



# G2E 2015 Event Fact Sheet

September 29 - October 1, 2015  
The Sands Expo and Convention Center  
globalgamingexpo.com

## Event Profile

G2E is the world's premier casino-entertainment event where gaming executives and buyers meet in Las Vegas to see the most in-depth source of new products, learn the latest information, and network. All of this, plus all of Las Vegas, is where you can see the industry in action and have fun doing it. If you are currently doing business in, or want to begin doing business in, the casino-entertainment industry, you can't afford to miss being a part of the industry's number one event. G2E showcases the largest gathering of exhibitors, solutions-based education sessions, one-of-a-kind networking events, and more.

## G2E is organized by Reed Exhibitions and powered by American Gaming Association (AGA)

Reed Exhibitions is a world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business. Reed events are held in 40 countries throughout the Americas, Europe, the Middle East, Africa, and Asia/Pacific, and are organized by 33 fully-staffed offices.

The American Gaming Association (AGA) represents the commercial casino-entertainment industry by addressing federal legislative and regulatory issues. The AGA membership includes 150 casinos, approximately two-thirds of the commercial casino industry, with 255,000+ employees.

## Global Gaming Expo (G2E): The Best Opportunity to Reach the Global Casino-Entertainment Market

- G2E's global marketing campaign reaches more than 40,000+ gaming executives through a targeted series of direct mail and emails, the G2E Web site, press releases to 400+ publications, 4 million ad impressions, and social media.
- G2E continues to enhance its G2E Privileges (VIP) Program with a special focus on key executives and decision makers from Las Vegas Strip properties and leading Tribal and commercial casinos. The program attracts senior level executives and buyers from the following functional areas: Slots, Table Games, Security/Surveillance, Marketing, F&B, and Hotel & Hospitality.

## Casino Job Functions Present at G2E

- Facilities/Maintenance
- Engineer
- Hospitality/Hotel
- Operations
- Security & Surveillance
- Sports & Race Book
- Casino Design
- IT
- Marketing & PR
- Finance
- Food & Beverage
- Human Resources
- Slots
- Table Games

Audited Event Statistics	2014	2013	2012
Total Show Attendance	25,923	25,861	24,823
Attendees (Show & Conference)	16,579	15,758	15,708
Exhibiting Companies	478	430	408
Exhibit Space	296,695 sq. ft.	282,474 sq. ft.	260,100 sq. ft.





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## G2E Country Representation

G2E attendees came from 107 countries including North America, Europe, Asia, South America, Asia Pacific/Oceania, Caribbean, Africa, Central America and Middle East.

## All-Inclusive New Exhibitor Booth Packages

An all-inclusive booth package will make your first experience with G2E exceptional. As a new exhibitor, you need service, exposure, and new leads—G2E gives you all of this! Our one-on-one customer amenities will ensure your success.

## Marketing Sponsorship Opportunities

Focused on maximizing ROI for you via dynamic pre-show, on-site, and post-show marketing tools, including: New Products & Show Specials Program, Online Listings, G2E Mobile Listings, and more. You can expand your branding at G2E with a wide variety of sponsorships, both pre-show and at the show, that appeal to all budgets.

## Dates and Venue

**Venue:** The Sands Expo and Convention Center

September 29 - October 1: Exhibits

September 28 - October 1: Seminars



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For more information, contact Todd Sheahan at [tsheahan@reedexpo.com](mailto:tsheahan@reedexpo.com) or call 203-840-5397.

