

# Pre-Show Leads

digitalmedia

from Reed Exhibitions

**October 2-4, 2012**  
**globalgamingexpo.com/mediakit**  
 Sands Expo and Convention Center  
 Las Vegas, Nevada

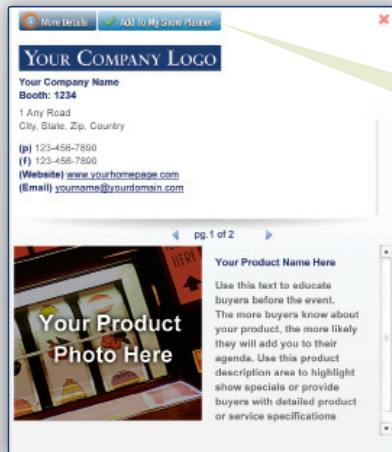


Connect with buyers before they arrive at GLOBAL GAMING EXPO! Buyers are beginning their pre-show research using the G2E Web site 3-4 months prior to the event. Generate qualified leads by showcasing your new products or services before the event. Gain access to buyer's contact info when they add you to their agenda!

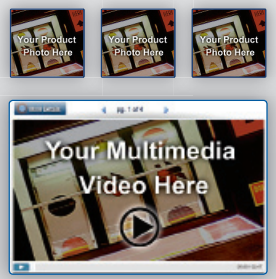
Once onsite, buyers are accessing their pre-show agendas using interactive floor plan kiosks and the new *G2E Mobile* app.

## Showroom: *Complimentary*

- 3 products photos and descriptions
- 1 multimedia video



**25% more leads**



**More Details**

- Company Description
- Press Releases
- **Access to Leads**

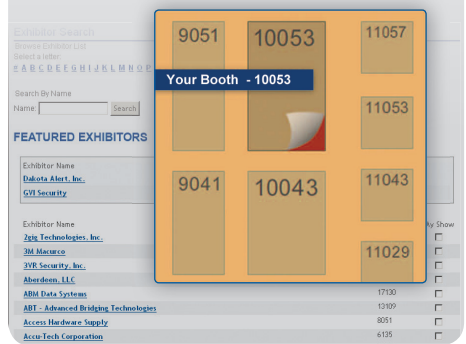
**Add To My Show Planner**

Automatically gain access to a buyer's contact information when they add you to their **My Show Planner**

## Featured Showroom: \$800

Showroom, plus...  
 • Highlighted on the Floor Plan  
 • Featured at top of exhibitor list and all your product categories

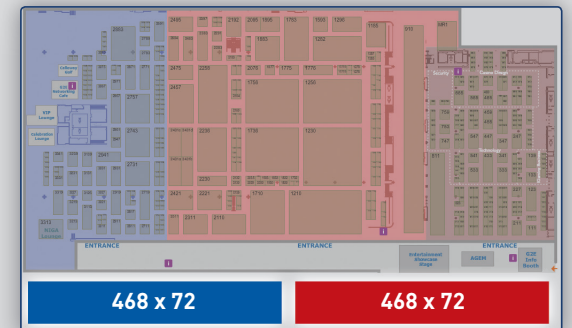
**40% more leads**



## Floor Plan Banner Ad: \$1,900 (limited to 20 companies)

Featured showroom, plus...  
 • Web banner showcased below the online floor plan  
 • Banner ad links to your Featured Showroom

**80% more leads**



## ▶ Looking for MAXIMUM EXPOSURE? All upgrades include the Featured Showroom package

**Featured Home Page Exhibitor**  
 Rate: \$2,000  
 (limited to 10 companies)

## Sales Contact

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\_\_\_\_\_ 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**