

EVENT AUDIT



DATES OF EVENT:

Exhibits and Conference: November 17 – 19, 2009
 G2E Advanced Gaming Institute: November 16, 2009
 G2E Leadership Academy: November 16, 2009
 Casino Design: November 16, 2009
 Security & Surveillance Institute at G2E: November 16, 2009

LOCATION:

Las Vegas Convention Center, Las Vegas, NV

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
 Address: 383 Main Avenue, Norwalk, CT 06851
 Phone: (203) 840-5626
 Website (Show): www.globalgamingexpo.com

REGISTRATION COMPANY:

ARI, Inc.

YEAR EVENT ESTABLISHED:

2001

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Exhibits and Conference: November 16 – 18, 2010
 G2E Advanced Gaming Institute: November 15, 2010
 G2E Leadership Academy: November 15, 2010
 Casino Design: November 15, 2010
 Security & Surveillance Institute at G2E: November 15, 2010

LOCATION:

Las Vegas Convention Center, Las Vegas, NV

1. STATEMENT OF MARKET SERVED

Casino-entertainment and hospitality industries.

Qualified attendees are international and domestic casino-entertainment executives and buyers.

2. STATEMENT OF VERIFICATION METHODOLOGY:

Advance registrants who received a badge in the mail were required to pick up their badge holder on-site. The registrant was then entered into the system as verified. Badges printed on-site were automatically verified. In addition, scanning guns were used to scan attendees' badges at each exhibit hall entrance and as they entered other special events. Downloaded leads captured by exhibitors were also entered into the system as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2009	Las Vegas	2,908	12,975	15,883	468	392	8,752	25,495
2008*	Las Vegas	3,605	12,466	16,071	545	235	10,142	26,993
2007	Las Vegas	4,798	14,312	19,110	412	273	10,378	30,173
2006	Las Vegas	4,896	13,826	18,722	517	253	9,152	28,644

* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Bingo Hall	217	1.4	1.6
Charitable Gaming	123	0.8	0.9
Commercial Casino	2,662	16.8	20.0
Cruise Ship	62	0.4	0.5
Game Developer	707	4.4	5.3
Gaming Club	504	3.2	3.8
I-Gaming	358	2.3	2.7
Lottery	125	0.8	0.9
Native American Casino	2,071	13.0	15.6
Pari-Mutuel	63	0.4	0.5
Resort	405	2.5	3.0
Riverboat/Dockside	108	0.7	0.8
Other:			
Banking/Investments	271	1.7	2.0
Consultant	888	5.6	6.7
Distributor	389	2.4	2.9
Education - University/School	275	1.7	2.1
Government	271	1.7	2.0
Industry Association	179	1.1	1.3
Law Firm	153	1.0	1.2
Marketing/Advertising Agency	363	2.3	2.7
Publication	23	0.1	0.2
Regulatory	301	1.9	2.3
Supplier/Manufacturer	1,417	8.9	10.6
Other	1,382	8.7	10.4
Total Conference and Exhibit Only Attendees Identified by Primary Business	13,317	83.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	2,566	16.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,883	100.0	100.0

5a. JOB LEVEL			
JOB LEVEL	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB LEVEL
Tribal (Leader, Chairman, etc.)	618	3.9	4.8
Senior Mgt. (CEO, CFO, Chair, CIO, COO, EVP, GM, PRES., VP, etc.)	4,464	28.1	34.4
Director, Manager, Supervisor	6,081	38.3	46.8
F&B Executive/Buyer/Chef	197	1.2	1.5
Student/Faculty	577	3.6	4.4
Guest of Show (Non-industry Visitor, Spouse)	1,045	6.6	8.1
Total Conference and Exhibit Only Attendees Identified by Job Level	12,982	81.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Level	2,901	18.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,883	100.0	100.0

5b. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Bingo	218	1.4	1.7
Cage	99	0.6	0.8
Community Affairs	25	0.2	0.2
Compliance/Legal/Regulatory	658	4.1	5.2
Corporate/Executive Management	1,557	9.8	12.4
Engineer	349	2.2	2.8
Entertainment/Attractions	330	2.1	2.6
Facilities/Maintenance	60	0.4	0.5
Finance	615	3.9	4.9
Food & Beverage	203	1.3	1.6
Government Affairs	196	1.2	1.6
Hospitality/Hotel	193	1.2	1.5
Human Resources/Training	110	0.7	0.9
I-Gaming	189	1.2	1.5
Info. Systems/Info. Technology	547	3.4	4.4
Keno	11	0.1	0.1
Marketing & Sales	1,692	10.6	13.5
Operations	979	6.2	7.8
Poker Management	46	0.3	0.4
Public Relations	92	0.6	0.7
Purchasing	159	1.0	1.3
Race & Sports Book	32	0.2	0.3
Research & Development	357	2.2	2.8
Retail	47	0.3	0.4
Security & Surveillance	361	2.3	2.9
Slots	1,594	10.0	12.7
Spa/Resort	24	0.1	0.2
Student/Faculty	251	1.6	2.0
Table Games	425	2.7	3.4
Web Site	31	0.2	0.2
Other	1,090	6.9	8.7
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	12,540	79.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	3,343	21.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,883	100.0	100.0

6. PURCHASING AUTHORITY			
PURCHASING AUTHORITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING AUTHORITY
NET BUYING INFLUENCES	9,886	62.2	100.0
Approve	5,276	33.2	53.4
Recommend	4,897	30.8	49.5
Identify	3,160	19.9	32.0
Total Conference and Exhibit Only Attendees Identified by Purchasing Authority	9,886	62.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Authority	5,997	37.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,883	100.0	100.0

The above counts and percentages are based on 15,883 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

7. PRODUCTS & SERVICES INTEREST			
PRODUCTS & SERVICES INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS & SERVICES INTEREST
Access Control	965	6.1	11.5
Apparel/Uniforms	758	4.8	9.0
Advertising Services	854	5.4	10.1
Architecture/Design/Decor	1,078	6.8	12.8
Audio/Video Displays	1,262	7.9	15.0
Bingo	1,008	6.3	12.0
Cash Advance/ATM's	1,117	7.0	13.3
Coin & Note Counting/Handling	1,080	6.8	12.8
Cashless Gaming	1,734	10.9	20.6
Charitable Products/Services	363	2.3	4.3
Compliance	1,507	9.5	17.9
Electronic Payment Process	1,051	6.6	12.5
Entertainment/Attractions	1,601	10.1	19.0
Facilities/Maintenance	790	5.0	9.4
Financial Services	1,066	6.7	12.7
Food & Beverage	1,321	8.3	15.7
Furniture	762	4.8	9.0
Game Design	2,624	16.5	31.2
Game Equipment	3,288	20.7	39.0
Golf Products	486	3.1	5.8
High Roller Premiums	733	4.6	8.7
Housekeeping	339	2.1	4.0
Human Resources/Training	807	5.1	9.6
Intellectual Properties/Licensing	750	4.7	8.9
I-Gaming	1,561	9.8	18.5
Info. Systems/Info. Technology	1,663	10.5	19.7
Lottery	625	3.9	7.4
Marketing/Promotions	2,504	15.8	29.7
Monitors/Screens	1,344	8.5	16.0
Networks/Software Development	1,112	7.0	13.2
Pari-Mutuel Products/Services	393	2.5	4.7
Player Tracking Systems	2,100	13.2	24.9
Promotional Items/Premiums	1,154	7.3	13.7
Retail	638	4.0	7.6
Security & Surveillance	1,656	10.4	19.7
Signage	1,700	10.7	20.2
Slots - Reel	3,639	22.9	43.2
Slots - Video	4,280	26.9	50.8
Software Developers	1,295	8.2	15.4
Spa/Resort	755	4.8	9.0
Table Games & Accessories	2,261	14.2	26.8
Technology	2,813	17.7	33.4
Transportation	339	2.1	4.0
Total Conference and Exhibit Only Attendees Identified by Products & Services Interest	8,421	53.0	--
Total Conference and Exhibit Only Attendees Not Identified by Products & Services Interest	7,462	47.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,883	100.0	--

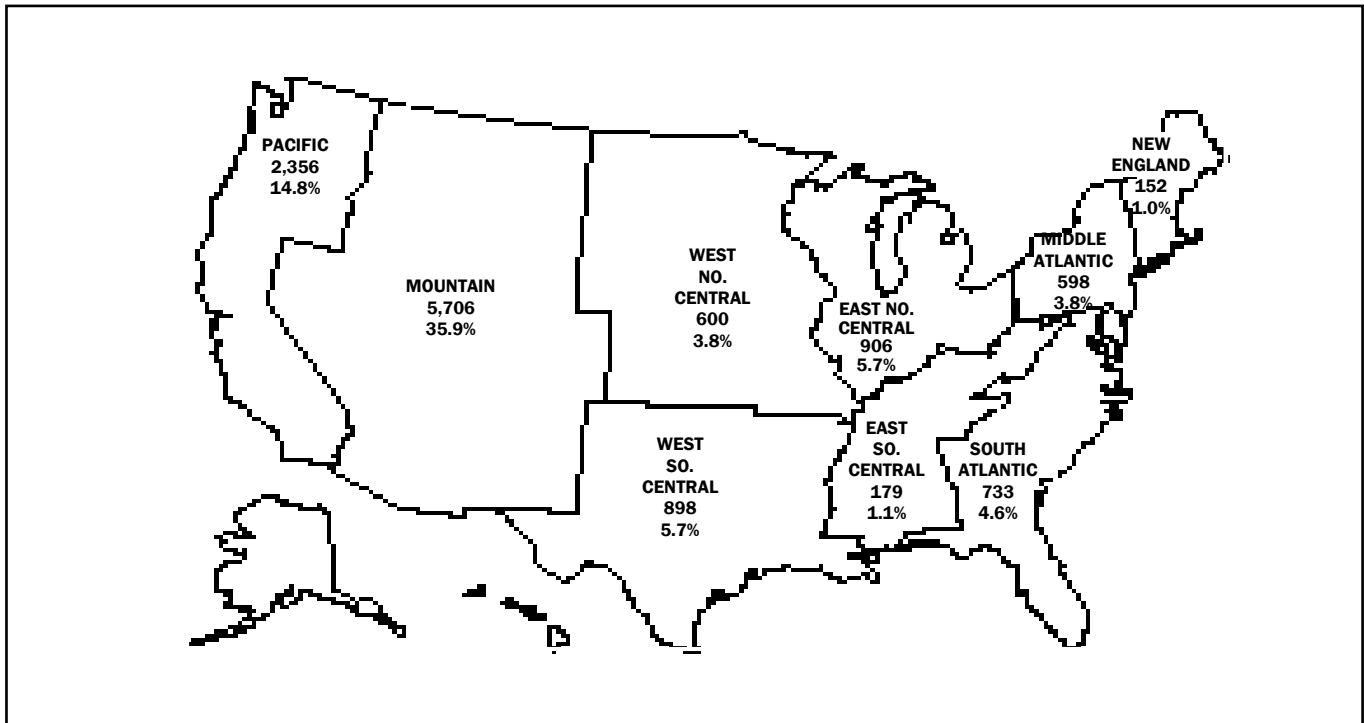
The above counts and percentages are based on 15,883 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	152	1.0
Maine	7	
New Hampshire	12	
Vermont	1	
Massachusetts	64	
Rhode Island	14	
Connecticut	54	
MIDDLE ATLANTIC	598	3.8
New York	295	
New Jersey	182	
Pennsylvania	121	
EAST NO. CENTRAL	906	5.7
Ohio	83	
Indiana	88	
Illinois	414	
Michigan	176	
Wisconsin	145	
WEST NO. CENTRAL	600	3.8
Minnesota	198	
Iowa	84	
Missouri	97	
North Dakota	51	
South Dakota	67	
Nebraska	33	
Kansas	70	
SOUTH ATLANTIC	733	4.6
Delaware	36	
Maryland	34	
Washington, DC	34	
Virginia	19	
West Virginia	30	
North Carolina	57	
South Carolina	48	
Georgia	114	
Florida	361	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	179	1.1
Kentucky	15	
Tennessee	31	
Alabama	45	
Mississippi	88	
WEST SO. CENTRAL	898	5.7
Arkansas	11	
Louisiana	138	
Oklahoma	513	
Texas	236	
MOUNTAIN	5,706	35.9
Montana	85	
Idaho	51	
Wyoming	17	
Colorado	221	
New Mexico	207	
Arizona	383	
Utah	33	
Nevada	4,709	
PACIFIC	2,356	14.8
Alaska	7	
Washington	364	
Oregon	105	
California	1,880	
Hawaii	-	
UNITED STATES NOT IDENTIFIED	576	3.6
TOTAL UNITED STATES	12,704	80.0
INTERNATIONAL	3,179	20.0
Canada	576	
Mexico	202	
Other International	2,401	
Total Conference & Exhibit Attendees	15,883	100.0

Audited counts for all countries are listed on the following page.



8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES (Continued)

COUNTRY	TOTAL	PERCENT
ASIA	437	2.7
China	43	
Hong Kong	12	
India	12	
Japan	73	
Korea, Republic Of	61	
Kyrgyzstan	4	
Lao People's Democratic Republic	2	
Macau	12	
Malaysia	11	
Philippines	100	
Singapore	33	
Sri Lanka	1	
Taiwan	64	
Thailand	5	
Viet Nam	4	
ASIA PACIFIC / OCEANIA	384	2.4
Australia	366	
Guam	1	
New Zealand	17	
CARIBBEAN	139	0.9
Aruba	9	
Barbados	4	
Bermuda	4	
Cuba	1	
Dominican Republic	13	
Grenada	1	
Haiti	3	
Jamaica	9	
Netherland Antilles	19	
Puerto Rico	47	
Trinidad and Tobago	12	
Turks and Caicos Islands	6	
Virgin Islands	10	
U.S. Minor Outlying Islands	1	
CENTRAL AMERICA	63	0.4
Costa Rica	17	
El Salvador	2	
Guatemala	3	
Honduras	12	
Nicaragua	2	
Panama	26	
Panama Canal Zone	1	
NORTH AMERICA	13,482	84.9
Canada	576	
United States	12,704	
Mexico	202	
SOUTH AMERICA	408	2.6
Argentina	110	
Brazil	67	
Chile	24	
Colombia	45	
Ecuador	2	
Peru	99	
Suriname	2	
Uruguay	18	
Venezuela	41	

COUNTRY	TOTAL	PERCENT
EUROPE	857	5.4
Albania	1	
Austria	75	
Belarus	1	
Belgium	14	
Bulgaria	19	
Czech Republic	4	
Denmark	5	
Estonia	5	
Finland	11	
France	29	
Germany	94	
Greece	11	
Hungary	25	
Iceland	7	
Ireland	19	
Italy	53	
Latvia	1	
Luxembourg	1	
Macedonia	9	
Malta	7	
Monaco	4	
Netherlands	61	
Norway	8	
Poland	5	
Portugal	4	
Romania	3	
Russian Federation	28	
San Marino	2	
Slovakia	5	
Slovenia	44	
Spain	73	
Sweden	50	
Switzerland	13	
Turkey	7	
Ukraine	9	
United Kingdom	150	
MIDDLE EAST	26	0.2
Cyprus	1	
Israel	14	
Lebanon	2	
Saudi Arabia	1	
United Arab Emirates	8	
AFRICA	87	0.5
Equatorial Guinea	1	
Kenya	5	
Mozambique	3	
South Africa	69	
Tanzania, United Republic of	8	
Zambia	1	
Total Conference & Exhibit Attendees	15,883	100.0



November 17-19, 2009 | Las Vegas Convention Center
 November 16, 2009 | G2E Advanced Gaming Institute—NEW!
 November 16, 2009 | G2E Leadership Academy
 November 16, 2009 | Casino Design
 November 16, 2009 | Security & Surveillance Institute at G2E—NEW!

First Name _____ MI _____ Last Name _____
 Email (Necessary to provide your confirmation) _____
 Title (Must provide to receive badge) _____
 Company Name _____
 Address 1 _____
 Address 2 _____
 City _____
 State _____ Zip/Postal Code _____ Country _____
 Work Telephone (Do not include international dialing code) _____
 Fax (Do not include international dialing code) _____
 Cell/Mobile Telephone (Do not include international dialing code) _____ Do you want to receive promotional messages via text messaging? Yes No

Priority Code: CS

How to Register

The Fastest & Easiest Way to Register:

www.globalgamingexpo.com

Or, complete this form and:

Fax • 1-972-620-3099
Mail • Global Gaming Expo 2009
 c/o ARI, Inc.
 350 East Royal Lane, Suite 100
 Irving, TX 75039

Questions? • 1-203-840-5626 or 1-888-314-1378

REMEMBER, G2E USES EXPRESS BADGE, SO NO BADGES WILL BE MAILED TO YOU.*

You will receive an email confirmation with a barcode and you must bring it on-site to receive your paper badge and plastic badge holder.

*Certain exceptions apply.

Save with Early Bird Discounts: Register by October 29, 2009

REGISTRATION TYPE

AGA Member Discount, Group Discount, International Discount, and Native American Casino Registration Packages:
 Call Diana Press at 1-800-363-3631 or 1-203-840-5533

Exhibits (11/17 - 11/19)	Save Money!	
	EARLY BIRD by 10/29	ON-SITE after 10/29
	<input type="checkbox"/> \$95	<input type="checkbox"/> \$150

Each conference pass comes with online recordings of all sessions.

4-Day All-Access Conference—Best Buy! (11/16 - 11/19)
 (Includes Exhibits, G2E Advanced Gaming Institute, G2E Leadership Academy, Casino Design, 3-Day Conference, Security & Surveillance Institute at G2E and VIP Seating at Keynotes.)
 \$1595 \$1695

3-Day Conference (11/17 - 11/19)
 (Includes Exhibits and daily continental breakfast.)
 \$995 \$1095

G2E Advanced Gaming Institute—NEW! (11/16)
 (Includes Exhibits, continental breakfast, and Keynote Lunch.)
 \$895 \$995

G2E Leadership Academy (11/16)
 (Includes Exhibits, continental breakfast, and Keynote Lunch.)
 \$895 \$995

Casino Design (11/16)
 (Includes continental breakfast, Keynote Lunch, and Exhibits.)
 \$595 \$695

Casino Design & 3-Day Conference (11/16 - 11/19)
 (Includes Exhibits, continental breakfast, and Keynote Lunch.)
 \$1395 \$1495

Security & Surveillance Institute at G2E—NEW! (11/16)
 (Includes Exhibits, continental breakfast, and Keynote Lunch.)
 \$895 \$995

Retail, Dining & Entertainment Conference Track: (11/17 - 11/19)
 (Includes Exhibits and daily continental breakfast.)
 \$495 \$545

National Center for Responsible Gaming Conference on Gambling & Addiction (NCRG) (11/15 - 11/17)
 Must purchase a G2E conference pass to add on NCRG at a discount.
 \$350 \$450

Casino Property Tours (11/17 - 11/19) Call Diana Press to register.
 (Includes Exhibits and transport. Tours will be geared towards Security & Surveillance and Casino Design.)
 \$125

Networking Lunches (Seating is limited.)
 • AGA Communications Awards (11/18) \$100 \$125
 • Tribal Gaming (11/19) \$100 \$125

*Note: \$25 of each conference registration fee is donated to the National Center for Responsible Gaming (NCRG).

Check here to receive AGA Smart Brief, daily gaming news by the industry and for the industry delivered right to your inbox. It's FREE!

PAYMENT METHOD

Check # _____
 (Payable to Reed Exhibitions in US dollars)
 AMEX MC VISA
 Account Number _____
 Expiration Date _____

First Name _____ MI _____
 Last Name _____

Cardholder's Signature _____
 I agree to pay the above total amount according to my card issuer agreement.

\$25 of each Conference registration fee goes to the National Center for Responsible Gaming (NCRG.)
Registration Fee Policy: Registration fees are non-refundable. You may substitute a colleague from your company at any time by submitting written authorization.

COMPANY'S PRIMARY BUSINESS

(Check only one)
 AA Bingo Hall
 AB Charitable Gaming
 AC Commercial Casino
 AD Cruise Ship
 AAA Game Developer
 AE Gaming Club
 AF I-Gaming
 AG Lottery
 AH Native American Casino
 AJ Pari-Mutuel
 AM Resort
 AN Riverboat/Dockside
 Other: Please select from below
 AP Banking/Investments
 AQ Consultant
 AAB Distributor
 AR Education - University/School
 AS Government
 AT Industry Association
 AU Law Firm
 AV Marketing/Advertising Agency
 AW Publication
 AX Regulatory
 AY Supplier/Manufacturer
 AZ Other: _____

YOUR JOB LEVEL

(Check only one)
 CA Tribal (Leader, Chairman, etc.)
 CB Senior Mgt. (CEO, CFO, CIO, COO, GM, PRES., VP, etc.)
 CC Director, Manager, Supervisor
 CD F&B Executive/Buyer/Chef
 CE Student/Faculty
 CF Guest of Show (Non-industry Visitor, Spouse)

PRIMARY JOB FUNCTION

(Check only one)
 DA Bingo
 DB Cage
 DC Community Affairs
 DD Compliance/Legal/Regulatory
 DE Corporate/Executive Management
 DF Engineer
 DG Entertainment/Attractions
 DH Facilities/Maintenance
 DJ Finance
 DK Food & Beverage
 DM Government Affairs
 DN Hospitality/Hotel
 DP Human Resources/Training
 DQ I-Gaming
 DR Info. Systems/Info. Technology
 DS Keno
 DT Marketing & Sales
 DU Operations
 DV Poker Management
 DW Public Relations
 DX Purchasing
 DY Race & Sports Book
 DZ Research & Development
 EA Retail
 EB Security & Surveillance
 EC Slots
 ED Spa/Resort
 EE Student/Faculty
 EF Table Games
 EG Web Site
 EH Other: _____

PRODUCTS & SERVICES INTEREST

(Check all that apply)
 FA Access Control
 FB Apparel/Uniforms
 FC Advertising Services
 FD Architecture/Design/Decor
 FE Audio/Video Displays
 FF Bingo
 FG Cash Advance/ATM's

PRODUCTS & SERVICES INTEREST (cont.)

FH Coin & Note Counting/Handling
 FJ Cashless Gaming
 FK Charitable Products/Services
 FM Compliance
 FN Electronic Payment Process
 FP Entertainment/Attractions
 FQ Facilities/Maintenance
 FR Financial Services
 FS Food & Beverage
 FT Furniture
 FU Game Design
 FV Game Equipment
 FW Golf Products
 FX High Roller Premiums
 FY Housekeeping
 FZ Human Resources/Training
 GA Intellectual Properties/Licensing
 GB I-Gaming
 GC Info. Systems/Info. Technology
 GD Lottery
 GE Marketing/Promotions
 GF Monitors/Screens
 GG Networks/Software Development
 GH Pari-Mutuel Products/Services
 GJ Player Tracking Systems
 GK Promotional Items/Premiums
 GM Retail
 GN Security & Surveillance
 GP Signage
 GQ Slots - Reel
 GR Slots - Video
 GS Software Developers
 GT Spa/Resort
 GU Table Games & Accessories
 GV Technology
 GW Transportation

PURCHASING AUTHORITY

(Check all that apply)
 HA Approve
 HB Recommend
 HC Identify

For industry professionals only. No one under 18 admitted at any time, including infants.

Privacy Policy: We collect data to provide you with information about G2E and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at: www.globalgamingexpo.com or call our Privacy Administrator at 1-888-306-2344 or 1-203-840-5810.

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www.exhibitsurveys.com



Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.

We have examined the attendee records of Global Gaming Expo (G2E) 2009 held November 16 - 19, at the Las Vegas Convention Center in Las Vegas, Nevada as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.
Red Bank, NJ