



iGaming Business Pavilion at G2E 2005

Where all of the industry's online gaming suppliers will be this fall and where qualified buyers go to conduct business on the show floor!

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

Overview

The iGaming Business Pavilion is a dedicated area on the G2E show floor where leading online gaming suppliers of technologies and services will gather. This year's focus will be on skill gaming, soft games and poker software. If you are a supplier of support software or services, you must be a part of the iGaming Pavilion. Traditional casino gaming software providers, iDTV and mobile gaming providers are also encouraged to exhibit.

Online Gaming—A growing opportunity in America

As online skill gaming continues to grow at breakneck speed in the United States, buyers at this year's iGaming Business Pavilion will take particular note to this lawful sector of iGaming. Online poker, thanks to poker's omnipresence in America, also possesses great growth potential across the United States as individual state legislatures look at offering online poker licenses to suppliers. This provides an unprecedented opportunity for poker suppliers at this year's G2E.

"This year, revenue for the roughly 2,000 gambling Web sites will reach \$9.8 billion, up from \$7.5 billion last year and \$5.7 billion two years ago, according to Christiansen Capital Advisors, a research firm. About half of the revenue comes from U.S. bettors, the firm said. Poker enjoys increasing popularity in the U.S., in part because of cable network ESPN's World Series of Poker coverage and Bravo's "Celebrity Poker Showdown." On a recent weekday afternoon, more than 29,000 people were gambling on PartyPoker.com, according to PokerPulse.com, a Web site that tracks online poker activity."

Benefits of Exhibiting

Meet Qualified Buyers—You will meet face-to-face with buyers looking for your products and ready to conduct business. This year's show should bring more terrestrial gaming operators into the iGaming section than ever before thanks to the new iGaming Business Pavilion and its focus on lawful US iGaming.

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 iGaming Business Pavilion will be promoted throughout the G2E marketing campaign and appear in direct mail that is mailed multiple times to a targeted 40,000+ industry professionals. Direct response ads will appear in **iGaming Business**.

Take Advantage of Added Exposure—A dedicated page in the Event Guide identifies all online gaming exhibitors who are located in the iGaming Business Pavilion. This is another way for buyers to easily find you.

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.

Don't Miss Out!

**To exhibit at the iGaming Business Pavilion, contact Alex Pratt at
+44 (0) 207 934 9175 or alex@igamingbusiness.com.**