



## **New Diversity Exhibitor Program at G2E 2006**

A unique opportunity for MBEs, DBEs and WBEs to tap into the lucrative worldwide gaming industry.

### **Overview**

The G2E Diversity Exhibitor Program promotes diversity across all aspects of the gaming industry and is designed to help MBEs/DBEs/WBEs best showcase their products and services to the buyers at G2E. Qualified participants will have access to reduced exhibit rates and will benefit from an enhanced marketing program that will help your small business get noticed among the hundreds of booths at G2E. Buyers at the show will be able to easily identify participants in the G2E Diversity Exhibitor Program, opening the door for you to begin building relationships with the key decision makers you need to work with or in the exciting gaming entertainment industry

### **You Will Receive The Following Benefits**

#### **Pre-Show**

- Inclusion in a press release announcing the program. To be sent out to all major gaming trade press and all AGA member casinos.
- Inclusion on distinct and separate Web page on the G2E Web site.
- Your products and your booth number included in a list to be distributed to all AGA member casinos.

#### **At-Show**

- Discounted Exhibit space: 10' x 10' basic package for \$3940—a **savings of 15% off of published rates.**
- Diversity Program Logo to be placed next to your listing in the official Event Guide handed out to all attendees on site.
- Company name included in special page in the Event Guide that will list all companies participating in the program.

#### **Post-Show**

- Post-show press release on the success of the program.
- Your company name and your products included in a list to be sent to AGA member casinos and their diversity officers.

### **Participant Requirements:**

Participants in the G2E Diversity Exhibitor Program must be certified as a small disadvantaged business enterprise (DBE), minority business enterprise (MBE) or women's business enterprise (WBE). All participants are required to provide proof of certification prior to attending the event to be eligible to participate in the Diversity Exhibitor program. A copy of the participant's certification must accompany the participant's signed Sales agreement space contract.

Suppliers/vendors can be certified by any recognized U.S. certifying agency, such as a state department of transportation (DOT). If your business is not currently certified and you would like more information on the process, please visit

<http://www.americangaming.org/diversity/vendors/certifications.cfm>.