G2E Conference Program is developed purely for neutral educational contribution to the industry - not for commercial gain. Presentations developed for promotional purposes will not be accepted.

## PROPOSAL SUBMISSION DEADLINES & TIMELINE

### February 1, 2010

Deadline to submit a proposal.

### February – March 2010

Proposals under review by the G2E Conference Advisory Board.

### March 31, 2010

Notification of the status of your submission, via e-mail.

## QUESTIONS TO CONSIDER BEFORE SUBMITTING YOUR PROPOSAL

- Why should this proposal be selected?
- What new information will be provided by this topic?
- Who is the target audience?
- What will the audience learn from this topic?
- Is there international appeal to this topic?
- Is there media coverage appeal to this topic?

## REVIEW & SELECTION CRITERIA

The G2E Conference Advisory Board will evaluate and select presentations based on the following:

- Educational Value

- Relevance
- Practical Application
- Overall Quality
- Target Audience
- Speaker Qualifications and Expertise
- Novelty and Ingenuity

PRESENTATIONS DEVELOPED FOR PROMOTIONAL PURPOSES WILL NOT BE ACCEPTED.

## EDUCATION PROGRAM FORMAT

The Conference Program will take place on Monday—Thursday, November 15-18, 2010.

We encourage you to submit sessions that work best in a lecture or panel setting. Case studies or other formats can be used if appropriate for the topic.

- Typically each panel session consists of one moderator and 3 speakers.
- Each session is 60 minutes in duration.
- All sessions speakers should represent different perspectives and organizations.

## SESSION TRACKS

Education sessions are divided into tracks based on the following subjects:

- Casino Design
- Corporate Social Responsibility (CSR)
- Compliance, Law & Regulation
- Finance
- Gaming Technology
- Global Markets Forum
- Human Resources
- iGaming
- Indian Gaming
- Marketing
- Players Clubs & Incentives
- Racino
- Retail, Dining & Entertainment (R,D & E)
- Security & Surveillance
- Table Games
- Wild Card

## PROPOSAL REQUIREMENTS

We require the following items be included in each submission:

- **Contact Information for the Session Organizer**  
The session organizer is the person submitting the application and will be the primary contact for all information pertaining to the session.
- **Proposed Session Title**  
Titles should quickly describe the content and relevance of your presentation.
- **Session Audience**  
Identify the intended audience for your content.

- **Description of the Proposed Session**  
The description explains the focus of your presentation.
- **Three Learning Objectives of the Proposed Session Topic** (100 character limit for each)  
The objectives should describe what the session attendee will learn and take-away from the discussion.

#### **POLICIES GOVERNING ACCEPTED PROPOSALS**

- Submissions promoting specific product brands or companies will not be considered.
- All sessions at the G2E Conference will be recorded and may be used by G2E for Web-casting, audio, marketing and other communications.
- Speakers must agree that any material presented during their presentation may be reproduced and that the material presented does not infringe any copyrighted material.
- We do not provide speaker honoraria or reimburse for travel or housing expenses.