



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

Introducing G2E'S Technology Pavilion

Showcase your technology products and services to the highly lucrative and growing, worldwide gaming industry and get face-to-face with qualified buyers ready to conduct business.

Overview

G2E's Technology Pavilion is for technology suppliers and manufacturers. It is the ideal business-to-business marketplace for you to meet with casino buyers from around the world who are looking to purchase the latest technology devices and services. Join industry leaders on the show floor such as: **Agilysis, American Gaming & Electronics, Digi Deal, Paltronics, Boss Media, Kontron, ELO Touch Systems, Cyberview Technology, Densitron Technologies, Mariposa Software, Daktronics, & Sony Electronics.**

The Technology Pavilion will feature such products as: *Video Lottery Terminals (VLT), Gaming Software, Hospitality Software, Kiosks/ATMs, Systems Integrators, Reader Cards/Smart Cards, LCD Monitors, Monitors, POS Software, LED Screens, Retail Technology, Information Technology.*

Take Advantage of a Growing Segment

- 58% of G2E 2004 attendees indicated an interest in new technology related products, which is an increase of 17% over 2003.
- Attendance in Information Technology and Player Tracking grew 22%.
- VLT had a 12% exhibitor growth from 2003 to 2004.
- Gaming Software had a 13% growth in exhibitors and an 18% growth in attendance from 2003 to 2004.
- At the 2004 G2E Conference, technology related sessions ranked among the most highly attended with over 1,175 conferees attending 11 sessions over two days.
- 27% of the total G2E conference attendees were interested in technology related sessions in 2004.

Benefits of Exhibiting

Meet the Right Buyers—You will meet face-to-face with buyers looking for your products and ready to write purchase orders. You'll see qualified buyers from casinos and hotels such as Harrah's, Foxwoods, Mohegan Sun, Tropicana, Bellagio, Trump Towers, Boyd Gaming, and the MGM Grand. Buyers represent targeted and high-level job titles such as: *Security Directors, Operations, Vice Presidents, Sales Managers, Casino Facilities Officers, Finance Managers, Information Technology Managers, Director of Research & Development, CEO, COO, EVP, GM, Supervisors.*

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. AGA members attend G2E and are making buying decisions.

Gain High Visibility—The Technology 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

Bingo Manager
Casino Enterprise Management
Casino Journal
Gaming Business Directory
Gaming Green Pages
Gaming Industry Observer
Gaming Products and Services
GamingToday
Global Gaming Business
IGWB
Public Gaming International
Slot Manager
Slot Tech Magazine

International

Amusement Industry Catalog
Big Game
Casino World
Casinos de Latinoamericana
eGaming Review
Game Time International
Games Magazine
Gaming for Africa
IGaming Business
Journal des Casinos
Taiwan Slot
Yogonet.com

Native American

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

F&B

Las Vegas Food & Beverage
Nevada Hospitality
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. Native American Casino attendance was up 11% from 2003 and International attendance was up 30% from 2003.

For more information on G2E and to exhibit in the Technology Pavilion visit www.globalgamingexpo.com or contact Mary Yates at 1-203-840-5540 or myates@globalgamingexpo.com.