



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



F&B at G2E

F&B at G2E is the best place to gain direct access to, and conduct business with, leading F&B executives from the multi-billion dollar gaming industry.

Overview

F&B at G2E, a *culinary marketplace*, is G2E's newest and most exciting event—designed to capitalize on continuing growth of the gaming industry and the skyrocketing of F&B within gaming. It's no wonder, then, that leading F&B decision makers from the gaming industry will gather at **F&B at G2E**, in Las Vegas—the newest destination for world-class cuisine—to identify new and innovative products and services that can move their casinos and resorts into the future. **F&B at G2E** is a niche event in an extremely lucrative industry. It's where you should be to sell to this market.

F&B at G2E 2004 offered exhibits, a dedicated F&B conference track and exciting special events such as:

Vertical Wine Tasting
Holiday Cocktails
The Chocolate Swan's Chocolate Demo
Wine and Food Pairing
Todd English: Culinary Demo

G2E Mohegan Sun Oyster Open
Mohegan Sun World's Largest Wedding Cake and Sample Tasting
Champagne Tasting
Cigar Rolling
Wine Garden

Benefits of Exhibiting

Position yourself within a lucrative market—Expand your reach into the gaming industry, especially in Las Vegas, where a new spirit of adventure in dining is putting Las Vegas on the world-dining map.

Meet leading F&B executives and decision makers from Commercial and Native American casinos. You will connect with titles such as: *Vice President of Food & Beverage, Executive Director of Housekeeping, Director of Food & Beverage, Head Chef, Purchasing Agent, Facilities Manager, Entertainment Director, Club/Spa Manager and Hotel General Manager*

In 2004, 1500+ registered attendees had an interest in F&B products and services.

Partner with the premiere gaming event—G2E. **F&B at G2E** is held in conjunction with G2E—the premier gaming event worldwide that attracted 15,000+ gaming executives in 2004. It's the one F&B event you cannot miss if you are a manufacturer or supplier of F&B products and services. With the recent and unprecedented growth of F&B in the gaming industry, and with the buying power of that industry walking the show floor, this is your opportunity to grow your bottom line and extend your market reach with just one sale.

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. 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.

F&B at G2E is also supported by industry related pubs such as: *Hotels, Las Vegas Food & Beverage Magazine, Nevada Hospitality, Restaurants & Institutions, Sante Magazine and Slammed Magazine.*

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.

Marketing that Reaches Gaming F&B Buyers

F&B at G2E will be promoted through G2E's marketing campaign, as well as in its own targeted campaign. Ads mentioning **F&B at G2E** will run in 20+ leading gaming trade magazines including the ones mentioned above.

**Don't miss out! To exhibit at F&B at G2E, contact
Brett DeWeese at 1-203-840-5341 or at bdeweese@globalgamingexpo.com.**