



September 13-15, 2005
Las Vegas Convention Center
www.globalgamingexpo.com

Introducing G2E's Air Quality Pavilion

Your products are critical to helping casinos meet acceptable indoor-air quality standards—get in front of buyers in the multi-billion dollar gaming industry at this new targeted pavilion on the show floor of the world's leading gaming event.

Overview

G2E's Air Quality Pavilion is for suppliers of air quality products and services such as *Air Conditioning, Heating, Refrigeration, Ventilation Equipment, Building Automation, Controls, System Integration Technologies, Instruments, Tools & Supplies, Software & web-based Services, Maintenance & Support Products, and more*. It is the ideal business-to-business marketplace for you to meet buyers from leading casinos and hotels around the world who are looking to purchase unique new products and services that will help casinos meet acceptable indoor-air quality standards. The Air Quality Pavilion is supported by educational sessions in the G2E Conference.

Tap a Lucrative Market that Needs Your Products to Meet Indoor Air Quality Standards

Your products are critical to this industry at this point in time and here's why:

- The American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) continues to make a case for ventilation standards that would essentially ban smoking in all hospitality venues, including casinos. However, in an effort to not risk a loss in revenue due to smoking bans, the **American Gaming Association (AGA) is leading the charge to develop an alternative based on sound engineering technologies and ventilation systems that would accommodate all their customers.**
- A survey conducted by the AGA found that the Nevada casino industry would lose \$1 billion in revenue the first year if indoor smoking were outlawed. This is even more support for the importance of the AGA's charge.

Benefits of Exhibiting

Meet leading air quality decision makers—You'll meet face-to-face with buyers from Commercial and Native American casinos from around the globe, representing the AGA Indoor Air Quality Working Group, looking for your products and ready to write purchase orders. Buyers represent Harrah's, Mohegan Sun, Foxwoods Resort Casino, Tropicana Casino Resort, Bellagio Hotel & Casino, Mandalay Bay Resort and Casino, Trump Plaza Hotel and Casino, Boyd Gaming Hotels and Casinos, and the MGM Grand Hotel and Casino. Job titles walking the show floor include: Casino Directors, Account Directors, Vice Presidents, Sales Managers, Business Development, Marketing Directors, Creative Directors, Entertainment Directors, CEO's, COO's and CFO's.

Powerful Industry Support—G2E is an **American Gaming Association (AGA)** event. The AGA represents the commercial casino-entertainment industry by addressing federal legislative and regulatory issues affecting its members and their employees and customers, such as federal taxation, regulatory issues, and travel and tourism matters. AGA members attend G2E and are making buying decisions. The AGA memberships include 150 casinos, approximately two-thirds of the commercial casino industry, with 255K+ employees.

Gain High Visibility—The Air Quality Pavilion will be promoted throughout the G2E marketing campaign and appear in direct mail that is sent multiple times to a targeted 40,000+ industry professionals. Event advertisements will appear in 35+ industry publications resulting in 4 million impressions worldwide.

Get in the News—200+ media covered or scouted at G2E 2004, including all major trade press and all local NBC, ABC, FOX and ABC Las Vegas affiliates, Associated Press, Bloomberg News, CBS MarketWatch, Chicago Sun Times, CNBC, Dow Jones, Las Vegas Review-Journal, Las Vegas Sun, Las Vegas Business Press, Los Angeles Times, Reuters and The Wall Street Journal.

Join the Premiere Industry Event—G2E is the largest international event for the gaming industry and the only event held in the fall. At G2E 2004 there were 15,995 total attendees from the gaming industry around the world.

Don't miss out!

To exhibit in the Air Quality Pavilion, contact Nick Lewin at 1-702-263-9447 or at nlewin@globalgamingexpo.com.