



PRESENTED BY:



2022

EDUCATION OCTOBER 10-13

EXPO HALL OCTOBER 11-13

VENETIAN EXPO, LAS VEGAS



# G2E 2022 GOOD NEIGHBOR PLEDGE

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

Global Gaming Expo (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;
  - Respecting the times/dates of key G2E programs and events such as keynotes, welcome reception, etc. to reduce/eliminate conflicts for attendees; and
  - Respecting the business dealings of other exhibitors by refraining from visiting or attempting entry to other exhibitors' booths during times that are designated for customer interactions, unless invited; and enforcing the importance of this notion throughout all levels of organizational teams and staff attending G2E.
2. Promoting healthy competition by:
  - Asking permission to see and/or photograph or video record other exhibitors' booths, products, technologies, and to respect all intellectual property and relevant laws;
  - Refraining from visits to other exhibitors for any purpose the first two days of G2E (Tuesday, October 11 and Wednesday, October 12). Visitation amongst exhibitors should be limited to the third day of G2E (Thursday, October 13) in accordance with the other provisions of the pledge;
  - 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.