



F&B at G2E **Marketing Communications Plan**

Direct Mail

- F&B at G2E will be promoted in G2E direct mail
 - High End VIP Invite: CEO and Sr. VP level of executives from Commercial and Native American casinos (Approx. Qty: 1,000)
 - At a Glance Mailer: Executives and decision makers from Commercial and Native American casinos from around the globe (Approx. Qty: 40,000)
 - Conference Brochure: Executives and decision makers from Commercial and Native American casinos from around the globe (Approx. Qty: 40,000)
- Dedicated F&B at G2E mailing to F&B executives within casinos

Email

- F&B at G2E will be promoted in G2E emails. Approximately eight waves of emails sent to executives and decision makers from Commercial and Native American casinos
- Dedicated F&B at G2E emails to F&B executives within casinos

Advertising

- F&B at G2E will be advertised alongside G2E in 40+ gaming trade publications, as well as in targeted F&B publications:
 - Ads in the following targeted F&B publications: Las Vegas Food & Beverage Magazine, Nevada Hospitality, Restaurants & Institutions, Hotels, Sante Magazine, Sante Buyers Guide, and Slammed Magazine

Web Site

- F&B at G2E will be promoted on G2E Web site in a dedicated area—as if it were its own site

Industry Support and Outreach

- G2E is an American Gaming Association (AGA) Event. 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. The AGA memberships include 150 casinos, approximately two-thirds of the commercial casino industry, with 255K+ employees.
- Reed Exhibitions is a world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business. Every year, Reed events bring together some 160,000 suppliers and over nine million buyers from around the world. Today, Reed events are held in 35 countries throughout the Americas, Europe, the Middle East, Africa and Asia/Pacific, and are organized by 30 fully staffed offices. Our portfolio of 470 events services 49 industries in 12 key sectors.

Public Relations

- F&B at G2E update/highlight releases distributed throughout January 2005 to:
 - 500+ F&B trade publications and other media
 - 175 Gaming trade publications and other media

For more information about F&B at G2E visit www.globalgamingexpo.com.