



**A Cost Effective and Easy Way to
Get into the Casino Entertainment Industry!
Introducing Entertainment Alley
A special opportunity for first- time entertainment exhibitors to
participate in G2E, the gaming industry's pre-eminent event.**

The Entertainment Arena at G2E is a specialty event dedicated to entertainment within casinos and designed to capitalize on the growth of non-gaming amenities within the casino-entertainment industry—of which entertainment is a huge component. Decision makers from commercial and Native American casinos will gather at the Entertainment Arena at G2E in Las Vegas—one of the premier destinations for world-class entertainment—to identify unique shows, performers, and production products and services that can help offer a one-of-a-kind entertainment experience to their guests. With the growth of non-gaming amenities, and the buying power walking the show floor, this is an ideal opportunity to grow your bottom line and extend your market reach with just one sale.

New this year is the Entertainment Theater section which gives independent artists, A/V companies, or small entertainment agencies a low cost option of participating and reaching this lucrative niche market.

Entertainment Alley Booths include:

- 6x8 display area (Pipe & Drape)
- One 6' draped table on the show floor
- 2 Side Chairs.
- Carpet
- 500 watt Electrical Outlet
- Wastebasket
- Identification sign
- Full listing in Show Guide and on G2E Web site
- Two exhibitor badges.
- Post Show Entertainment Buyers list – 250 names mailing list only

Entertainment Alley Booth Participation Criteria:

- Exhibitor must be an independent artist, A/V company, or small entertainment agency
- First time exhibitor in G2E
- One company per Alley Booth.
- Current contracted exhibitors cannot transfer over to this program.
- Exhibitor must sign a G2E 2010 *Application & License Agreement*.
- Participation subject to approval of Show Management.
- Booth spaces assigned on first come, first served basis.

 Yes, I want to participate in the Entertainment Alley for only \$1995. Please Contact Ed Gallo, Group Sales Director at:

Phone: 203-840-5546
Email: egallo@globalgamingexpo.com
or
Complete and fax this form to 1-203-840-9546

Name: _____ Title: _____

Company Name: _____

Address _____ City _____

State _____ Zip _____ Country _____

Phone: _____ Fax: _____ Email: _____