

EVENT AUDIT



DATES OF EVENT:

Exhibits and Conference: November 13 – 15, 2007
 G2E Training & Development Institute: November 12, 2007
 G2E Leadership Academy: November 12 – 13, 2007

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 18 – 20, 2008
 G2E Training & Development Institute: November 17, 2008
 G2E Leadership Academy: November 17– 18, 2008
 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 at each exhibit hall entrance and as they entered other special events.

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
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
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.

4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Bingo Hall	209	1.1	1.4
Charitable Gaming	148	0.8	1.0
Commercial Casino	3,463	18.1	22.8
Cruise Ship	71	0.4	0.5
Gaming Club	553	2.9	3.6
I-Gaming	434	2.3	2.9
Lottery	210	1.1	1.4
Native American Casino	2,705	14.2	17.8
Pari-Mutuel	39	0.2	0.3
Resort	553	2.9	3.6
Riverboat/Dockside	135	0.7	0.9
Other:			
Banking/Investments	476	2.5	3.1
Consultant	970	5.1	6.4
Education - University/School	273	1.4	1.8
Government	343	1.8	2.3
Industry Association	140	0.7	0.9
Law Firm	169	0.9	1.1
Marketing/Advertising Agency	447	2.3	2.9
Publication	65	0.3	0.4
Regulatory	351	1.8	2.3
Supplier/Manufacturer	2,103	11.0	13.8
Other	1,345	7.0	8.8
Total Conference and Exhibit Only Attendees Identified by Primary Business	15,202	79.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	3,908	20.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,110	100.0	100.0

5a. JOB LEVEL			
JOB LEVEL	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB LEVEL
Tribal (Leader, Chairman, etc.)	594	3.1	4.1
Senior Mgt. (CEO, CFO, CIO, COO, GM, President, VP, etc.)	4,467	23.4	30.6
Director, Manager, Supervisor	7,239	37.8	49.7
F&B Executive/Buyer/Chef	248	1.3	1.7
Student/Faculty	570	3.0	3.9
Guest of Show (Non-industry Visitor, Spouse)	1,464	7.7	10.0
Total Conference and Exhibit Only Attendees Identified by Job Level	14,582	76.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Level	4,528	23.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,110	100.0	100.0

5b. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Bingo	232	1.2	1.6
Cage	167	0.9	1.1
Community Affairs	41	0.2	0.3
Compliance/Legal/Regulatory	755	4.0	5.1
Corporate/Executive Management	1,795	9.4	12.2
Engineer	391	2.0	2.7
Entertainment/Attractions	160	0.8	1.1
Facilities/Maintenance	94	0.5	0.6
Finance	698	3.7	4.8
Food & Beverage	364	1.9	2.5
Government Affairs	175	0.9	1.2
Hospitality/Hotel	158	0.8	1.1
Human Resources/Training	190	1.0	1.3
I-Gaming	217	1.1	1.5
Information Systems/Information Technology	764	4.0	5.2
Keno	28	0.2	0.2
Marketing & Sales	1,860	9.7	12.7
Operations	946	4.9	6.4
Poker Management	73	0.4	0.5
Public Relations	133	0.7	0.9
Purchasing	205	1.1	1.4
Race & Sports Book	63	0.3	0.4
Research & Development	369	1.9	2.5
Security & Surveillance	470	2.5	3.2
Slots	1,962	10.3	13.4
Spa/Resort	48	0.3	0.3
Student/Faculty	199	1.0	1.4
Table Games	582	3.0	4.0
Web Site	58	0.3	0.4
Other	1,466	7.7	10.0
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	14,663	76.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	4,447	23.3	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,110	100.0	100.0

6. PURCHASING AUTHORITY			
PURCHASING AUTHORITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING AUTHORITY
NET BUYING INFLUENCES	10,809	56.6	100.0
Approve	5,439	28.5	50.3
Recommend	5,806	30.4	53.7
Identify	3,794	19.9	35.1
Total Conference and Exhibit Only Attendees Identified by Purchasing Authority	10,809	56.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Authority	8,301	43.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,110	100.0	100.0

The above counts and percentages are based on 19,110 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	1,262	6.6	9.0
Apparel/Uniforms	931	4.9	6.7
Advertising Services	1,060	5.5	7.6
Architecture/Design/Decor	1,156	6.0	8.3
Audio/Video Displays	1,506	7.9	10.8
Bingo	993	5.2	7.1
Cash Advance/ATM's	1,320	6.9	9.4
Coin & Note Counting/Handling	1,431	7.5	10.2
Cashless Gaming	2,237	11.7	16.0
Charitable Products/Services	433	2.3	3.1
Compliance	1,858	9.7	13.3
Electronic Payment Process	1,306	6.8	9.3
Entertainment/Attractions	1,605	8.4	11.5
Facilities/Maintenance	979	5.1	7.0
Financial Services	1,334	7.0	9.5
Food & Beverage	1,663	8.7	11.9
Furniture	922	4.8	6.6
Game Design	3,064	16.0	21.9
Game Equipment	3,626	19.0	25.9
Golf Products	550	2.9	3.9
High Roller Premiums	975	5.1	7.0
Housekeeping	411	2.2	2.9
Human Resources/Training	1,063	5.6	7.6
Intellectual Properties/Licensing	884	4.6	6.3
I-Gaming	1,649	8.6	11.8
Information Systems/Information Technology	2,129	11.1	15.2
Lottery	684	3.6	4.9
Marketing/Promotions	2,913	15.2	20.8
Monitors/Screens	1,553	8.1	11.1
Networks/Software Development	1,273	6.7	9.1
Pari-Mutuel Products/Services	542	2.8	3.9
Player Tracking Systems	2,618	13.7	18.7
Promotional Items/Premiums	1,410	7.4	10.1
Retail	845	4.4	6.0
Security & Surveillance	2,079	10.9	14.9
Signage	2,032	10.6	14.5
Slots - Reel	4,122	21.6	29.5
Slots - Video	4,885	25.6	34.9
Software Developers	1,515	7.9	10.8
Spa/Resort	882	4.6	6.3
Table Games & Accessories	2,662	13.9	19.0
Technology	3,263	17.1	23.3
Transportation	400	2.1	2.9
Total Conference and Exhibit Only Attendees Identified by Products & Services Interest	13,983	73.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Products & Services Interest	5,127	26.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	19,110	100.0	100.0

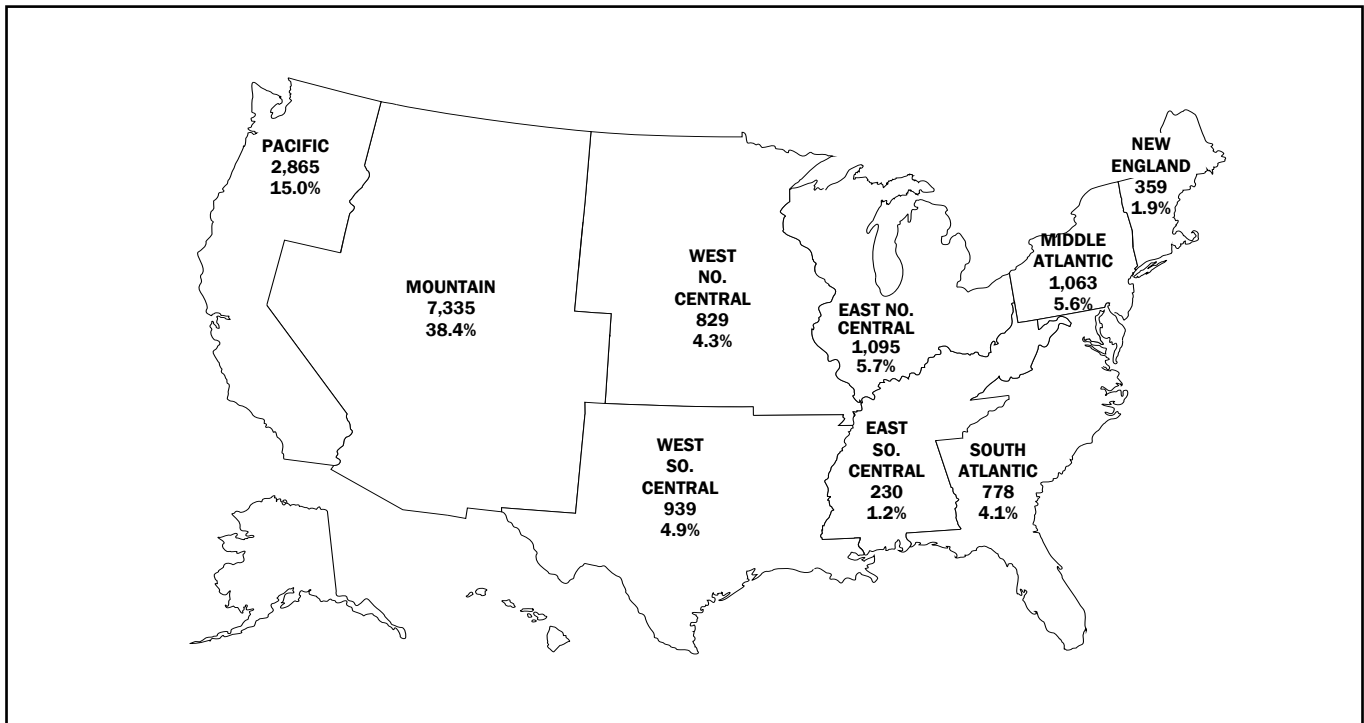
The above counts and percentages are based on 19,110 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	359	1.9
Maine	19	
New Hampshire	13	
Vermont	1	
Massachusetts	157	
Rhode Island	39	
Connecticut	130	
MIDDLE ATLANTIC	1,063	5.6
New York	623	
New Jersey	289	
Pennsylvania	151	
EAST NO. CENTRAL	1,095	5.7
Ohio	87	
Indiana	107	
Illinois	498	
Michigan	209	
Wisconsin	194	
WEST NO. CENTRAL	829	4.3
Minnesota	300	
Iowa	162	
Missouri	126	
North Dakota	65	
South Dakota	82	
Nebraska	30	
Kansas	64	
SOUTH ATLANTIC	778	4.1
Delaware	43	
Maryland	43	
Washington, DC	39	
Virginia	47	
West Virginia	33	
North Carolina	73	
South Carolina	23	
Georgia	133	
Florida	344	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	230	1.2
Kentucky	16	
Tennessee	31	
Alabama	42	
Mississippi	141	
WEST SO. CENTRAL	939	4.9
Arkansas	12	
Louisiana	143	
Oklahoma	512	
Texas	272	
MOUNTAIN	7,335	38.4
Montana	98	
Idaho	58	
Wyoming	18	
Colorado	310	
New Mexico	283	
Arizona	616	
Utah	25	
Nevada	5,927	
PACIFIC	2,865	15.0
Alaska	11	
Washington	435	
Oregon	101	
California	2,313	
Hawaii	5	
UNITED STATES	15,493	81.1
INTERNATIONAL	3,502	18.3
NOT IDENTIFIED	115	0.6
Total Conference & Exhibit Attendees	19,110	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	COUNTRY	TOTAL	PERCENT
ASIA	598	3.1	EUROPE	1,090	5.7
Armenia	1		Austria	96	
Azerbaijan	1		Belarus	2	
Cambodia	5		Belgium	21	
China	11		Bulgaria	37	
Hong Kong	17		Croatia	5	
India	4		Czech Republic	36	
Japan	113		Denmark	13	
Korea, Republic of	135		Estonia	28	
Macau	57		Finland	3	
Malaysia	28		France	29	
Philippines	77		Germany	41	
Singapore	66		Gibraltar	1	
Sri Lanka	2		Greece	13	
Taiwan	79		Hungary	37	
Thailand	2		Iceland	8	
ASIA PACIFIC	258	1.3	Ireland	9	
Australia	238		Italy	10	
New Zealand	20		Latvia	1	
CARIBBEAN	199	1.0	Lithuania	5	
Antigua and Barbuda	1		Luxembourg	2	
Aruba	20		Macedonia	2	
Bahamas	8		Malta	5	
Barbados	2		Monaco	4	
Bermuda	1		Netherlands	53	
Dominican Republic	3		Norway	19	
Guadeloupe	6		Poland	8	
Jamaica	8		Portugal	12	
Netherlands Antilles	19		Romania	5	
Puerto Rico	91		Russian Federation	105	
Trinidad and Tobago	21		Serbia	8	
Turks and Caicos Islands	10		Slovakia	19	
Virgin Islands, U.S.	9		Slovenia	86	
CENTRAL AMERICA	76	0.4	Spain	77	
Belize	2		Sweden	58	
Costa Rica	27		Switzerland	11	
Guatemala	3		Ukraine	41	
Honduras	7		United Kingdom	180	
Nicaragua	5		MIDDLE EAST	31	0.2
Panama	32		Cyprus	7	
NORTH AMERICA	16,259	85.1	Israel	11	
Canada	654		Lebanon	2	
Mexico	112		Turkey	8	
United States	15,493		U.A.E.	3	
SOUTH AMERICA	396	2.1	AFRICA	88	0.5
Argentina	118		Angola	2	
Bolivia	5		Cameroon	1	
Brazil	12		Djibouti	1	
Chile	39		Equatorial Guinea	2	
Colombia	66		Ghana	2	
Ecuador	3		Kenya	5	
Peru	88		Morocco	1	
Suriname	10		South Africa	73	
Uruguay	15		Zimbabwe	1	
Venezuela	40		NOT IDENTIFIED	115	0.6
			Total Conference & Exhibit Attendees	19,110	100.0



November 13-15, 2007 | Las Vegas Convention Center
 November 12, 2007 | G2E Training & Development Institute

How to Register

Register Online

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 30, 2007, to receive Early Bird discounts and receive your badge in the mail. After October 30, 2007, bring this completed form with payment to the Show to register

• Registrations received after October 30, 2007 and all international badges should be picked up on-site.

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 dialing code) _____

Fax (Do not include 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: WEBR

Save with Early Bird Discounts: Register by October 30, 2007
 Quick & Easy Online Registration at 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 10/30	ON-SITE after 10/30
G2E and F&B at G2E Exhibits (11/13 - 11/15)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$125

Full 4-Day Conference (11/12 - 11/15) BEST BUY!
 (Includes Exhibits, F&B at G2E Conference Track, multi-media CD-ROM of Conference, daily continental breakfast and keynote lunch on 11/12.)

For Training & Development Institute 11/12, you may choose:
 • Full day of sessions or
 • Half day sessions, half day Casino Property Tours

Call Diana Press to register at
 1-800-363-3631 or
 1-203-840-5533
 (\$1095 Early Bird, \$1195 On-site)

3-Day Conference (11/13 - 11/15) \$895 \$995
 (Includes Exhibits, F&B at G2E Conference Track, multi-media CD-ROM of Conference and daily continental breakfast.)

G2E Training & Development Institute (11/12)
 (Includes Exhibits, continental breakfast and 11/12 keynote lunch.) You may choose:
 • Full day of sessions or
 • Half day sessions, half day Casino Property Tours

Call Diana Press to register at
 1-800-363-3631 or
 1-203-840-5533
 (\$695 Early Bird, \$795 On-site)

NCRG Conference on Gambling & Addiction (11/11 - 11/13)
 If you purchase full 4-Day, 3-Day or G2E Training & Development, add on NCRG at a discount. \$300 \$400

F&B at G2E Conference Track (11/13 - 11/15) \$295 \$325
 (Includes Exhibits and daily continental breakfast.)

Casino Property Tours (11/12)
 (Includes Exhibits, Training & Development Institute Keynote Lunch and transportation.)
 You may choose: a.m. tours or p.m. tours.

Call Diana Press to register at
 1-800-363-3631 or
 1-203-840-5533
 (\$295 Early Bird, \$395 On-site)

"Same Suit" Networking Lunches
 (Seating is limited, no refunds.)

Spades: Marketing Directors (11/13)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$100
Clubs: Women in Gaming (11/14)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$100
Diamonds: Native American Leaders (11/15)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$100
Hearts: Security & Surveillance Executives (11/15)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$100

Behind-the-Scene Tours (11/13 and 11/14)
 (Seating is limited, no refunds.)

Call Diana Press to register at
 1-800-363-3631 or
 1-203-840-5533
 (\$125 each)

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.

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
 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
 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 (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.

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

Two Corporate Drive, Ninth Floor
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Fax: +1 203.447.2900
www.bpaww.com



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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 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