



# G2E 2010 Marketing Communications Plan

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

G2E is the world’s premier gaming event where gaming executives, buyers, and industry professionals meet each November in Las Vegas to see and learn where the industry is going and to conduct serious business. It’s the most in-depth source of new products, information and networking, and it all takes place in Las Vegas—where you can see the industry in action and have fun doing it. If you are currently doing business in, or want to begin doing business in, the casino-entertainment industry, you can’t afford to miss being a part of the industry’s number one event. G2E showcases 570+ exhibitors, 120+ conference sessions, exciting special events, and more.

Here’s how we deliver a qualified audience of gaming buyers and executives to you:

### Direct Mail

- Chairman’s Reception Invite: CEOs only from leading Commercial and Native American casinos from around the world. (Qty: 400)
- VIP Invite: VP level and above of executives from Commercial and Native American casinos from around the world. (Qty: 10,000)
- At a Glance: Executives and decision makers from Commercial and Native American casinos from around the globe. (Qty: 40,000)
- Conference Brochure: Executives and decision makers from Commercial and Native American casinos from around the globe. (Qty: 40,000)
- Exhibitor Customer Tickets: Exhibitors mailing free passes to their customer bases.

### Email

- Approximately twelve segmented waves sent to executives and decision makers from Commercial and Native American casinos.
- Partner publications deploying emails on G2E’s behalf to their membership and subscriber bases.
- Exhibitor Customer Tickets ePasses being emailed by exhibitors to their customer bases.

### Advertising

Nearly 4,000,000 ad impressions will be made throughout the G2E 2009 marketing campaign via a series of G2E ads. Ads will run in 50+ gaming trade publications, as well as in targeted F&B and entertainment publications. Publications in 2009 included:

<b>Domestic</b>	<b>International</b>	<b>Native American</b>	<b>F&amp;B</b>	<b>Entertainment</b>
<i>Casino Enterprise Management</i>	<i>Casino and Gaming International</i>	<i>Indian Country Today</i>	<i>Catering Magazine</i>	<i>Celebrity Access</i>
<i>Casino Journal</i>	<i>Casino International</i>	<i>Indian Gaming Magazine</i>	<i>Food &amp; Beverage Magazine</i>	
<i>Casino City Press</i>	<i>Casino Life</i>	<i>Native American Casino</i>	<i>Food &amp; Beverage News of Las Vegas</i>	
<i>Casino Surveillance News</i>	<i>Casino Pocket</i>	<i>Native American Times</i>		
<i>Gaming &amp; Leisure</i>	<i>Casino Review</i>			
<i>Gaming Green Pages</i>	<i>Casinos de Latinoamerica</i>			
<i>Gaming Industry Observer</i>	<i>Coinslot International</i>			
<i>Gaming Today/ Slots Today</i>	<i>European Casinos—The Elite</i>			
<i>Global Gaming Business</i>	<i>G3 Magazine</i>			
<i>IGWB</i>	<i>Game Time International</i>			
<i>IPVS Magazine</i>	<i>Games Magazine</i>			
<i>Mississippi Gaming News</i>	<i>Gaming Business Directory</i>			
<i>Pechanga.net</i>	<i>Hot Games</i>			
<i>Public Gaming International</i>	<i>iGaming Business Magazine</i>			
<i>Security Products Magazine</i>	<i>Inside Asian Gaming</i>			
<i>Slot Manager</i>	<i>Intergaming</i>			
<i>Slot Tech Magazine</i>	<i>Journal des Casinos</i>			
<i>Sovereign Spirit</i>	<i>Macau Business</i>			
	<i>Operador del Recreativo</i>			
	<i>Revista de Casino</i>			
	<i>SECTOR</i>			
	<i>Taiwan Slot</i>			
	<i>Yogonet.co</i>			

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### **Web site**

- Interactive and user friendly Web site operational all year long. 93% of respondents visited the Show Web site prior to attending the Show and registered, including more than 75% who found the content to be very useful.
- More than 80% of all registrations come through G2E Web site.

### **Industry Supported**

- American Gaming Association (AGA), AGA represents commercial casino industry—AGA members attend G2E and are making buying decisions.
- 2009 Show Sponsors include: AGEM, AGMMA, ALAJA, Australian Casino Association, GSA, and NCRG.
- 2009 Industry Supporters include: ALAJA, ASIS, Atronice, The Bingo Association, Canadian Gaming Magazine, Casino Careers Online, Casino City Press, Casino Surveillance News, CNIGA, FADJA, East Coast Gaming Congress, Enada, G3 Magazine, Gambling Hispano, Gaming Floor, Hospitality Upgrade, InterGaming, ISA Guide, The Interactive Gaming Council and Pechange.net.

### **Media Relations**

Releases and alerts distributed and pitched monthly throughout the cycle to:

- 400+ gaming trade publications and other mainstream media.
- 75+ F&B trade publications.

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