

## Good Neighbor Pledge

As an AGA-member or AGEM-member company exhibitor at G2E, I agree that the industry is strongest when it works together, while simultaneously acknowledging that competition is inherent and healthy.

G2E is a showcase for our industry and a funding source for the AGA's and AGEM's missions and activities.

Given that G2E is the one time per year when our industry is best exemplified and gathered, I pledge to serve as a "good neighbor" to fellow exhibitors, by:

1. Putting business first and demonstrating leadership of product and people, including by:
  - **Not objectifying any gender, race, sexual orientation, etc.** in the staffing or design of my booth, booth marketing and all G2E activities;
  - Abiding by the decibel volume guidelines within the show manual to **reduce noise** and create a more productive business environment; and
  - Respecting the times/dates of key G2E programs and events such as keynotes, welcome reception, etc. to **reduce/eliminate conflicts** for attendees.
2. Promoting healthy competition by:
  - **Asking permission** to see and/or photograph or video record other exhibitors' booths, products, technologies, etc.;
  - **Communicating proactively** with adjacent exhibitors on elements of booth design (e.g., sightlines, lighting, music) that may significantly impact the booth design of another;
  - Coordinating with show management to **better organize and schedule** special events on the show floor and/or in-booth activations to ensure dedicated time for my company's and others' investments in the show; and
  - Speaking well of or saying nothing at all regarding fellow exhibitors to customers and publicly, and **addressing any conflicts privately** with the support of show management, as needed.