



Entertainment Arena at G2E 2010 Fact Sheet

November 16-18, 2010
Las Vegas Convention Center
www.globalgamingexpo.com

Overview

The Entertainment Arena at G2E is a specialty event dedicated to entertainment within casinos and designed to capitalize on the growth of non-gaming amenities within the casino-entertainment industry—of which entertainment is a huge component. Decision makers from commercial and Native American casinos will gather at the Entertainment Arena at G2E in Las Vegas—one of the premier destinations for world-class entertainment—to identify unique shows, performers, and production products and services that can help offer a one-of-a-kind entertainment experience to their guests. With the growth of non-gaming amenities, and the buying power walking the show floor, this is an ideal opportunity to grow our bottom line and extend your market reach with just one sale! The Entertainment Arena at G2E features:

- **Dedicated Exhibits** showcasing a broad range of technologies, products and services that help create magical live performances now associated with America's casino industry. Exhibitors will include manufacturers of the latest in professional audio and lighting, staging, and projection/video products as well as entertainment agents, concert and sports promoters, independent producers, production companies, touring artists and attractions.
- **G2E Entertainment Showcase** is a live performance variety offering musical artists representing a wide variety of genres the opportunity to reach gaming executives in a live performance setting.
- **G2E Variety Entertainment Showcase Stage** was a preview with even more entertainment acts for your casino property. On this all-new stage, there was captivating performances by jugglers, magicians, and other unique variety attractions. All of this took place all three days of G2E.
- **CelebrityAccess** is the ultimate resource for entertainment professionals and the largest provider of news and information to the live performance industry for over 10 years. CA provides profiles on over 40,000 celebs including direct and detailed contact info, bios, tour dates, box office scores, performance fee ranges. Visit us at our website.
- **Dedicated Entertainment Conference Track** addressing topics such as: Talent Buying—Working with Agents and Managers, Contract Negotiating, Running Special Events, Performing Arts, Sports, and more.

Benefits of Exhibiting

- **In 2009 buyers who indicated a specific interest in entertainment products and who were walking the show floor came from leading casinos such as:** Agua Caliente Casino, Ameristar, Atlantis Casino Resort, Bally's, Boomtown Casino & Hotel, Boyd Gaming, Cache Creek Casino Resort, Casinos Austria International, Flamingo, Fontainebleau Resorts, Foxwoods Resort Casino, Harrah's, Ho-Chunk Casino, Isle of Capri Casinos, Inc., Las Vegas Hilton, Luxor Hotel, MGM Mirage, Mohegan Sun at Pocono Downs, Paris, Pechanga Resort, Seminole Hard Rock Casino, Station Casinos, Sun International, The Venetian and Palazzo, Tropicana Resort & Casino, Turning Stone Resort Casino, Wynn Las Vegas, and more.
- **In 2009, buyers attending and categorizing themselves as having an entertainment job function held the following titles:** Agent, Marketing Director, CEO, Director of Special Events, Entertainment Buyer, Senior Director of Operations, Entertainment Manager, President, Marketing Promotions Manager, Director of Purchasing, VP, VP Design, Executive Producer, VP Entertainment-Games-Live Shows, and more.

Partner with the premier and industry-supported gaming event—G2E.

- The Entertainment Arena at G2E is held at G2E—the premier gaming event worldwide that attracted 16,000+ gaming executives in 2009. G2E is where the worldwide gaming industry convenes each November in Las Vegas to see and learn about what's next in gaming and to network with the Who's Who.
- G2E is an American Gaming Association (AGA) event. The AGA represents the commercial casino entertainment industry by addressing federal legislative and regulatory issues. The AGA memberships include 150 casinos, approximately two-thirds of the commercial casino industry, with 255K+ employees.

Targeted Marketing Reaches Qualified Buyers

The Entertainment Arena at G2E is promoted through G2E's global marketing campaign that reaches more than 40,000 gaming executives through a targeted series of direct mail and emails. In addition the Entertainment Arena at G2E is included in 100+ direct response ads, Web site and public relations.

**To reserve your space, or for more information, contact Mike Carlucci at
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