

## EVENT AUDIT



### DATES OF EVENT:

Exhibits and Conference: November 14 – 16, 2006  
 G2E Training & Development Institute: November 13, 2006

### 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](http://www.globalgamingexpo.com)

### REGISTRATION COMPANY:

ARI, Inc.

### YEAR EVENT ESTABLISHED:

2001

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Exhibits and Conference: November 13 – 15, 2007  
 G2E Training & Development Institute: November 12, 2007  
 LOCATION: Las Vegas Convention Center, Las Vegas, NV

### 1. STATEMENT OF MARKET SERVED

Gaming, Hospitality and Entertainment industries.

Qualified attendees are international and domestic gaming 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 as they entered the exhibit hall and the conference sessions.

### 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
2006	Las Vegas	4,896	13,826	18,722	517	253	9,152	28,644
2005	Las Vegas	4,521	12,246	16,767	483	355	9,097	26,702

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

<b>4. PRIMARY BUSINESS</b>			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Bingo	360	1.9	2.4
Charitable Gaming	146	0.8	1.0
Commercial Casino	3,226	17.2	21.3
Cruise Ship	91	0.5	0.6
Gaming Club	582	3.1	3.8
I-Gaming	533	2.9	3.5
Lottery	99	0.5	0.6
Native American Casino	2,707	14.5	17.9
Pari-Mutuel	46	0.2	0.3
Racino	153	0.8	1.0
Resort	525	2.8	3.5
Riverboat/Dockside	177	1.0	1.2
Other:			
Banking/Investments	426	2.3	2.8
Consultant	965	5.2	6.4
Education - University/School	261	1.4	1.7
Government	360	1.9	2.4
Industry Association	93	0.5	0.6
Law Firm	146	0.8	1.0
Marketing/Advertising Agency	438	2.3	2.9
Publication	55	0.3	0.3
Regulatory	268	1.4	1.8
Supplier/Manufacturer	2,327	12.4	15.4
Other	1,155	6.2	7.6
Total Conference and Exhibit Only Attendees Identified by Primary Business	15,139	80.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	3,583	19.1	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>18,722</b>	<b>100.0</b>	<b>100.0</b>

<b>5a. JOB LEVEL</b>			
PRIMARY JOB LEVEL	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB LEVEL
Tribal (Leader, Chairman, etc.)	703	3.8	4.9
Senior Mgt. (CEO, CFO, CIO, COO, GM, PRESIDENT, VP, etc.)	4,348	23.2	30.0
Director, Manager, Supervisor	7,114	38.0	49.1
F&B Executive/Buyer/Chef	349	1.9	2.4
Student/Faculty	632	3.4	4.4
Guest of Show (Non-industry Visitor, Spouse)	1,338	7.1	9.2
Total Conference and Exhibit Only Attendees Identified by Job Level	14,484	77.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Level	4,238	22.6	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>18,722</b>	<b>100.0</b>	<b>100.0</b>

<b>5b. PRIMARY JOB FUNCTION</b>			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Bingo	330	1.8	2.3
Cage	177	0.9	1.2
Community Affairs	41	0.2	0.3
Compliance/Legal/Regulatory	710	3.8	4.9
Corporate/Executive Management	1,722	9.2	11.9
Engineer	391	2.1	2.7
Entertainment/Attractions	217	1.2	1.5
Facilities/Maintenance	110	0.6	0.8
Finance	650	3.5	4.5
Food & Beverage	400	2.1	2.8
Government Affairs	189	1.0	1.3
Hospitality/Hotel	138	0.7	1.0
Human Resources/Training	165	0.9	1.1
I-Gaming	209	1.1	1.4
Information Systems/Information Technology	677	3.6	4.7
Keno	20	0.1	0.1
Marketing & Sales	1,713	9.2	11.8
Operations	981	5.2	6.8
Poker Management	100	0.5	0.7
Public Relations	121	0.6	0.8
Purchasing	228	1.2	1.6
Race & Sports Book	30	0.2	0.2
Research & Development	383	2.0	2.6
Security & Surveillance	495	2.6	3.4
Slots	1,961	10.5	13.5
Spa/Resort	28	0.2	0.2
Student/Faculty	203	1.1	1.4
Table Games	605	3.2	4.2
Web Site	50	0.3	0.3
Other	1,456	7.8	10.0
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	14,500	77.4	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	4,222	22.6	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>18,722</b>	<b>100.0</b>	<b>100.0</b>

<b>6. PURCHASING AUTHORITY</b>			
PURCHASING AUTHORITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING AUTHORITY
<b>NET BUYING INFLUENCES</b>	<b>10,514</b>	<b>56.2</b>	<b>100.0</b>
Approve	5,154	27.5	49.0
Recommend	5,371	28.7	51.1
Identify	3,461	18.5	32.9
Total Conference and Exhibit Only Attendees Identified by Purchasing Authority	10,514	56.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Authority	8,208	43.8	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>18,722</b>	<b>100.0</b>	<b>100.0</b>

The above counts and percentages are based on 18,722 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.

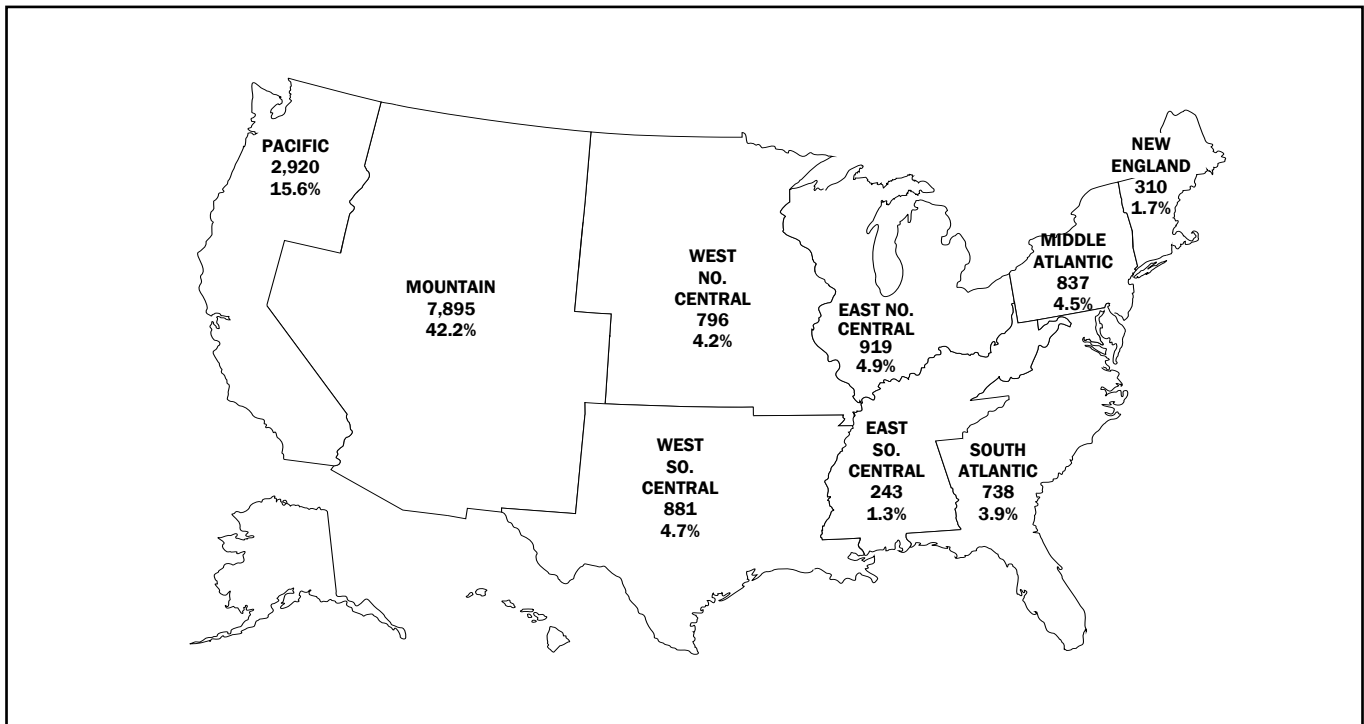
<b>7. PRODUCTS &amp; SERVICES INTEREST</b>			
PRODUCTS & SERVICES INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS & SERVICES INTEREST
Access Control	1,225	6.5	9.0
Apparel/Uniforms	865	4.6	6.4
Advertising Services	953	5.1	7.0
Architecture/Design/Decor	1,086	5.8	8.0
Audio/Video Displays	1,418	7.6	10.4
Bingo	1,079	5.8	7.9
Cash Advance/ATM's	1,259	6.7	9.3
Coin & Note Counting/Handling	1,405	7.5	10.3
Cashless Gaming	2,309	12.3	17.0
Charitable Products/Services	375	2.0	2.8
Compliance	1,674	8.9	12.3
Electronic Payment Process	1,231	6.6	9.1
Entertainment/Attractions	1,595	8.5	11.7
Facilities/Maintenance	858	4.6	6.3
Financial Services	1,711	9.1	12.6
Food & Beverage	1,513	8.1	11.1
Furniture	822	4.4	6.0
Game Design	3,015	16.1	22.2
Game Equipment	3,566	19.0	26.2
Golf Products	565	3.0	4.2
High Roller Premiums	926	4.9	6.8
Housekeeping	363	1.9	2.7
Human Resources/Training	1,003	5.4	7.4
Intellectual Properties/Licensing	860	4.6	6.3
I-Gaming	1,585	8.5	11.7
Information Systems/Information Technology	1,917	10.2	14.1
Lottery	633	3.4	4.7
Marketing/Promotions	2,736	14.6	20.1
Monitors/Screens	1,414	7.6	10.4
Networks/Software Development	1,138	6.1	8.4
Pari-Mutuel Products/Services	481	2.6	3.5
Player Tracking Systems	2,453	13.1	18.0
Promotional Items/Premiums	1,561	8.3	11.5
Retail	783	4.2	5.8
Security & Surveillance	1,982	10.6	14.6
Signage	1,877	10.0	13.8
Slots - Reel	4,025	21.5	29.6
Slots - Video	4,823	25.8	35.5
Software Developers	1,487	7.9	10.9
Spa/Resort	783	4.2	5.8
Table Games & Accessories	2,593	13.9	19.1
Technology	3,147	16.8	23.1
Transportation	412	2.2	3.0
Total Conference and Exhibit Only Attendees Identified by Products & Services Interest	13,601	72.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Products & Services Interest	5,121	27.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>18,722</b>	<b>100.0</b>	<b>100.0</b>

The above counts and percentages are based on 18,722 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
<b>NEW ENGLAND</b>	<b>310</b>	<b>1.7</b>
Maine	12	
New Hampshire	9	
Vermont	1	
Massachusetts	122	
Rhode Island	27	
Connecticut	139	
<b>MIDDLE ATLANTIC</b>	<b>837</b>	<b>4.5</b>
New York	449	
New Jersey	255	
Pennsylvania	133	
<b>EAST NO. CENTRAL</b>	<b>919</b>	<b>4.9</b>
Ohio	70	
Indiana	69	
Illinois	368	
Michigan	219	
Wisconsin	193	
<b>WEST NO. CENTRAL</b>	<b>796</b>	<b>4.2</b>
Minnesota	303	
Iowa	127	
Missouri	120	
North Dakota	67	
South Dakota	117	
Nebraska	13	
Kansas	49	
<b>SOUTH ATLANTIC</b>	<b>738</b>	<b>3.9</b>
Delaware	40	
Maryland	27	
Washington, DC	31	
Virginia	40	
West Virginia	23	
North Carolina	85	
South Carolina	67	
Georgia	92	
Florida	333	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>243</b>	<b>1.3</b>
Kentucky	13	
Tennessee	26	
Alabama	60	
Mississippi	144	
<b>WEST SO. CENTRAL</b>	<b>881</b>	<b>4.7</b>
Arkansas	7	
Louisiana	197	
Oklahoma	424	
Texas	253	
<b>MOUNTAIN</b>	<b>7,895</b>	<b>42.2</b>
Montana	103	
Idaho	74	
Wyoming	17	
Colorado	294	
New Mexico	292	
Arizona	617	
Utah	28	
Nevada	6,470	
<b>PACIFIC</b>	<b>2,920</b>	<b>15.6</b>
Alaska	13	
Washington	436	
Oregon	146	
California	2,316	
Hawaii	9	
<b>UNITED STATES</b>	<b>15,539</b>	<b>83.0</b>
<b>INTERNATIONAL</b>	<b>3,183</b>	<b>17.0</b>
Canada	584	
Mexico	108	
Other International	2,491	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>18,722</b>	<b>100.0</b>





November 14-16, 2006 | Las Vegas Convention Center  
November 13, 2006 | G2E Training & Development Institute

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Email \_\_\_\_\_

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

Register Online  
[www.globalgamingexpo.com](http://www.globalgamingexpo.com)

Or, you can register via:

- Fax** • 1-972-620-3099
- Mail** • G2E c/o ARI, Inc.  
350 E. Royal Lane, Suite 100  
Irving, TX 75039
- Phone** • 1-888-314-1378 or 1-203-840-5626

- Register and include payment by October 31, 2006, to receive Early Bird discounts and receive your badge in the mail. After October 31, 2006, bring this completed form with payment to the Show to register.
- Registrations received after October 31, 2006 and all international badges should be picked up on site.

Quick & Easy Online Registration at [www.globalgamingexpo.com](http://www.globalgamingexpo.com)

### REGISTRATION TYPE

Group Discounts and Native American Casino Packages Available:  
Call Diana Press at 1-800-363-3631 or 1-203-840-5533.

	Save Money EARLY BIRD by 10/31	ON-SITE after 10/31
G2E and F&B at G2E Exhibits (11/14-11/16)	<input type="checkbox"/> \$50	<input type="checkbox"/> \$75

Box lunch with Exhibits or any Conference registration (11/14-11/16) (No refunds.)	<input type="checkbox"/> \$95	<input type="checkbox"/> \$125
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**NEW!** Free multi-media CD ROM of G2E Conference with full 4-Day and 3-Day conference registration.

Full 4-Day Conference (11/13-11/16) <b>BEST BUY!</b> (Includes Exhibits, F&B at G2E Conference Track, daily continental breakfast and keynote lunch on 11/13.) For Training & Development Institute 11/13, choose:	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1095
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\_\_\_ Full day of sessions  
\_\_\_ Half day sessions, half day Casino Property Tours  
(Choose: \_\_\_ a.m. tours \_\_\_ p.m. tours)  
(Seating is limited, no refunds.)

3-Day Conference (11/14-11/16) (Includes Exhibits, F&B at G2E Conference Track and continental breakfast.)	<input type="checkbox"/> \$795	<input type="checkbox"/> \$895
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G2E Training & Development Institute (11/13) (Includes Exhibits, continental breakfast and keynote lunch.) Choose:	<input type="checkbox"/> \$595	<input type="checkbox"/> \$695
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\_\_\_ Full day of sessions  
\_\_\_ Half day sessions, half day Casino Property Tours  
(Choose: \_\_\_ a.m. tours \_\_\_ p.m. tours)  
(Seating is limited, no refunds.)

NCRG Conference on Gambling & Addiction (11/12-11/14)	<input type="checkbox"/> \$275	<input type="checkbox"/> \$375
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If you purchase full 4-Day, 3-Day or G2E Training & Development, add on NCRG at a discount.

Do you want to attend the NCRG luncheon on 11/13?  Yes  No

F&B at G2E Conference Track (11/14-11/16) (Includes Exhibits and continental breakfast.)	<input type="checkbox"/> \$295	<input type="checkbox"/> \$325
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Casino Property Tours (11/13) (Includes Exhibits, Training & Development keynote lunch and transportation. Seating is limited, no refunds.) (Choose: ___ a.m. tours ___ p.m. tours)	<input type="checkbox"/> \$295	<input type="checkbox"/> \$325
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\_\_\_ Full day of sessions  
\_\_\_ Half day sessions, half day Casino Property Tours  
(Choose: \_\_\_ a.m. tours \_\_\_ p.m. tours)  
(Seating is limited, no refunds.)

#### "Same Suit" Networking Lunches

(Seating is limited, no refunds.)		
Spades: Marketing Directors (11/14)	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75
Clubs: Women in Gaming (11/15)	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75
Diamonds: Native American Leaders (11/16)	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75
Hearts: Latin American Gaming (11/16)	<input type="checkbox"/> \$60	<input type="checkbox"/> \$75

Behind-the-Scene Tours (11/14 and 11/15) Call Diana Press to register (\$75 each. Seating is limited, no refunds.) at 1-800-363-3631 or 1-203-840-5533.

\$25 of each Conference registration fee goes to the National Center for Responsible Gaming (NCRG.)

### 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's agreement.

Cancellation Policy: Show & Conference cancellations received prior to October 31, 2006 are subject to a \$75 service charge. Cancellations must be in writing and all badges must be returned before a refund can be processed. Cancellations received after October 31, 2006, and "no-shows" are subject to the full registration fee.

### COMPANY'S PRIMARY BUSINESS

(Check only one)

- AA Bingo  
 AB Charitable Gaming  
 AC Commercial Casino  
 AD Cruise Ship  
 AE Gaming Club  
 AF I-Gaming  
 AG Lottery  
 AH Native American Casino  
 AJ Pari-Mutuel  
 AK Racino  
 AM Resort  
 AN Riverboat/Dockside  
Other: Please select from below  
 AP Banking/Investments  
 AQ Consultant  
 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 Security & Surveillance  
 EB Slots  
 EC Spa/Resort  
 ED Student/Faculty  
 EE Table Games  
 EF Web Site  
 EG 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

- 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](http://www.globalgamingexpo.com) or call our Privacy Administrator at 1-888-306-2344 or 1-203-840-5810.

(cont.)

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 Fax: +1 203.447.2900  
**www.bpaww.com**



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 Fax: +1 732.741.5704  
**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 subject show/event for the date and location of the show/event 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