



Entertainment Alley at G2E's Entertainment Arena

A special opportunity for first-time entertainment exhibitors to participate in G2E, the gaming industry's pre-eminent event

A Cost Effective and Easy Way to Get into the Casino Entertainment Industry!

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 one-of-a-kind entertainment experiences 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 your bottom line and extend your market reach with just one sale. And it's easier than ever to participate with first-time exhibitor Entertainment Alley Booths.

Entertainment Alley Booths include

- 6x8 display area (Pipe & Drape)
- Carpet
- 500 watt Electrical Outlet
- Wastebasket
- Identification sign
- Full listing in Event Guide and on G2E Web site
- Two exhibitor badges
- Post Show Entertainment Buyers list – 250 names mailing list only
- 6 foot draped table
- 2 side chairs

Entertainment Alley Booth Participation Criteria

- Exhibitor must be an independent artist, A/V company, or small entertainment agency
- First time exhibitor in G2E
- One company per Alley Booth
- Current contracted exhibitors cannot transfer over to this program
- Exhibitor must sign a G2E 2012 Application & License Agreement
- Participation subject to approval of Show Management
- Booth spaces assigned on first come, first served basis

Yes, I want to participate in the Entertainment Alley for only \$2,197

Contact Todd Sheahan, Sales Manager at:

Phone: 203-840-5397 | **Email:** tsheahan@globalgamingexpo.com

or

Complete and fax this form to: 1-203-840-9397

Name: _____ Title: _____

Company Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____ Email: _____