



G2E

**NEW DATE  
NEW LOCATION  
ALL NEW G2E**

**Gain the insights that will make you a  
success in an ever-changing industry.**

**OCTOBER 4-6, 2011**

**THE SANDS EXPO AND CONVENTION CENTER  
LAS VEGAS, NEVADA**

October 3—iGaming Congress, Security & Surveillance Institute,  
Leadership Academy, G2E Advanced Gaming Institute,  
Social Media Boot Camp—**NEW!**

October 2-3—National Center for Responsible Gaming (NCRG)—**NEW!**

September 30-October 2—International Association of  
Gaming Advisors (IAGA)—**NEW!**

Information As of August 24, 2011

For the Most Up-to-Date Conference Information, Visit the G2E Website

global   
gaming  
expo



An American Gaming Association Event

Organized by



Reed Exhibitions



# WHAT'S NEW

## G2E is all new in 2011.

### See how.

As the economy, the market and the gaming industry evolve, G2E is making some big changes to keep you at the forefront of the latest trends and insights. But you'll still find the same expertise and invaluable content that make G2E the must-attend event of the year.

**New Dates & Location** — A month earlier in 2011 on October 4-6. A new venue at the Sands Expo and Convention Center — conveniently located on The Strip

All exhibits on **one completely redesigned exhibit hall floor** with more through aisles for easier navigation

**Conference Keynote** — James J. Murren, Chairman & CEO, MGM Resorts International, exclusively for G2E Conferees

**Social Media Boot Camp** — Learn how to use social media to market your property

**Revamped Advanced Gaming Institute** — Workshop-style training developed in partnership with leading universities and gaming organizations

**Insights on Operations** — New focus for Thursday's conference designed to highlight critical issues for all operators

All new show floor featuring **Las Vegas street signs and the Fremont Street Experience at G2E**

**International Association of Gaming Advisors Conference (IAGA) Co-location** — Education and networking with the world's leading gaming attorneys, regulators, executives and financial experts

**National Center for Responsible Gaming (NCRG) Conference Co-location** — Explore the various ways technology can transform how we understand and treat gambling disorders and other addictions

**5-Day Super Pass** — The ultimate value at G2E with all the educational programs of the 4-Day Conference Pass, plus the NCRG conference

F&B at G2E expands to include Hospitality — **introducing Food, Beverage & Hospitality at G2E**

**Entertainment Showcase Stage & Networking Happy Hours** — Rock the house as you network and discover new musical artists Tuesday and Wednesday beginning at 4:30pm

**G2E Welcome Center** — Located in the front of Hall C, featuring the G2E Information Booth, as well as information about the AGA, AGEM, and more

**Global Gaming Women** — Networking events to connect women across the industry

**G2E Mobile** — Expanded for 2011: Search G2E Exhibitors, navigate new show floor, view G2E conference schedules and bookmark exhibitors and sessions for follow-up, all on your mobile phone



Frank J. Fahrenkopf, Jr.

# See just how good change can be at the **ALL NEW G2E 2011.**

Dear Gaming Executive,

G2E always delivers the latest insights, innovations and expertise to keep you ahead of the curve in the gaming industry. The gaming industry is one that is ever-changing with new trends and developments affecting all aspects of our business, from customer service to back-of-the-house to the gaming floor. And so G2E is making its own changes to give gaming executives like yourself the greatest advantage when you attend this year's event.

Not only are we changing the dates and location of G2E this year, but we're also changing everything from the exhibit floor to the networking and conferences.

G2E's conference programs span all aspects of the gaming industry. They will give you the insights and hone your skills in the areas most important to you, and bolster your career and your standing as you help your business thrive.

Register online today at <http://www.globalgamingexpo.com/en/Register-Now/> and **save with Early Bird and Group Discounts**, as well as with **Hotel & Travel Discounts**.

I look forward to seeing you this October.

Sincerely,

Frank J. Fahrenkopf, Jr.  
President & CEO  
American Gaming Association



REGISTER NOW AND SAVE!

# Register for G2E Right Now—and Save BIG with Early Bird Discounts!

Register at <http://www.globalgamingexpo.com/en/Register-Now/>

The earlier you register for gaming's most important event, the better your ROI.

Register by September 12 to save with a variety of discounts.

Bring your team and save even more! Register multiple attendees and save with our special Group Discounts. Email [dpress@globalgamingexpo.com](mailto:dpress@globalgamingexpo.com) for information.

	EARLY BIRD PRICING Register by September 12	ON-SITE PRICING Register after September 12
<b>EXHIBITS</b> OCTOBER 4 – 6	\$125	\$199
<b>5-DAY SUPER PASS CONFERENCE—BEST BUY!</b> OCTOBER 2 – 6 Includes 4-Day All Access plus full NCRG Conference 	\$1995	\$2295
<b>4-DAY ALL-ACCESS CONFERENCE</b> OCTOBER 3 – 6 Includes Exhibits, all Monday Conferences, this includes: G2E Advanced Gaming Institute, Social Media Boot Camp, G2E Leadership Academy, Security & Surveillance Institute at G2E, iGaming Congress at G2E, October 3 NCRG, 3-Day Conference, Conference Keynote, daily continental breakfast and Monday Conference Networking Lunch	\$1695	\$1895
<b>3-DAY CONFERENCE</b> OCTOBER 4 – 6 Includes Exhibits, daily continental breakfast and Conference Keynote	\$1195	\$1295
<b>iGAMING CONGRESS AT G2E</b> OCTOBER 3 Includes Exhibits, continental breakfast and Conference Networking Lunch	\$995	\$1195
<b>SOCIAL MEDIA BOOT CAMP</b>  OCTOBER 3 Includes Exhibits, continental breakfast and Conference Networking Lunch	\$995	\$1195
<b>G2E ADVANCED GAMING INSTITUTE</b> OCTOBER 3 Includes Exhibits, continental breakfast and Conference Networking Lunch	\$995	\$1195
<b>G2E LEADERSHIP ACADEMY</b> OCTOBER 3 Includes Exhibits, continental breakfast and Conference Networking Lunch	\$995	\$1195
<b>SECURITY &amp; SURVEILLANCE INSTITUTE AT G2E</b> OCTOBER 3 Includes Exhibits, continental breakfast and Conference Networking Lunch	\$995	\$1195
<b>INTERNATIONAL ASSOCIATION OF GAMING ADVISORS (IAGA) CONFERENCE</b>  SEPTEMBER 30 – OCTOBER 2	\$1200	\$1300
<b>NATIONAL CENTER FOR RESPONSIBLE GAMING (NCRG) CONFERENCE</b> OCTOBER 2 – 4 To register for NCRG only, go to <a href="http://www.ncrg.org">www.ncrg.org</a>	\$295	\$495

For complete descriptions, dates and times, visit [www.globalgamingexpo.com](http://www.globalgamingexpo.com)

# G2E CONFERENCE

## The more things change, THE MORE YOU SUCCEED.

The gaming industry is changing constantly, and G2E is staying ahead of the game with a new date and new location. And with these changes, you'll also find the innovations, insights, and networking and learning opportunities that have always made G2E the center of the gaming industry.

### EXCLUSIVE CONFERENCE KEYNOTE

Sponsored by: **Jefferies**



**Wednesday, October 5 • 3:15pm – 4:15pm**

**James J. Murren, Chairman and CEO, MGM Resorts International**

The second annual G2E Conference Keynote will be delivered by James J. Murren, chairman and CEO of MGM Resorts International – as an industry luminary, and chief executive of one of the world's largest casino operating companies. This presentation is not to be missed!



### 5-DAY SUPER PASS



This is the best value and best way to have complete access and total convenience.

### BRING YOUR TEAM AND SAVE

You and your colleagues will find world-class content and hands-on learning at G2E 2011.

**Bring three or more people and save an additional 10% with Early Bird Discounts.**

**Email [dpress@globalgamingexpo.com](mailto:dpress@globalgamingexpo.com) for more information.**

### UNLV CERTIFICATE OF COMPLETION

Enhance your career with professional credentials from University of Nevada, Las Vegas (UNLV). G2E Conferees are eligible to receive an official Certificate of Completion from the UNLV International Gaming Institute.



MONDAY, OCTOBER 3, 2011

## MONDAY, OCTOBER 3 DEDICATED CONFERENCES

 **Advanced  
Gaming Institute**



**Social Media Boot Camp**



**LEADERSHIP  
ACADEMY**

Produced by



**TRACOM GROUP**  
THE CREATOR OF SOCIAL STYLE™

**Security & Surveillance  
Institute AT G2E**

Endorsed by:



**iGaming Congress  
AT G2E**

Sponsored by:



## NEW CO-LOCATED CONFERENCES



**International Association of Gaming Attorneys  
(IAGA) Conference**

**Friday, September 30 – Sunday, October 2**

Join the world's leading gaming attorneys, regulators, casino executives and financial experts as they meet for the 2011 International Association of Gaming Advisors (IAGA) Conference.



**National Center for Responsible Gaming (NCRG)  
Conference on Gambling & Addiction**

**Sunday, October 2 – Tuesday, October 4**

Stay up-to-date on the latest in gambling research and responsible gaming. Network and share ideas with members of the health care sector, gaming industry, government and academia. Earn CEUs during sessions approved by NAADAC, APA, CFAAP, CBBS, NBCC and more.

# 3-DAY CONFERENCE

## Solutions to Help Your Career. Tuesday, October 4 – Thursday, October 6

Conference sessions at G2E are the most effective way to move forward in the gaming industry and strengthen your professional skills. Attend your choice of more than 100 sessions in 14 specially designed tracks to suit your needs and interests. Learn from industry leaders and seasoned experts, and benefit from years of knowledge and the latest updates.

### 14 CUTTING-EDGE TRACKS



Casino Design



iGaming



Compliance, Law & Regulation



Indian Gaming



Finance



Marketing & Player's Clubs



Gaming Technology



Retail, Dining & Entertainment



Global Markets Forum



Security & Surveillance



Human Resources



Table Games



NCRG at G2E



Wild Card


**CASINO DESIGN**

## Track Overview

This track is designed to address the latest trends in the overall development of casino projects for casino operators, developers, investors, architects, engineers and interior designers. Content will explore the development of new projects, as well as the redesign of existing properties, with a constructive focus on all facets of casino resort properties—from the casino floor to mixed-use space, guest rooms and beyond.

## Sessions & How You Will Benefit

### SMALL SITE, BIG IDEA:

#### The Cosmopolitan Case Study

- Navigating a declining economy
- Building on a small footprint
- Maximizing interior design

### NEW ATTITUDE: Owners on Design

- Financial considerations
- Building in phases
- Requirements of design

### IN THE MIDDLE: Design for Regional Markets

- How to consider the size and location of market
- Creating loyalty through emotional attachment
- Compare regional facilities around the world

### PILLOWS AND PROFITS: The Modern Guest Room

- High-end furnishings and product lifecycles
- The intersection of design and technology
- Making the hotel room a profit center

### THERE IS NO I IN TEAM:

#### The Multiple Design Team Debate

- Pros and cons of each approach
- The role of the project architect
- Learn how to balance responsibilities

### INNOVATION AND RENOVATION: Reinventing the Casino Resort of the Future

- Maximize mix-used space
- Retrofit or build from scratch
- Have a 24/7 purpose



## COMPLIANCE, LAW & REGULATION

Gold Sponsor: COOPER LEVENSON  
ATTORNEYS AT LAW

## Track Overview

This track addresses the legal concerns of commercial casinos, gaming equipment manufacturers, Native American gaming operations and the online gaming market. Topics will include state, federal and international regulations, as well as issues ranging from financial restructuring and compliance to employment law.

## Sessions & How You Will Benefit

### REGULATORY REFORM:

#### What Does the Industry Need?

- Concerns of operators, suppliers and regulators
- Streamlining and cost-cutting regulation and compliance
- Addressing multi-jurisdictional and international complications

### BEYOND THE REEL: New Regulatory Challenges

- Internet gaming
- Social media and sweepstakes
- The evolution of gaming labs

### THE ABSENT WORKFORCE: Repercussion of the Family and Medical Leave Act

- Handling requests and maintaining compliance
- Validating reasons for leave and stemming abuse
- Setting an enforceable time frame

### INTERNATIONAL COMPLIANCE:

#### Operating in Multiple Jurisdictions

- Latest FinCEN regulations
- International law enforcement and compliance
- Government and industry perspectives

### BALANCING ACT: Cost-Effective Strategies for Gaming Regulatory Compliance

- Managing compliance with fewer staff
- Avoiding fines and penalties
- Cost-effective management

### CAPITOL VIEW: Federal Legislative Update

- Online gaming
- The Carcieri fix
- Non-gaming legislation to keep an eye on



## FINANCE

### Track Overview

This track is designed for operators and manufacturers involved in the financial management of their gaming organization, as well as investors and gaming analysts. Content is focused on investment issues and opportunities, including mergers and acquisitions, refinancing, lending sources, bankruptcy and more.

### Sessions & How You Will Benefit

#### THE NEW REALITY, PART 1: Operators Roundtable

- Capital reinvestment and maintenance
- Public equity participation
- Growth by expansion vs. incremental growth

#### THE NEW REALITY, PART 2: Suppliers Roundtable

- Focusing on profitable segments
- Working with operators to finance purchases
- New revenue-sharing models

#### THE BIG PICTURE: How the U.S. Economy Impacts the Gaming Economy

- The impact of gas prices, unemployment and personal savings rates
- What the GDP and disposable income mean to gaming
- The potential effect of online gaming

#### THE MORE THINGS CHANGE:

##### Capital Markets Update

- Changes made to valuation
- What increased leverage and stock prices mean to each other
- Lessons learned by analysts during the downturn

#### RESTRUCTURING RESULTS:

##### How to Survive in the Modern World

- Developing lend-and-extend deals
- Lending group takeovers
- Debt-for-debt and private equity participation

#### MERGERS & ACQUISITIONS: How a Deal Gets Done

- Basics of recent M&A activity
- Internal vs. external financing and public-private partnerships
- Consolidation

#### EXPANDING MARKETPLACE:

##### The Value of Social Media

- Monetizing social media
- Creating real value through new media platforms
- Real-time ROI



## GAMING TECHNOLOGY

### Track Overview

This track is designed to address current technological needs of gaming operators and discuss the latest applications and solutions in the marketplace. These commercial-free sessions will address slot technology and operations, networked and mobile gaming, as well as player tracking and loyalty-building tools, among other cutting-edge solutions.

### Sessions & How You Will Benefit

#### DOUBLE BONUS: Marketing at the Device

- Advanced bonusing systems and server-based gaming
- Finding the perfect combination of deal, free play and cash-back
- Directly connect with players

#### SERVER-BASED GAMING: Best and Brightest

- Actual experience at casinos with server-based gaming
- Requirements for conversion
- Phasing-in the technology

#### BUILDING YOUR BRAND: Reaching the Mainstream Consumer through Technology

- How to build a consumer brand
- Social media opportunities
- Operator-supplier partnerships

#### AT YOUR FINGERTIPS:

##### The Future of Mobile Gaming

- Update on technology
- International regulatory models
- Working with what you have

#### IT WORKS IF YOU WORK IT: Deep Data Mining

- Metrics and algorithms
- Segmenting levels of players
- Targeting specific demographics

#### ADD-ONS:

##### New Keno, Bingo and Sports Book Technology

- Mobile betting stations
- New technology to grow ancillary revenue
- Off-floor casino revenue streams

#### CLOSING THE GAP:

##### Adaptive and Convergent Gaming

- Sweepstakes and free play gaming
- Regulatory concerns
- Online gaming conversions

#### SLOT SENSE: Manufacturers Roundtable

- Replacement cycle
- Systems vs. machines, VLTs and social media
- Markets critical to continued growth



## Track Overview

This track provides an overview of and update on casino operations and regulations from leading gaming jurisdictions around the world alongside other topics relevant to international development.

## Sessions & How You Will Benefit

### LATIN AMERICA: Open for Business

- The evolution of regulated gaming
- Potential new markets
- Expanded forms of gambling

### AND THE WINNER IS:

#### The Casino RFP and Selection Process

- Learn about the competitive RFP process
- Understanding political elements
- How to find the winning edge

### ASIAN GAMING OPPORTUNITIES:

#### The Truth Behind the Media Hype

- What opportunities still exist?
- Debunking myths about gaming in Asia
- Report on market penetration and regulatory systems

### MACAU & SINGAPORE: Two Different Boomtowns

- Comparison of operating models
- Growth of non-gaming amenities and the mass market
- Regulatory concerns

### EXPANSION PLANS: New U.S. Jurisdictions

- Florida, Massachusetts, Texas and more
- Expansion of tribal gaming
- Impact on existing jurisdictions

### GAMING RENAISSANCE: The New European Market

- Spain, Serbia, Hungary and more
- VLTs and iGaming
- Tax rates, regulation and development plans

## Track Overview

This track is designed for senior-level casino operators and human resources personnel. Content is designed to address the critical elements of talent management, including employee optimization, leadership development and a variety of relative legal matters.

## Sessions & How You Will Benefit

### LAYOFFS AND TERMINATIONS:

#### How to Avoid Litigation

- Setting policies and procedures
- The importance of evaluations and warnings
- How to avoid legal ramifications

### LEGAL EASE: Effective Employee Management

- Creating an effective employee handbook with solid procedures
- Educating supervisors
- Union communications and negotiations

### STEPPING UP: Turning Managers Into Leaders

- The role of leadership in service cultures
- Management vs. leadership
- Cultivating proactive behavior

### MYSpace OR YOUR SPACE: Facing the New Challenges of an Interconnected Workplace

- Online access for employees
- Social media in the workplace
- Best practices and policies

### ROUND ROBIN: Wage and Hour Class Actions

- Navigating technical requirements and timekeeping
- Updates on changing regulations
- Overtime rules

### SAFETY FIRST: Managing Employee Risk

- How to establish effective safety programs
- Reducing workers compensation costs
- Incorporating ergonomics into employee tasks

### BENEFIT YOUR BUSINESS:

#### How to Control Soaring Health Care Costs

- The impact of federal legislation on gaming
- Health care options for employees
- The case for government exemptions

### TALENT OPTIMIZATION:

#### Building a Powerful HR Machine

- Stabilization and retention
- Maximizing in-house talent
- The power of balanced compensation



## Track Overview

This track is designed to provide an overview of internet gambling operations and regulations around the world, as well as pending legalization in the United States and what it means for the industry at large.

## Sessions & How You Will Benefit

### CANADIAN CONUNDRUM:

#### Provincially Owned and Operated iGaming

- The British Columbia and Quebec models
- Learn how regulations were written and implemented
- Issues addressed so far

#### ONLINE GAMING 101: Betting on Basics

- Primer for the uninitiated
- Opportunities for smaller casinos, lotteries and card rooms
- Technological requirements and investment

#### PLAYER ACQUISITION

#### Setting Up an Affiliate Program

- Creating a robust and effective affiliate program
- Learn how to recruit players and partners
- Successful marketing campaigns

#### SAFE & SECURE: Protecting Your Players, Company and the Industry

- Proven applications that protect players and their money
- Responsible gaming programs
- Building a message based on benefits and inherent safeguards

#### THRIVE TOGETHER: Driving Land-based Business through Online Gaming

- New marketing opportunities
- Bring new players to your site and facility
- Increase loyalty

#### EUROPEAN EXPERIENCE:

#### iGaming on the Continent

- Lesson learned from the European market
- Successful and unsuccessful models for licensing and regulation
- Current opportunities and potential growth

#### BUSINESS MODELS: Preparing for the Coming Legalization

- Review potential operating models
- Licensing vs. building or buying
- Find the right fit for your company

#### THE NEXT GENERATION:

#### Mobile Gaming and Its Implications

- Sports betting and other gateways for entry
- Current operating models
- Blurring the lines between mobile and online gaming

#### POKER PROCESS: Starting from Square One

- Setting up an online poker room
- Play-for-fun operations
- Attracting established online players

#### BEST BUY!



More iGaming education at iGaming Congress at G2E, see page 17.



#### INDIAN GAMING

## Track Overview

This track is designed to provide critical regulatory updates and innovative solutions to Native American casino operators. Sessions will provide attendees the opportunity to discuss emerging trends and current issues with key industry and tribal government leaders.

## Sessions & How You Will Benefit

#### INDIAN ISSUES:

#### Tribal Sovereignty and Online Gaming

- Unique challenges for regulation and operation
- Current debate concerning market entry
- Level of competition

#### NEW AND IMPROVED: The NIGC Roundtable

- Progress of the “new” commission
- Status of contentious issues like MICS and Class II/Class III
- Self-regulation and Internet gaming

#### ON THE GROUND:

#### The Tribal Commissioners’ Roundtable

- Scope of regulations in Indian Country
- Relations with states
- Views on new NIGC regulations

#### NEW DEVELOPMENTS IN CLASS II GAMING:

#### Technological and Regulatory Update

- Using Class II to leverage Class III negotiations
- State oversight of Class II gaming
- New developments in Class II machines

#### OFF-RESERVATION GAMING: Fixing ‘Carcieri’

- Status of land-into-trust applications
- Recent Congressional action
- Suggested non-legislative resolutions

**TRIBAL DEFAULTS:****Several Roads to Financial Restructuring**

- Odawa and Buffalo Thunder cases
- Making investors comfortable
- How remedies for tribal defaults are different from corporate

**NO RESERVATIONS:****The Tribal Market for Internet Gaming**

- Status of federal and state regulations
- Impact on tribal sovereignty and debate in Indian Country
- Operating scenarios

**FINDING FINANCE: Lending in Indian Country**

- Where to find money and how to get it
- New loan details
- How recent deals have worked

**OPERATIONAL IMPROVEMENT:****Using Audits to Generate More Revenue**

- Preparing audits, assessment plans and more
- IT controls and security
- Anti-money laundering procedures

**MARKETING & PLAYER'S CLUBS****Track Overview**

This track is designed primarily for operators, consultants and software manufacturers working in the marketing and player loyalty arenas. Sessions will offer meaningful content relative to advertising, branding and database marketing as well as the development and operation of player's clubs, loyalty programs and social media campaigns.

**Sessions & How You Will Benefit:****SOCIAL MEDIA INSIGHTS, PART 1: Best Practices**

- Balancing the use of each platform
- Creating value for your customers and marketing program
- Best practices for communicating with the public

**SOCIAL MEDIA INSIGHTS, PART 2: The Mighty App**

- Incorporating your players club
- Is the investment appropriate to your market?
- How to reach your best customers

**SOCIAL MEDIA INSIGHTS, PART 3: ROI**

- Creating a quantifiable return on social media investment
- How to measure the real costs
- Finding the correct approach for your market

**GETTING TO KNOW YOU:****Better Understanding Your Customer**

- How to measure customer expectations and satisfaction
- Translating the results of market research
- Develop metrics to measure a program's success

**FRONT AND CENTER:****Positioning Your Brand in the Media**

- Developing relationships with local media
- Creating inspired human interest stories around your brand
- Building community buzz around property events

**PUBLIC RELATIONS: The Forgotten Discipline**

- The value of successful PR programs
- Handling the media
- Strategic publicity

**BEST BUY!**

More Social Media education at the new Social Media Boot Camp, see page 16.



NATIONAL CENTER FOR RESPONSIBLE GAMING  
Promoting Research & Education for Responsible

**NCRG AT G2E***Silver Sponsor:***Track Overview**

An extension of the National Center for Responsible Gaming's annual conference, this track is carefully designed to provide updates on how research is redefining how we diagnose, treat, study and prevent gambling disorders.

**Sessions & How You Will Benefit****INSTANT ACCESS: Using the Web to Promote Health and Responsible Gaming**

- CollegeGambling.org
- Helplines and self-assessments
- Government programs

**GLOBAL VIEW:****Responsible Gaming around the World**

- Different approaches in different jurisdictions
- Regulatory requirements
- Cultural considerations



## RETAIL, DINING & ENTERTAINMENT

### Track Overview

RD&E sessions address the wide variety of non-gaming operations found in typical casino resorts. Amenities and design professionals will be on hand to discuss current trends and expert knowledge aimed at enhancing the operation of such venues. Guidance on using each of these amenities as a marketing tool also will be offered.

### Sessions & How You Will Benefit

#### STARTING FROM SCRATCH: The Ideal F&B Center

- Engineering a facility to be a large profit center
- Increasing sales without increasing costs
- Proper planning techniques to avoid costly mistakes

#### PROCESS AND PROCEDURE:

##### Streamlining Your F&B For Success

- Procurement procedures to increase profitability
- Adjusting processes and workflows for significant savings
- Increase business through pricing, margins and portion controls

#### BOTTOM LINE: Quantifying Entertainment's Impact on the Integrated Resort

- Financial guide for entertainment directors and marketing executives
- How to conduct a performance analysis
- Selling the product internally

#### FROM CENTER BAR TO CENTER STAGE:

##### Launching an Entertainment Venue

- Entertainment with no showroom
- Building a venue that makes sense economically
- Matching acts to your clientele

#### BACK TO BASICS: Casino Entertainment 101

- Negotiating the right deal
- Equipment leasing and onsite responsibilities
- Making it work for your property

#### BEYOND THE MARQUEE:

##### Special Events to Drive Traffic

- How non-gaming, non-traditional events work
- Examples of successful programs
- Shopping and dining deals that create buzz
- **HOSPITALITY ENHANCED: RD&E Pro Panel**
- Drive gaming profits through non-gaming business
- F&B presentations for increased traffic
- Creating long-term value



## SECURITY & SURVEILLANCE

Endorsed by: **ASIS**  
INTERNATIONAL

### Track Overview

This track, produced in partnership with ASIS International, is designed for security and surveillance professionals in the casino environment. This popular and highly focused program addresses patron safety, anti-fraud education, crisis management, surveillance technology applications and more.

### Sessions & How You Will Benefit

#### RISK MANAGEMENT:

##### Managing Claims From the Beginning

- Creative tactics for resolving claims
- Importance of initial response and on-site resolution
- Methods for cost minimization

#### INSIDE JOB: Profiling the Thief Within

- Occupational fraud and white collar crime
- Theories of causation
- Common traits and potential red flags

#### SLOT ADVANTAGE PLAY: The Business Case

- Increasing presence
- Potential magnitude of their impact
- Learn how to identify your risk and exposure

#### SUSPECT IN CUSTODY: Now What?

- Issues surrounding internal detention
- Allowable uses of force and requirements for holding
- Proactive mitigation of liability

#### SECURITY FOR ALL:

##### How Nightclubs and Events Spill Over

- Risk-based approaches for crowd control
- Addressing common problems, including public intoxication, injuries and false identification
- Recognizing health risks, including dehydration and alcohol poisoning

#### HANDS IN THE COFFERS:

##### Cage and Cashier Scams and Fraud

- Curtail theft from cash banks, drawers and outlets
- Video demonstrations
- Audits and other countermeasures

#### A-TO-Z COVERAGE:

##### Successful Surveillance Techniques

- Proactive surveillance fundamentals
- The importance of training programs
- Key techniques, including surveillance video audit

**THE BIG EVENT:****Managing an Efficient Security Presence**

- Dealing with short-term, high-volume productions
- Ingress/egress controls
- Staffing and emergency services

**WHAT HAPPENS IN VEGAS:****Happens in Your Jurisdiction Too**

- Common concerns of the Nevada Gaming Control Board
- Review of recent high-profile cases
- Current trends in employee theft

**TABLE GAMES**Gold Sponsor:  **ShuffleMaster**  
INCORPORATED**BEST BUY!**

**More Security & Surveillance education at the Security & Surveillance Institute at G2E, see page 18.**

**Track Overview**

Designed for those in table games operations and equipment manufacturers alike, sessions in this track offer focused content on a variety of games as well as a broader look at comp systems, hold percentages, dealer scheduling and tipping, and more.

**Sessions & How You Will Benefit****ENOUGH IS ENOUGH:****How to Evaluate Comp Systems**

- Manage shrinking profits
- Avoid over-comping and set reasonable limits
- Use table game metrics to set comp level
- **ALL IN: Using Poker Rooms to Increase Casino Revenue**

**Casino Revenue**

- Is a poker room viable at your facility?
- Using drawings and jackpots to increase play
- Operating in a competitive environment

**WHAT'S HOT, WHAT'S NOT: Table Game Trends**

- Creating new markets
- Grow table play through new technology
- Changing game rules

**PLAYING SMARTER: Increasing Hold Percentage Without Losing Players**

- Table game hold vs. win
- When to use rules like 5X odds and 6-5 blackjack
- Combat cheating scams

**THE TIPPING POINT:****Tips and Scheduling Dealers**

- Different tipping schemes and how they work
- Tip sharing with non-dealers
- Efficient scheduling

**BLACK JACK BALL: A Peek Inside**

- A look inside the exclusive event
- Are count teams effective? Learn how card counters work
- Learn how to legally counter advantage player moves

**RATING RESULTS:****The Rise of Electronic Table Games**

- Replacing live events
- Staffing options
- Lower costs and expanding the player base

**WILD CARD****Track Overview**

This track houses outside-the-box programming that appeals to a wide variety of G2E attendees, often including emerging trends or focused content for specific gaming operators like those in the racino market.

**Sessions & How You Will Benefit****RACING AWAY:****Racino Update and Future Trends**

- True impact of gaming in a racing setting
- Gaming facilities that have canceled racing and why
- Creative solutions for attracting casino players to racing

**ART AND SCIENCE:****Hospitality in the Gaming Industry**

- How hospitality models can enhance gaming operations
- Maximizing non-gaming revenue
- Classic techniques for increasing your profit margin

## INSIGHTS ON OPERATIONS

### Thursday, October 6



Beginning this year, G2E will devote its final day of its 3-day conference programming to a specific topic affecting casino operators around the world. Player tracking and loyalty for gaming and non-gaming patrons will be the focus of the debut Insights on Operations at G2E 2011. End your conference experience with a thought-provoking morning designed to maximize your marketing efforts.

#### PLAYER TRACKING: Slots & Tables

- New trends in tracking that increase loyalty
- Using players' cards at tables more effectively
- Systems that identify non-participating players

#### PLAYER TRACKING: Non-Gaming

- How to get players to use their card outside of the casino
- Partnering with entertainment venues
- Evaluating total spend

#### RISK AND REWARDS: Understanding Player Reinvestment

- Coupons vs. comps vs. cash-back
- Successful models
- The benefits of player reinvestment

## G2E CONFERENCE SPONSORS

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# SOCIAL MEDIA BOOT CAMP at G2E



## Monday, October 3

The advent of Twitter, Facebook, YouTube and other social networking tools has intrigued casino marketing departments for the past several years. In the beginning they were tools few knew how to use. Now, experimentation has given way to performance. At this day-long, intensive seminar, you will learn by studying best practices and examples from casino social media efforts across the country. Learn how to fully integrate social media strategies into your traditional casino marketing efforts and how to measure quantifiable results. If you truly want to take your social media efforts to the next level in terms of engagement, followers and return on investment in 2012, this is the seminar for you.

Led by Masterminds—a nationally recognized agency at the forefront of social media marketing for the casino industry. Special guests will include casino social media practitioners on the leading edge of social media trends in casino marketing.



### You will learn about:

- Using social media to create buzz and brand awareness
- Driving more foot traffic to your property with social media
- Using analytics around social media to see what works and what doesn't

### BEST BUY!



**REGISTER FOR A 5-DAY SUPER PASS** and attend Social Media Boot Camp on Monday, October 3 PLUS all the social media sessions in the Marketing Track October 4–6.

# iGaming Congress at G2E 2011

Endorsed by: 

## Monday, October 3

With its launch in 2010, iGaming Congress at G2E is the largest conference in North America for Internet-based gaming. Programming will address the latest legalization possibilities and tax structures for the United States market, as well as the overall business of acquiring players, protecting players, processing payments and much more. This information-packed program will appeal to existing offshore Internet gambling operators, as well as commercial casinos, Native American casinos, manufacturers and more.

### Includes:

- Networking Continental Breakfast
- Conference Networking Luncheon

### You will learn about:

- Online gaming legalization and regulation
- Government-run operations
- Creating synergy between online and land-based ventures

### Sessions titles will include:

- Online Gaming: The Legal Landscape, Part 1
- Online Gaming: The Legal Landscape, Part 2
- Loving the Lottery: Government Run Online Gaming Operations
- Taxing Problem: Setting a Tax Rate that is Both Efficient and Effective
- In or Out: How Intrastate Online Gaming Would Work

## BEST BUY!



**REGISTER FOR 5-DAY SUPER PASS** and attend iGaming Congress at G2E on Monday, October 3 PLUS all the sessions in the iGaming Conference Track October 4 – October 6.



# Security & Surveillance Institute **AT G2E**



**Monday, October 3**

## **A Full Day of Learning to Help You Protect Your Property's Assets.**

This full day of learning for casino security and surveillance professionals is specifically designed to address the growing demand for access to the latest information on major incidents within a casino property and leading-edge information on surveillance techniques.

**Includes:**

- **Networking Continental Breakfast**
- **Conference Networking Luncheon**

**You will learn about:**

- The latest scams that jeopardize your property's security
- Planning and preparing to mitigate damages
- How to protect your guests

**Sessions titles will include:**

- The 6.60 Report: 6 Recent Scams in 60 Minutes
- Plan, Procure, Execute: Successful Installation Projects
- Minors and Juveniles: Responsible Management and Oversight
- The Big 10: Gaming's Most Common Internal Scams
- Eject and Exclude: Dealing with Unwanted Guests
- Preparing for the Worst: Planning Can Mitigate Damage and Injuries
- Guest Protection: The Behavior of Pickpockets
- Card Cheats: Current Scams on Table Games

**BEST BUY!**



**REGISTER FOR A 5-DAY SUPER PASS** and attend the Security & Surveillance Institute at G2E on Monday, October 3 **PLUS** all the sessions in the Security & Surveillance Conference Track October 4 – October 6.



## LEADERSHIP ACADEMY

Produced by:  **TRACOM GROUP**  
THE CREATOR OF SOCIAL STYLE™

**Monday, October 3**

### Leading Change

It takes great leadership to operate a casino successfully, especially in these challenging times where change is a constant reality and economic recovery is slow. The ability to lead ourselves and others through change, regardless of its level of complexity and origins, remains one of the key skills and competencies of leadership. Join us for “Leading Change,” a six-hour workshop focused on the role of leaders in developing a culture of change and understanding what is needed to manage the constant demand for making adjustments.

Includes:

- A TRACOM Group Certificate of Participation
- Networking Continental Breakfast
- Conference Networking Luncheon
- Leadership Workshop

## We’re Bringing the Performance Leaders to You at G2E.

The TRACOM GROUP is internationally known for helping organizations solve business challenges through leadership development, performance management and employee engagement. TRACOM’s extensive client list includes organizations of all sizes, from diverse industries, from Delta Airlines, Eastman Kodak and Nabisco to Deloitte & Touche, JCPenney and Blue Cross Blue Shield, Inc.

### WORKSHOP OBJECTIVES INCLUDE:

- Understanding the role of leadership in designing and managing change
- Moving beyond the myths to understanding the fundamental principles of change
- Determining organizational readiness and developing a culture of change
- Learning to craft an effective message of organizational change



G2E ADVANCED GAMING INSTITUTE  
MONDAY, OCTOBER 3, 2011

# G2E Advanced Gaming Institute

REVAMPED!

Developed and Produced with:



Cornell University  
School of Hotel Administration  
The Center for Hospitality Research

UNLV

IGI International  
Gaming  
Institute  
Developer of Excellence in Gaming Education



SAN DIEGO STATE  
UNIVERSITY  
L. Robert Payne School of  
Hospitality & Tourism Management

Sycuan Institute  
of Tribal Gaming

LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM  
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

## Monday, October 3

Created in partnership with leading universities and gaming organizations, this special Monday program offers attendees the opportunity to learn important fundamentals from respected professors at these higher education institutions. This program is specifically designed for those who have entered the gaming industry without a formal education in casino operations. Rising managers will find particular interest in its strong hospitality focus.

### Includes:

- Networking Continental Breakfast
- Conference Networking Luncheon

### You will learn about:

- Engaging everyone in your organization around casino marketing
- Having a vision for your business as it evolves from gaming to hospitality
- New forecasting models that can help improve operations
- Responsible gaming for tribal casinos

### Sessions titles will include:

- **HELD TO A DIFFERENT STANDARD: Land-Based vs. Online Gaming**
- **CERTIFICATION: What Does it Mean for an Operator?**
- **MORE THAN OPERATIONS: THE BUSINESS OF GAMING BUSINESS**
- **THE REAL DEAL: UNDERSTANDING TRIBAL GOVERNMENT GAMING**
- **MAKING THE TRANSITION: MORPHING GAMING INTO HOSPITALITY RICHARD STOCKTON COLLEGE**
- **MANAGING CASINO OPERATIONS: AN INTERACTIVE WORKSHOP**
- **CASINO MATH: DOING THE NUMBERS**
- **THE BIG PICTURE: WHY CASINO MARKETING IS EVERYONE'S JOB**
- **DRILLING DOWN: WHY NEW FORECASTING MODELS WILL IMPROVE OPERATIONS**

For more information on the Advanced Gaming Institute, visit the G2E Website

For complete descriptions, dates and times, visit [www.globalgamingexpo.com](http://www.globalgamingexpo.com)

# G2E Conference Content is Developed By the Industry, For the Industry.

## CONFERENCE ADVISORY BOARD

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**Marcus Prater**, executive director, Association Of  
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**Ernie Stevens, Jr.**, chairman, National Indian Gaming  
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Company—**NEW!**

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**Andy Abboud**, vice president, government relations,  
community development, Las Vegas Sands  
Corporation—**NEW!**

**Matthew Block**, vice president of governmental  
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**Connie Jones**, director of responsible gaming,  
International Game Technology (IGT)

**Kerry Koenig**, executive director, IAGA—**NEW!**

**Lloyd D. Levenson, Esq.**, CEO, Cooper Levenson,  
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**Robert Russell**, gaming analyst, Regulatory  
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**Bill Lerner**, gaming analyst, Union Gaming Group

**Bill Newby**, managing director, Jefferies & Company

**Adam Rosenberg**, managing director, global head of  
gaming group, Goldman, Sachs & Co.

**Scott Schweinfurth**, executive vice president,  
CFO & treasurer, WMS Industries

**Andrew Zarnett**, managing director, Deutsche Bank

### GAMING TECHNOLOGY

**Christie Eickelman**, senior director of  
worldwide marketing, Gaming Laboratories  
International, Inc. (GLI)

**Michelle Olesiejuk**, executive director,  
Gaming Standards Association (GSA)—**NEW!**

**Melissa Price**, vice president of gaming,  
Caesars Entertainment, Inc.—**NEW!**

**Bruce Rowe**, senior vice president of business  
development, Bally Technologies

**Roy Student**, president,  
Applied Management Strategies

### GLOBAL MARKETS FORUM

**Paulo Azevedo**, executive director,  
Macau Business Magazine

**Jorge Bazan**, director ejecutivo, Asociación  
Latinoamérica de Juegos de Azar (ALAJA)

**Fred Gushin**, managing director,  
Spectrum Gaming Group

**Julian Harris**, partner, Harris Hagan—**NEW!**

**Ben Lee**, managing partner,  
IGamiX Management & Consulting Ltd—**NEW!**

**Dean Macomber**, president & CEO,  
Macomber International, Inc.

**Lloyd C. Nathan**, chief executive officer,  
Asian Coast Development Canada Ltd—**NEW!**

#### **HIGHER EDUCATION COMMITTEE—NEW!**

**Pat Merl**, director of gaming outreach,  
UNLV International Gaming Institute

**Kate Spilde, Ph.D.**, chair, Sycuan Institute on  
Tribal Gaming, San Diego State University

#### **HUMAN RESOURCES**

**Kathy Caudell**, SPHR, corporate director,  
training and development, Herbst Gaming  
**Donald Hoover**, vice president placement  
consulting services, Gaming Hospitality  
Experts—**NEW!**

**Humberto Trueba**, former senior vice president of  
human resources, Pinnacle Entertainment, Inc.

**Ron Vargas**, vice president of human resources,  
Cache Creek Casino Resort

#### **iGAMING**

**Michael Caselli**, editor, iGaming Business

**Simon Holiday**, director, H2 Gambling Capital

**Michael Lipton Q.C.**, senior partner,  
Dickinson Wright LLP

**Richard Schwartz**, vice president of online gaming,  
WMS Gaming Inc.

#### **INDIAN GAMING**

**Jason Giles**, deputy director & general counsel,  
National Indian Gaming Association (NIGA)

**Kristi Jackson**, CEO, Tribal Financial Advisors—**NEW!**

**Jana McKeag**, president, Lowry Strategies

**Linda J. Roe**, vice president business development  
& client relations, Thalden-Boyd-Emery  
Architects—**NEW!**

**Ernie Stebbins**, executive director, Washington  
Indian Gaming Association

#### **MARKETING & PLAYERS' CLUBS**

**Stacy Hamilton**, director of public relations,  
MGM Resorts International—**NEW!**

**Luigi Mastropietro**, vice president, relationship  
marketing, Global Cash Access, Inc.—**NEW!**

**Marlene Reyes**, COO, Fine Point Consulting

**John Schadler**, managing partner, SK+G

**Jim Wise**, senior vice president of marketing, Seneca  
Gaming Corporation—**NEW!**

#### **RETAIL, DINING & ENTERTAINMENT (R, D & E)**

**Nehme E. Abouzeid**, director of partnership  
marketing, Las Vegas Sands Corp.—**NEW!**

**Clinton Billups**, president, CFB Productions, Inc.

**Mark Birtha**, president & chief development officer,  
SOL Casinos/AVA Amphitheater

**Tom Cantone**, vice president of entertainment,  
Mohegan Sun

**Charlie Davis**, senior casino agent, Paradise Artists

**Jason Gastwirth**, vice president and executive  
associate to the chairman, president and CEO,  
Caesars Entertainment Corporation—**NEW!**

**Ed Micone**, agent,

Paradigm Talent & Literary Agency—**NEW!**

**Howard Pitch**, president, Howard Pitch  
Entertainment Company—**NEW!**

#### **SECURITY & SURVEILLANCE**

**Alan Zajic**, security consultant,  
AWZ Consulting Services

#### **TABLE GAMES**

**C.J. Graham**, vice president, assistant general  
manager, Thunder Valley Resort

**Debi Nutton**, senior vice president, casino  
operations, MGM Grand

**Max Rubin**, president, Max Rubin Enterprises

**Matt Savage**, tournament director,  
Savage Tournaments; executive tour director,  
World Poker Tour—**NEW!**

# G2E KEYNOTES:

## GET AN EDGE WITH INNOVATIVE IDEAS FROM DYNAMIC EXPERTS.



Penn Jillette

**Opening Day Keynote:**  
**Wake Up with Penn Jillette**  
**Tuesday, October 4**  
**10:30am – 11:30am**

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### State of the Industry: Innovating for a Stronger Future

**Wednesday, October 5 • 10:30am – 11:30am**

Hear from leaders in the modern gaming industry as they discuss the trends driving the industry forward and how to harness innovation and technology to meet the challenges that lie ahead. From global expansion and taxation issues to the future of the replacement cycle, operations developments and the outlook for online gambling – if it matters to the global gaming industry, it will be on the table for these suppliers, operators, regulators and tribal representatives to discuss. In conjunction with a new initiative by the American Gaming Association to increase the participation of women in the industry, the panel also will discuss the role of women in gaming. This is one session you won't want to miss.

**Moderator:** Judy Patterson, American Gaming Association (AGA)

**Speakers:** Patti S. Hart, IGT • Jan L. Jones, Caesars Entertainment

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### Tribal Gaming Roundtable: The Indian Casino of the Future

**Thursday, October 6 • 10:30am – 11:30am**

No one can dispute that the gaming industry is one that is constantly changing. What we don't know is how the casinos of the future, particularly those owned by tribal nations, will operate and what they will look like. With a focus on operations, experts will examine what lies in store for the many different aspects of Indian gaming – design and construction, financing, marketing, the gaming floor, non-gaming amenities and the potential role for tribal gaming in the online world.

**Speakers:** Mark BIRTHA, Sol Casinos and AVA Amphitheatre • Gideon Bierer, IGT  
Chief Boyd, Thalden Boyd Emery Architects

# WHAT'S NEW IN NETWORKING AND ON THE SHOW FLOOR

## G2E: UNMATCHED NETWORKING

### G2E WELCOME RECEPTION

Official Wine and Spirits Provider



Monday, October 3, 6:30pm – 8:00pm, Poolside at the Venetian

### NETWORKING LUNCHES

- Sarno Lifetime Achievement Award for Casino Design: Tuesday, October 4, 12:45pm – 1:45pm
- AGA Communications Awards: Wednesday, October 5, 12:45pm – 1:45pm
- Tribal Gaming: Thursday, October 6, 12:45pm – 1:45pm

### GLOBAL GAMING WOMEN



G2E is proud to support a new initiative of the American Gaming Association (AGA) connecting women across the global gaming industry. The AGA's program will launch at G2E 2011 on Wednesday, October 5, with three strategic events intended to create a dialogue among women of all levels in all jurisdictions doing business with the gaming industry, including commercial and Native American operators, suppliers, regulators, consultants and other key female stakeholders.

#### • Kick-Off Breakfast and Mentoring Event

**7:30am – 9:30am • On-site at G2E**

This networking breakfast will feature a roundtable discussion led by female executives from across the industry discussing topics critical to women in gaming, including the role mentorship has played in their success. The event also will include a speed mentoring opportunity intended to connect women from across the industry with others who may be able help advise and advance their careers.

- **2011 State of the Industry Keynote: Innovating for a Stronger Future**  
10:30am – 11:30am • On-site at G2E

G2E's annual State of the Industry keynote event this year will feature a panel exclusively composed of female executives, including IGT President and CEO Patti Hart, Caesars Entertainment Senior Vice President of Communications and Government Relations Jan Jones, Isle of Capri Casinos President and CEO Virginia McDowell and AGA Senior Vice President and Executive Director Judy Patterson.

- **Global Gaming Women's Reception**

**By Invitation Only, 5:00pm – 7:00pm • Stratosphere Casino, Hotel & Tower**

This exclusive reception benefitting the International Gaming Institute at the University of Nevada, Las Vegas, will bring women from across the international industry together for an evening of high-level networking and dialogue about the evolving role of women in gaming.

## G2E: UNPARALLELED EXHIBITS & NEW PRODUCTS

### HUNDREDS & HUNDREDS OF CUTTING EDGE & NEW EXHIBITORS

- All new show floor featuring Las Vegas street signs and the Fremont Street Experience at G2E
- New products and exclusive show specials
- See page 26 for complete list of exhibitors



### NON-GAMING AMENITIES AT G2E CONTINUE TO EXPAND!

Food, Beverage  
& Hospitality  
AT G2E

- Dedicated Exhibits
- Ultra Lounge Uniform Fashion Show, *Sponsored by*
- Fine Wines & Cocktails Ultra Lounge, *Sponsored by*



ENTERTAINMENT  
arena  
AT G2E

- Dedicated Exhibits
- Entertainment Showcase Stage Networking Happy Hours
- Variety Entertainment Showcase Stage



### PAVILIONS FOCUSING ON IMPORTANT INDUSTRY SECTORS



Casino Design Pavilion



Security & Surveillance Pavilion



iGaming Business Pavilion

Sponsored by iGaming Business Magazine

# HUNDREDS OF NEW PRODUCTS FROM EXHIBITORS FROM AROUND THE GLOBE.

3M Touch Systems	Betsson Services Ltd.	Cummins-Allison Corp	Gaming Laboratories
ABA Lock, Mei Lock & Security	Billabs Corp	Cunningham Group	International LLC
Abbiati Casino Equipment	Bingotimes Digital Technology Co., Ltd.	Architecture	Gaming Partners International/GPI
AC Coin & Slot	Biometrica Systems Inc.	Current Components Inc.	Gaming Support
ACI Automated Currency Instruments	Bis2	CyberArts Licensing	Gaming Tickets Inc.
Acrosser Technology Ltd	Blue Sky Marketing Group	Cyrun Corp	Gary Platt Mfg Inc.
Action Packed Gaming Products	BMIT Limited	Datacom	Gasser Chair Company Inc.
Advanced Input Systems	BMM International	Davey Coach Sales Inc.	Gateway Gaming
Advantech-Innocore Gaming Ltd	BNP Media	Dept. of Homeland Security/US Immigration & Customs Enforcement	GCA
Aerostar Global Logistics	Boca Systems	DEQ	Gemaco Playing Card Co
Agilysys Inc	Boundary Devices	DFI Technologies Inc.	Genesis Gaming
Ainsworth Game Technology Ltd	BPI Certified Tender	DigiDeal	Georgia-Pacific Professional
Airistar Technologies LLC	Brill Hygienic Products Inc.	DigiTech Systems	Giesecke & Devrient America Inc.
AlfaStreet, Pockaj, d.o.o.	Brunswick Bowling & Billiards	DiTRONICS Financial Services	Global Gaming Business
All Star Incentive Marketing	Bueno Foods	Drape Kings	Global Payments
AllRegs	Bulova Corp, Wittnauer	Eago Technology Co., Ltd.	Gaming Services
Alpha Display	Cactus Technologies	Easybar Beverage Mgmt Systems	Glory, USA
Alpha Video & Audio Inc	Cadillac Jack Inc.	Eclipse Compliance Testing	Gold Club, d.o.o.
Amano McGann	Cammegh Ltd.	Eclipse Gaming Systems LLC	Gotta Have It Golf
American Engineered Products	CardLogix	Ecolab Inc.	Graphic Controls LLC
American Gaming Systems, AGS	Carmanah Signs	Effinet Systems Inc.	Great American Insurance Company
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Angel Playing Cards Co. Ltd	Casinfo LLC	Elite Games LLC	GSA-Gaming
Arista Networks	Casino Careers LLC	Esteel Design Build Group LLC	Standards Assn
Aristocrat Technologies	Casino City Press	Euro Games Technology (EGT)	GT Source
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	Classico Seating	Gamesman Ltd.	Infor
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	Coin Mechanism Inc.	Gaming Green Pages	Inotouch Technology Co., Ltd
	Coinstar Inc.	Gaming Informatics LLC	Inspired Gaming Group
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	College of Southern Nevada		Intermec Technologies Corp
	Congatec Inc.		International Games System
	Cooper Levenson, Attorneys at Law		
	Copag Inc., USA		
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	CountR GmbH		

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 Iverson Gaming Systems Inc.  
 iView Systems  
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 JCM Global  
 JNM Display Co., Ltd.  
 Journal des Casinos  
 (Internet Presse Infos)  
 Kanzaki Specialty Paper  
 Key Systems Inc.  
 Key Tracer  
 KeyBak  
 King Cabinet Solutions Inc.  
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 Konami Gaming  
 Kontron America  
 Kortek Corp  
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 Pacific West Marketing  
 Palese Group SRL  
 Panda Restaurant Group  
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 Patir Design GmbH  
 Pechanga.net  
 Peripheral Dynamics Inc.  
 Pharos Gaming  
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 Samsung Techwin America  
 Sara Lee Food Service  
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 Slot Tech Magazine  
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 Spectronix  
 Spectrum Gaming Group  
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 Steelman Partners  
 Stics Inc.  
 Sting Alarm Inc.  
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 Supreme Exim Corp.  
 Suzhou Ribao  
 Technology Co. Ltd.  
 Suzo-Happ Group  
 Swisher Hygiene  
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 Sysco Corp  
 TabletKiosk  
 Talaris  
 Tate Access Floors Inc.  
 Tatung Company of  
 America Inc.  
 TC Millwork Inc.  
 Tech Art  
 Tech Results  
 Techlink Entertainment  
 TekVisions  
 Teradata Corp  
 Thalden-Boyd-Emery  
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 The Printer Inc.  
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 Traker Systems  
 Trans Corp, LUX  
 TransAct Technologies  
 Transcend Info Inc.  
 Tripp Enterprises  
 Tyco-American  
 Dynamics/Kantech  
 Under A Blood Red Sky-  
 the U2 Tribute  
 United States Playing  
 Card Company  
 Unity Technologies  
 Universal Latin Agency  
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 US Bank Gaming Services  
 Vendini Inc.  
 Veridocs  
 Video Gaming  
 Technologies Inc.  
 Video King Gaming Systems  
 (VKGS) LLC  
 Videopoker.com  
 Virtual Roster  
 VOA Associates Inc.  
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 Wacom Technology  
 Walsh Bishop  
 Wee Chin Electric  
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 International Inc.  
 WMS Gaming  
 X2 Computing Limited  
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 Young Electric Sign Comp,  
 Yesco  
 YWS International  
 Zuum d.o.o

Check out all of these exhibitors and their innovative new products and exclusive show specials on the all new G2E show floor.



# MAXIMIZE YOUR VALUE BY REGISTERING EARLY FOR G2E!

Part of being successful is ROI, and there's no better way to increase the value of G2E than by registering now and taking advantage of Early Bird savings.

**Register Today!**

## BRING YOUR TEAM AND SAVE EVEN MORE!

Special Group Discounts of an additional 10% are available when three or more people register together for the Conference.

Email [dpress@globalgamingexpo.com](mailto:dpress@globalgamingexpo.com) for more information.

## ENJOY THE BEST HOTEL & TRAVEL DEALS.

G2E 2011 will be held at the Sands Expo and Convention Center, which is conveniently connected to The Venetian & Palazzo Resorts and located right on the Strip. Book within the G2E Housing Block to save time and money getting to G2E each day.

# G2E PLANNING: 2 GREAT TOOLS = 1 GREAT PLAN

## Step 1: Use My G2E Show Planner



Start your planning from the comfort of your home or office with My G2E Show Planner. Go to [www.globalgamingexpo.com/G2EPlanner](http://www.globalgamingexpo.com/G2EPlanner).

- Create a custom exhibitor list
- Search new products
- Discover exclusive show specials
- Explore the all new floor plan
- Customize your agenda

## Step 2: Then take it with you to G2E using G2E Mobile!



Go to [www.G2Emobile.com](http://www.G2Emobile.com) on your mobile phone or device to:

- Access and update your custom exhibitor list\*
- Explore the interactive map of the new floor plan and venue
- Discover show specials
- Find new products
- Search the full conference
- Identify networking events and new show features
- Receive show updates & alerts

\*Use the same email address to set up your My G2E Show Planner account that you did to register for G2E to access your Custom Exhibitor List in both places.



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