

## Attendee Registration

Influence G2E buyers on this first communication to the entire industry. These emails provide attendees with all the information relative to the upcoming event.

### Email Broadcast Dates (Week of)

- August 13
- August 20
- August 27
- September 3
- September 10
- September 17

## Attendee Countdown to the Show

Countdown to the show with attendees as they plan their event. These emails give attendees a preview of what to expect at the show. Feature your new product, announce show specials and stay connected with your buyers before the event!

**Text Announcement**

- Company Name
- Booth Number
- 25 words of text
- Linking URL

### Email Broadcast Dates (Week of)

- August 20
- August 27
- September 3
- September 10
- September 17
- September 24

## Attendee Bar Code

Attendees receive their badge electronically in their inbox! Showcase your ad on this bar code email. Attendees will have your company front and center when they print out their badge to bring to the show!

### Email Broadcast Date:

- September 17

## Sales Contact

**Kristen Lynch**  
 klynch@reedexpo.com  
 p: 203-840-5605 • f: 203-840-9605

**Reed Exhibitions, Americas**  
 383 Main Avenue • Norwalk, CT 06851

\_\_\_\_\_ company name

\_\_\_\_\_ contact \_\_\_\_\_ title

\_\_\_\_\_ authorized signature \_\_\_\_\_ date

Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management reserves the right to offer new product or options throughout the year that may not be listed on this form.

**Total**