

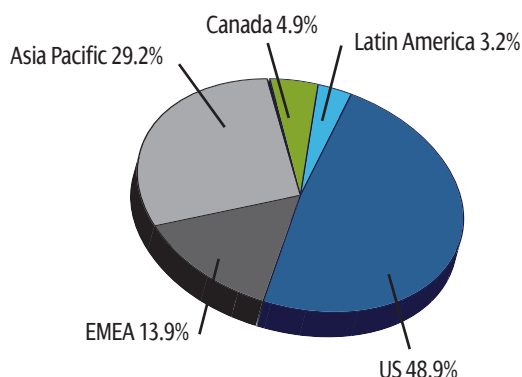


## Global Gaming Expo (G2E) : #1 Casino Event

- G2E is the world's premier casino-entertainment event where gaming executives and buyers meet annually in Las Vegas to see the most in-depth selection of new products, learn the latest trends, and network with the global industry.
- G2E showcases the largest gathering of leading and new exhibitors.
- G2E is organized by the American Gaming Association (AGA), which represents the commercial casino-entertainment industry by addressing federal legislative and regulatory issues and Reed Exhibitions, a world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business.

## The Worldwide Gaming Market

G2E represents the greatest opportunity to reach the America's, which is 57% of the worldwide gaming market with combined revenue of nearly \$70 billion USD.



## US Casino Market

- The US casino market grossed roughly \$60 billion in revenue in 2010 represented by 1,500 casino gambling businesses including:
  - 438 Commercial Casinos\*
  - 456 Native American Casinos\*
- In comparison, the European nations grossed \$8.086 Billion Euros or \$10.8 Billion USD in revenue in 2010 represented by 883 casinos representing 23 member countries.\*\*

\*2011 State of the States: The AGA Survey of Casino Entertainment

\*\*European Casino Association

## Canadian Casino Market

- Canadian casinos represent the largest segment of the Canadian entertainment industry, featuring 120 nationwide casinos.\*
- With over \$5.6 billion USD in revenue in 2011, Canada's gaming industry is about the same size as movies, TV, recorded music and professional sports combined.\*\*

\*BigCasinoList.com/Economic Impact of the Canadian Gaming Industry

\*\*Key Findings Report PwC -Global Gaming Outlook: The Casino and online gaming market to 2015

## Latin America Casino Market

- Latin America is the second-fastest growing market over the next five years, expanding at 12.8% annually.
- Growth in Latin America reached revenues of \$4.096 billion USD in 2011.\*

\*Report PwC -Global Gaming Outlook: The Casino and online gaming market to 2015

## G2E Delivers Qualified Casino Buyers

- In 2011, G2E attendees represented commercial casinos such as: The Bellagio, Harrah's, Caesars, Golden Nugget, The Mirage, The Venetian, Treasure Island, and Tropicana Las Vegas.
- In 2011, G2E attendees represented tribal casinos such as: Mohegan Sun, Foxwoods, Kiowa Casino, Cherokee Casino - Tahlequah, and Downstream Casino.
- In 2011, G2E attendees represented Canadian Casinos such as Fallsview Casino Resort, Grey Eagle Casino, and Niagara Fallsview Casino Resort.
- In 2011, G2E attendees represented Latin America Casinos such as Regency Casino Mendoza, Casino Rama, Inversiones Club, Cie Las Americas, and Oriol.
- In 2011, G2E attendees held job titles such as CEOs, CFOs, Chairs, CIOs, Chairmen, General Managers, Presidents, Vice Presidents and Directors and represented job functions such as: Corporate and Executive Management, Finance, Table Games, Bingo, Security & Surveillance, Food & Beverage, Information Systems/Information Technology and Slots.

## G2E's Marketing Reaches the Global Casino Industry

- G2E's global marketing campaign reaches more than 40k gaming executives through a targeted series of direct mail and emails, the G2E Web site, press releases, social media, and their daily e-newsletter — AGA Smartbrief.
- Media releases and alerts are distributed monthly to 400+ gaming trade publications.
- Nearly 4 million ad impressions will be made throughout the G2E 2012 marketing campaign, running in 50+ gaming publications and in targeted food & beverage trade publications.

## For More Information

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