



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

Introducing G2E's Amenities Pavilion

Grow your business by penetrating the rapidly expanding amenities segment of the casino industry where you will meet and conduct business with qualified gaming buyers from casinos around the world.

Overview

G2E's Amenities Pavilion is for casino and hotel suppliers of amenities products and services. This 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 keep their casino guests coming back, again and again. The Amenities Pavilion is supported by educational sessions in the G2E Conference. The pavilion will feature suppliers and manufacturers of such products and services as: *Exclusive Spas, Golf, Retail, Entertainment, Health Clubs & Equipment, Tennis, Fashion Apparel/Clothing, Fishing/Boating, Transportation Services, Business Services, Arcades, and Special Attractions.*

Penetrate a Lucrative and Growing Market and Drive Dollars to Your Bottom Line

- **Amenities are on the rise in casinos—non-gaming revenue accounts for 57% of total revenue today** as compared to 43% 10 years ago according to the Nevada Gaming Control Board.
- **Emphasis is on revenue from restaurants, spas, shopping, nightclubs and other non-gaming features** rapidly expanding beyond Las Vegas in the coming years according to 99% of G2E Future Watch respondents.

Benefits of Exhibiting

Meet leading amenities decision makers—You'll meet face-to-face with buyers from Commercial and Native American casinos from around the globe looking for your products and ready to write purchase orders. In 2004, **3,200+ registered G2E attendees** had an interest in **Retail, Entertainment, and Apparel products and services**. 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 Amenities 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 the following industry publications resulting in 4 million impressions worldwide:

Domestic

Casino Enterprise Management
Casino Journal
Gaming & Leisure
Gaming Business Directory
Gaming Green Pages
Gaming Industry Observer
Gaming Today
Global Gaming Business
IGaming Business
IGWB
Pechanga.net
Public Gaming International
Slot Manager
Slot Tech Magazine

International

Amusement Industry Catalog
Big Game
Bingo Link
Casino International
Casino World
Casinos de Latinoamericana
Game Time International
Games Magazine
Gaming Business
Gamingfloor.com
Journal des Casinos
Taiwan Slot
Yogonet.com

Native American

Indian Country Today
Indian Gaming Business
Indian Gaming Magazine
Native American Casino

F&B

Hotels
Las Vegas Food & Beverage
Nevada Hospitality
Restaurants & Institutions
Sante
Slammed

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 Amenities Pavilion, contact Jocelyn Haley at 1-203-840-5625 or at jhaley@globalgamingexpo.com.