



# NEW EXHIBITOR LEAD GENERATION PACKAGE

G2E welcomes first-time exhibitors with open arms and provides you an all-inclusive package that is created to make your first experience with G2E exceptional. As a new exhibitor, you need service, exposure and new leads—G2E gives you all of this!

## EXPOSURE OPPORTUNITIES TO ENSURE YOUR SUCCESS AND PROVIDE YOU WITH NEW LEADS:

- **10' x 10' or 10' x 20' Booth Space Package** (see reverse for pricing)
  - Carpet
  - 1000W Electrical Outlet
  - Wastebasket
- **“NEW” icon next to your company name on all G2E promotions**
  - Online
  - Event Guide
  - Mobile Directory
- **Your company name listed on dedicated New Exhibitor page**
  - Online
  - Event Guide
  - Mobile Directory
- **Your company in the G2E Show Planner Showroom**
  - 3 product videos
  - 1 video
  - Company logo
  - Access to pre-show leads
- **Your logo next to your company listing in the Event Guide**
- **New Exhibitor sign to display in your booth**
- **New Exhibitor flyer to be handed out at Registration, listing all new exhibitors**
- **Generate booth traffic with the G2E customer tickets program. Your company is entitled to unlimited passes**
- **Buzz for your company via G2E Social Media Announcements**
  - LinkedIn
  - Facebook
  - Twitter
- **Highlight of your company in AGA SmartBrief daily gaming newsletter**
- **Pre-Registration List**
  - 250 buyer names
- **Post-Show List**
  - 250 buyer names

## Plus, All These One-On-One Customer Amenities to Ensure Your Success

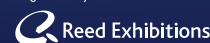
- Invitation to the New Exhibitor Reception on-site to network and learn
- Dedicated New Exhibitor Ambassador to help you pre-show, on-site and post-show
- New Exhibitor Welcome Kit
- Your company listed as a New Exhibitor in the Attendee Players Club (VIP) Agendas

OCTOBER 2-4, 2012—THE SANDS EXPO AND CONVENTION CENTER—LAS VEGAS, NEVADA



An American Gaming Association Event

Organized by



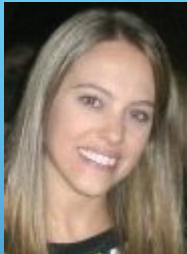


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## BE A PART OF THE NEW DECADE OF G2E

OCTOBER 2-4, 2012 | THE SANDS EXPO AND CONVENTION CENTER | LAS VEGAS, NV

BOOTH SPACE* & ADDED-VALUE PROMOTIONS/SERVICES/ITEMS	STANDARD PACKAGE**	STRAIGHT FLUSH PACKAGE**	ROYAL FLUSH PACKAGE**
100 SQUARE FEET (10X10)	\$6,615	\$8,780	\$11,475
200 SQUARE FEET (10X20)	\$11,111	\$13,976	\$17,371
Conference Pass(es)		YES (1 per 100 Sq. Ft.)	YES (2 per 100 Sq. Ft.)
Pre-Registration List (250 Names)		INCLUDED	INCLUDED
Six Foot Draped Table		INCLUDED	INCLUDED
Side Chairs (2)		INCLUDED	INCLUDED
Premium Location on Show Floor		YES (Straight Flush)	YES (Royal Flush)
Vacuuming (3 days)			INCLUDED
10K Web Banner Impressions			INCLUDED



### Meet Your New Exhibitor Ambassador—Patty Mikan

Your dedicated New Exhibitor Ambassador is Patty Mikan—She can help you with all your questions and needs.

Contact Patty at [pmikan@reedexpo.com](mailto:pmikan@reedexpo.com) or 203-840-5549

**Yes, I would like more information on the New Exhibitor Lead Generation Program.**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For more information or questions, contact:

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