

Global Gaming Expo (G2E) is pleased to bring you information about the event that may be of interest to you.
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G2E will be here next month so I know you're getting squared away with last-minute planning. That being said, this month's Exhibitor News has a few very important reminders for you so please take a minute to read it because I promise there are tips in here that will save you money or in some cases make you money! I'd like to highlight the following

1. **G2E 2010 space draw will take place November 3-5 for companies 1,999 sq ft and below**—mark your calendar and please choose your space now because **prices will increase** right after G2E;
2. Register for your Exhibitor Badges before October 29 to receive your allotted amount FREE. [Order today!](#);
3. **Take advantage of the new G2E [expoEA\\$E program](#)**, where you can save 10% with the new prepaid drayage program and save money with turnkey booth options and other exhibit solutions to help increase your ROI;
4. [Order free Customer Passes, ePasses and Web banners](#) to offer customers free admission and drive traffic to your booth plus make money!

If you have any questions about the show or your booth, please be sure to contact your Sales Executive.

See you in November!

A handwritten signature in black ink, appearing to read 'Ed Gallo'.

Ed Gallo,
Group Sales Director

Event News

- G2E Pre-reg Numbers Indicate Strong Industry Representation from Leading Casino Brands and Quality Buyers are Attending.**

G2E pre-registration continues to build and it's clear that leading casino operators from around the world know how important it is to attend this year's event. Currently, pre-registration reflects world-renowned casino names represented from the top gambling destinations and regional/local markets. All major brands from the Las Vegas Strip to the Atlantic City boardwalk and expanding down along the Mississippi River including Biloxi are pre-registered. Plus there is strong representation from many of the newly developed casinos in the regional/local markets like Missouri, Indiana, Illinois and Pennsylvania just to name a few. In addition some of the most progressive tribal casinos have pre-registered stretching from California to Connecticut. International attendance is also looking strong with attendees registered and representing **79 countries**. [Click here](#) to see the casino operators currently registered to attend.
- G2E Joins Forces with International Association of Amusement Parks and Attractions.** Partnership brings added value to Premier Gaming Industry Conference and Trade Show. View the full press release [here](#).
- Gaming Industry Executives Will Find Customized Programs at G2E Leadership Academy and New G2E Advances Gaming Institute.** View the press release [here](#).
- G2E Asia is Selling Fast!**—Gaming revenues in Macau are on the rise and so is the demand for exhibit space at G2E Asia—Reserve your space today before it is all sold out—June 9-10, 2010 at the Cotai Strip, Cotai Expo, Macau SAR, People's Republic of China. For information on exhibiting, contact Brett DeWeese at bdeweese@globalgamingexpo.com
- F&B at G2E Culinary Demonstration Stage has all-new daily lineup.** View the [F&B](#) Demo stage schedule. (Note: G2E exhibitors in the Central Halls are not allowed into the North Halls.)

Important Exhibitor Information

- New Exhibitor Prepaid Material Handling Discount!** 10% discount on material handling when you prepay by **October 29**. [View details here](#).
- G2E Introduces expoEA\$E—A Variety of New Exhibit Solutions to Reduce Your Costs and Increase Your ROI.** Now exhibiting at G2E is more cost effective and easier than ever. Simply choose one, or a combination of, these new exhibit solutions [seen here](#) to help you reduce your costs and increase your ROI.
- SAVE THE DATE** G2E 2010 Space Draw Selection will take place **November 3-5, 2009 for companies with 1,999 sq ft and below**. More information coming soon but please be sure to mark your calendar for these dates so you don't miss out on reserving space for G2E 2010.
- Online Exhibitor Manual**—Don't forget to review the Exhibitor Manual which provides you with all of the information you need to ensure a smooth exhibiting experience—from Rules and Regulations, and Marketing and Sponsorship Information, to Show Products and Services Order Forms, and more. [Access the Exhibitor Manual here](#).
- Order your Exhibitor Badges Today!** You only have until October 29th to order your Exhibitor Badges for FREE. [Click here](#) to order now!
- New! G2E Gives Your More Online Exposure YEAR ROUND—Introducing G2E Microsite and G2E Gaming Product Gallery.** G2E is introducing robust new online capabilities to showcase exhibitors 365 days a year. If you are a G2E exhibitor in the Central Halls, your booth packages include the all-new Microsite—expanded listing, logos, press releases, unlimited product listings, and more! Access the online [Exhibitor Toolkit](#) today. To login, your customer ID is found on your invoice and your password is usually your zip code. If you are an F&B at G2E or Entertainment Arena exhibitor and want more information on how to upgrade, [email Mike Carlucci](#).
- FREE EXPOSURE! New Exhibitor Show Specials Program Drives Traffic and Encourages Business Transactions at G2E.** [Exhibitor Show Specials](#) will be promoted throughout the G2E marketing campaign. E-mail

- **Entertainment Showcase Stage at G2E boasts three full days of entertainment,**

Enjoy live music, comedy, and entertainment in the lobby each day of the show. [View this year's lineup!](#)

- **G2E Variety Entertainment Showcase Stage—NEW!** Three full days of captivating performances by jugglers, magicians, and other unique variety attractions. [See the schedule here!](#)

- View all of the [Special Events](#) that G2E Has to offer this year including our [Welcome Reception](#)—Poolside at Paris Las Vegas and [Keynotes](#) from the best Comedian in Las Vegas for the past 8 years—Rita Rudner!

- **Don't miss Hall C5 this year at G2E**

Nathan's Famous Hot Dogs—FREE Samples! Recharge for your afternoon on the show floor, stop by to see Nathan's who will be serving up their specialty beginning at 11:00am each day.

Sara Lee Food Service—FREE Samples! Start each morning with coffee and pastry. Visit Sara Lee who will be serving up snacks each day from 10:00 am to 2:00 pm.

Callaway Golf

Take a quick break before getting back to business on the show floor by testing your swing with Callaway Golf.

your Show Special to [Toni Corvi](#) with the following information: short one line description of Show Special, Company Name, Booth #. A show special must be a special offer, given only during the time of G2E. Special offer means a discount on a product if purchased at G2E, free shipping or discounted shipping on orders placed at G2E, and/or any sort of special offer that is only in place for people who attend the event and come to your booth.

- **Earn Money with the Exhibitor Customer Ticket Program!** Now's the time to order printed passes, e-passes and Web banners that will give your customers access to register for free show-only admission. You will not only drive traffic to your booth, but also earn \$15 per new senior level executive that attends G2E. For more information and to order [click here](#).

- ***If your goal is to increase sales***, allow our outgoing Hostesses/Hosts, Sales Assistants, Crowd Gatherers, Demonstrators, Narrators, Baristas or Specialty Talent to greet your customers, distribute promotional materials, gather leads, demonstrate or narrate your product with clarity and style, serve food or beverages, be on hand to assist your staff so that you are free to spend more time with your important clients.

Please contact us at:

Judy Venn & Associates, Inc. –

702/259-4494 or 800/553-8855 or by e-mail at:

info@judyvenn.com .

Visit us on the web at: www.judyvenn.com

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