



Conference Sponsorships Insertion Order 2011

High-impact exposure to a qualified global audience of gaming buyers at G2E's Conference Programs.

October 4-6, 2011, Sands Expo and Convention Center, Las Vegas, NV

Conference Keynote Sponsorship – \$10,000

The Conference Keynote is open to all conferees and will take place on Wednesday, October 5. No other conference sessions will be offered during this Keynote presentation and therefore you will have exclusive access to all G2E conferees during this time. The sponsorship includes:

- Your logo on all Conference promotional emails reaching 40K industry professionals.
- Promotion of Conference Keynote on social media sites and in the AGA Smart Brief Daily Newsletter.
- Your logo next to this keynote session in the Conference Brochure, Event Guide and Conference Guide.
- Your logo on the G2 Web site next to this exclusive Keynote session.
- Acknowledgement of sponsorship onsite conference signage—both outside classroom of sponsored sessions, and main conference-at-a-glance board.
- Signage inside the Conference Keynote room.
- Literature placed in the Conference Keynote room.
- One-time use of post-show list of Conference Keynote attendees. (Print or Email; email addresses are not released and all mailings subject to Show Management approval).
- Your video on digital signage located throughout the session halls.
- Two Complimentary All-Access conference passes.

Conference Luncheon Sponsorship – \$7,000

The Conference Luncheon, is open to all conferees on Monday, October 3, at 11:30 am. All conferees that attend the Monday programs will come together to hear an industry luminary speaking about some of today's most critical issues. This sponsorship includes:

- Your logo on all Conference promotional emails reaching 40K industry professionals.
- Promotion of Conference Lunch on social media sites and in the AGA Smart Brief Daily Newsletter.
- Your logo next to the Conference Lunch in the Conference Brochure, Event Guide and Conference Guide.
- Your logo on the G2E Web site next to the Conference Lunch
- Acknowledgement of sponsorship onsite conference signage—both outside classroom of sponsored sessions, and main conference-at-a-glance board.
- On-site signage promotion.
- Literature placed in the sponsored session rooms.
- One-time use of post-show list of the Conference Lunch attendees. (Print or Email; email addresses are not released and all mailings subject to Show Management approval).
- Your video on digital signage located throughout the session halls.
- One Complimentary All-Access conference pass.

Conference Session Sponsorships

Sponsorships would be recognized as overall sponsors of all G2E conference programming including G2E 3-Day Conference Program, G2E Advanced Gaming Institute, G2E Leadership Academy, and Security & Surveillance Institute at G2E. Sponsorship levels include the following:

Platinum Sponsorship: \$50,000

- Your logo included on the G2E Show & Conference Brochure cover.
- Your logo included in the Event Guide – in the Conference overview sponsor section.

- Your logo included on the Conference Guide cover.
- Full page ad in the Show & Conference Brochure.
- Full page ad in the Event Guide.
- Full page ad on the back cover of the Conference Guide.
- Your web-banner on all G2E Conference Web pages.
- Your logo on email conference registration confirmation pages.
- On-site promotion of sponsorship on all conference signage including session rooms (outside & on podium), speaker lounge (400+ industry experts will be preparing in between their sessions, networking and planning their day), conferee lounge (where 4,700+ gaming professionals gather for networking Breakfasts/Breaks), and at the conference information booth.
- Your video on digital signage located throughout the session halls.
- Literature placed in each session room, speakers lounge, and conferee lounge.
- One-time use of pre-show list of all registered conferees. (Print or Email; email addresses are not released and all mailings subject to Show Management approval).
- Up to 2 uses of the post-show list of all registered conferees. (Print or Email; email addresses are not released and all mailings subject to Show Management approval).
- Four complimentary All-Access conference passes.

Gold Sponsorship: \$30,000

- Your logo next to 10 (ten) conference sessions (each additional session \$2,000 extra, and an additional \$2,500 for each signature series session) in the Conference Brochure, Event Guide and Conference Guide.
- Your logo on the G2E Web site next to your sponsored sessions (along with a link to your website).
- Acknowledgement of sponsorship on onsite conference signage—both outside classroom of sponsored sessions, and main conference-at-a-glance board.
- Signage inside classroom of sponsored sessions.
- Literature placed in each of the sponsored session rooms.
- One-time use of post-show list of sponsored sessions. (Print or Email; email addresses are not released and all mailings subject to Show Management approval).
- Your video on digital signage located throughout the session halls.
- Two complimentary All-Access conference passes.

Silver Sponsorship: \$15,000

- Your logo next to 5 (five) conference sessions (each additional session \$2,500 extra, and an additional \$3,000 for each signature series session)
- Your logo in the Conference Brochure, Event Guide and Conference Guide next to your sponsored sessions.
- Your logo on the G2E Web site next to your sponsored sessions (along with a link to your website).
- Acknowledgement of sponsorship on onsite conference signage—both outside classroom of sponsored sessions, and main conference-at-a-glance board.
- Signage inside classroom of sponsored sessions.
- Literature placed in each of the sponsored session rooms.
- One-time use of post-show mailing address list of sponsored sessions. (Print only, mailing subject to Show Management approval).
- Your video on digital signage located throughout the session halls.
- One complimentary All-Access conference pass.

Bronze Sponsorship: \$3,500

- Your logo next to 1 (one) conference session (each additional session \$3,500 extra, and an additional \$4,000 for each signature series session)
- Your logo in the Conference Brochure, Event Guide and Conference Guide next to your sponsored sessions.
- Your logo on the G2E Web site next to your sponsored sessions (along with a link to your website).

- Acknowledgement of sponsorship on onsite conference signage—both outside classroom of sponsored sessions, and main conference-at-a-glance board.
- One-time use of post-show mailing address list of sponsored sessions. (Print only, Mailing subject to Show Management approval).
- Signage inside classroom of sponsored sessions.
- Literature placed in each of the sponsored session rooms.

Listing Sponsor: \$1,500

- Your logo in the Conference Brochure, Event Guide and Conference Guide.
- Your logo on the G2E Web site.
- On-site signage promotion as Listing Sponsor in conference area.

 Yes, I would like to be a sponsor of the G2E conference sponsorship items checked below. Please call me to discuss the available sessions and tracks.

- | | | |
|---|---|---|
| <input type="checkbox"/> Conference Session(s) | <input type="checkbox"/> Conference Keynote | <input type="checkbox"/> Conference Luncheon |
| <input type="checkbox"/> Conference Session Package | <input type="checkbox"/> Speaker Lounge | <input type="checkbox"/> Daily Networking Breakfasts/Breaks |

Name: _____ **Company:** _____

Tel: _____ **Fax:** _____

Email: _____

Authorized Signature: _____ **Date:** _____

We collect this data in order to provide you with information about G2E and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.recusprivacy.com, or call our Privacy Administrator at 888-306-2344 or from outside the US at 203-840-5810.

To reserve, fax to: 203-840-9532
For more information, contact Chiara Renella-Brooks
Phone: 800-598-1055; Email: crenella@reedexpo.com

Terms: Rates are net and non-commissionable. Deadlines for artwork vary according to product. All media and advertising opportunities are non-cancelable and non-refundable. Show Management reserves the right to introduce new products at any given time during the Show cycle.

