

## EVENT AUDIT



### DATES OF EVENT:

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

### 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:

Conference: November 3 – 6, 2011  
 Exhibits: November 4 – 6, 2011  
 LOCATION: Las Vegas Sands Expo & Convention Center

### 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 the exhibit hall entrance and as they entered the conference sessions, Players Lounge, and the Gaming Investment Forum Conference. 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
2010	Las Vegas	3,186	12,558	15,744	411	290	8,496	24,941
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

\* Includes 724 IAAPA attendees due to the co-location of the IAAPA event in 2009.

\*\* 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 Hall	156	1.0	1.2
Charitable Gaming	107	0.7	0.8
Commercial Casino	3,043	19.3	23.1
Cruise Ship	51	0.3	0.4
Game Developer	995	6.3	7.6
Gaming Club	480	3.1	3.7
I-Gaming	334	2.1	2.5
Lottery	122	0.8	0.9
Native American Casino	2,040	13.0	15.5
Pari-Mutuel	26	0.2	0.2
Resort	226	1.4	1.7
Riverboat/Dockside	49	0.3	0.4
Other (TOTAL)	5,527	35.1	42.0
Architectural Firm	96	0.6	0.7
Banking/Investments	333	2.1	2.5
Consultant	894	5.7	6.8
Distributor	516	3.3	3.9
Education - University/School	206	1.3	1.6
Government	360	2.3	2.7
Industry Association	102	0.6	0.8
Law Firm	155	1.0	1.2
Marketing/Advertising Agency	298	1.9	2.3
Publication	27	0.2	0.2
Regulatory	208	1.3	1.6
Supplier/Manufacturer	1,050	6.7	8.0
Other	1,282	8.1	9.7
Total Conference and Exhibit Only Attendees Identified by Primary Business	13,156	83.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	2,588	16.4	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,744</b>	<b>100.0</b>	<b>100.0</b>

<b>5a. JOB LEVEL</b>			
JOB LEVEL	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB LEVEL
Tribal (Leader, Chairman, etc.)	671	4.2	5.2
Senior Mgt. (CEO, CFO, CIO, COO, GM, PRES., VP, etc.)	4,470	28.4	34.5
Director, Manager, Supervisor	6,197	39.4	47.9
F&B Executive/Buyer/Chef	159	1.0	1.2
Student/Faculty	476	3.0	3.7
Guest of Show (Non-industry Visitor, Spouse)	971	6.2	7.5
Total Conference and Exhibit Only Attendees Identified by Job Level	12,944	82.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Level	2,800	17.8	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,744</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
Architect	99	0.6	0.8
Bingo	195	1.2	1.5
Cage	107	0.7	0.8
Community Affairs	27	0.2	0.2
Compliance/Legal/Regulatory	904	5.7	7.1
Corporate/Executive Management	1,679	10.7	13.1
Engineer	423	2.7	3.3
Entertainment/Attractions	301	1.9	2.3
Facilities/Maintenance	83	0.5	0.6
Finance	744	4.7	5.8
Food & Beverage	190	1.2	1.5
Government Affairs	163	1.0	1.3
Hospitality/Hotel	111	0.7	0.9
Human Resources/Training	121	0.8	0.9
I-Gaming	254	1.6	2.0
Information Systems/Information Technology	563	3.6	4.4
Keno	10	0.1	0.1
Marketing & Sales	1,571	10.0	12.3
Operations	830	5.3	6.5
Poker Management	58	0.4	0.5
Public Relations	118	0.7	0.9
Purchasing	166	1.1	1.3
Race & Sports Book	33	0.2	0.3
Research & Development	337	2.1	2.6
Retail	46	0.3	0.4
Security & Surveillance	331	2.1	2.6
Slots	1,693	10.8	13.2
Spa/Resort	15	0.1	0.1
Student/Faculty	174	1.1	1.4
Table Games	431	2.7	3.4
Web Site	39	0.2	0.3
Other	972	6.2	7.6
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	12,788	81.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	2,956	18.8	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,744</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>9,996</b>	<b>63.5</b>	<b>100.0</b>
Approve	5,129	32.6	51.3
Recommend	5,245	33.3	52.5
Identify	3,058	19.4	30.6
Total Conference and Exhibit Only Attendees Identified by Purchasing Authority	9,996	63.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Authority	5,748	36.5	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,744</b>	<b>100.0</b>	<b>100.0</b>

The above counts and percentages are based on 15,744 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	982	6.2	8.1
Apparel/Uniforms	689	4.4	5.7
Advertising Services	917	5.8	7.6
Architecture/Design/Decor	997	6.3	8.2
Audio/Video Displays	1,265	8.0	10.4
Bingo	1,191	7.6	9.8
Cash Advance/ATM's	1,192	7.6	9.8
Coin & Note Counting/Handling	1,062	6.7	8.8
Cashless Gaming	1,838	11.7	15.2
Charitable Products/Services	373	2.4	3.1
Compliance	1,666	10.6	13.7
Electronic Payment Process	1,068	6.8	8.8
Entertainment/Attractions	1,548	9.8	12.8
Facilities/Maintenance	796	5.1	6.6
Financial Services	1,164	7.4	9.6
Food & Beverage	1,275	8.1	10.5
Furniture	712	4.5	5.9
Game Design	2,582	16.4	21.3
Game Equipment	3,338	21.2	27.5
Golf Products	447	2.8	3.7
High Roller Premiums	810	5.1	6.7
Housekeeping	300	1.9	2.5
Human Resources/Training	766	4.9	6.3
Intellectual Properties/Licensing	725	4.6	6.0
I-Gaming	1,961	12.5	16.2
Information Systems/Information Technology	1,681	10.7	13.9
Lottery	703	4.5	5.8
Marketing/Promotions	2,585	16.4	21.3
Monitors/Screens	1,306	8.3	10.8
Networks/Software Development	1,166	7.4	9.6
Pari-Mutuel Products/Services	386	2.5	3.2
Player Tracking Systems	2,223	14.1	18.3
Promotional Items/Premiums	1,144	7.3	9.4
Retail	661	4.2	5.5
Security & Surveillance	1,619	10.3	13.4
Signage	1,642	10.4	13.5
Slots - Reel	3,741	23.8	30.9
Slots - Video	4,503	28.6	37.2
Software Developers	1,459	9.3	12.0
Spa/Resort	632	4.0	5.2
Table Games & Accessories	2,368	15.0	19.5
Technology	2,843	18.1	23.5
Transportation	328	2.1	2.7
Total Conference and Exhibit Only Attendees Identified by Products & Services Interest	12,121	77.0	--
Total Conference and Exhibit Only Attendees Not Identified by Products & Services Interest	3,623	23.0	--
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>15,744</b>	<b>100.0</b>	<b>--</b>

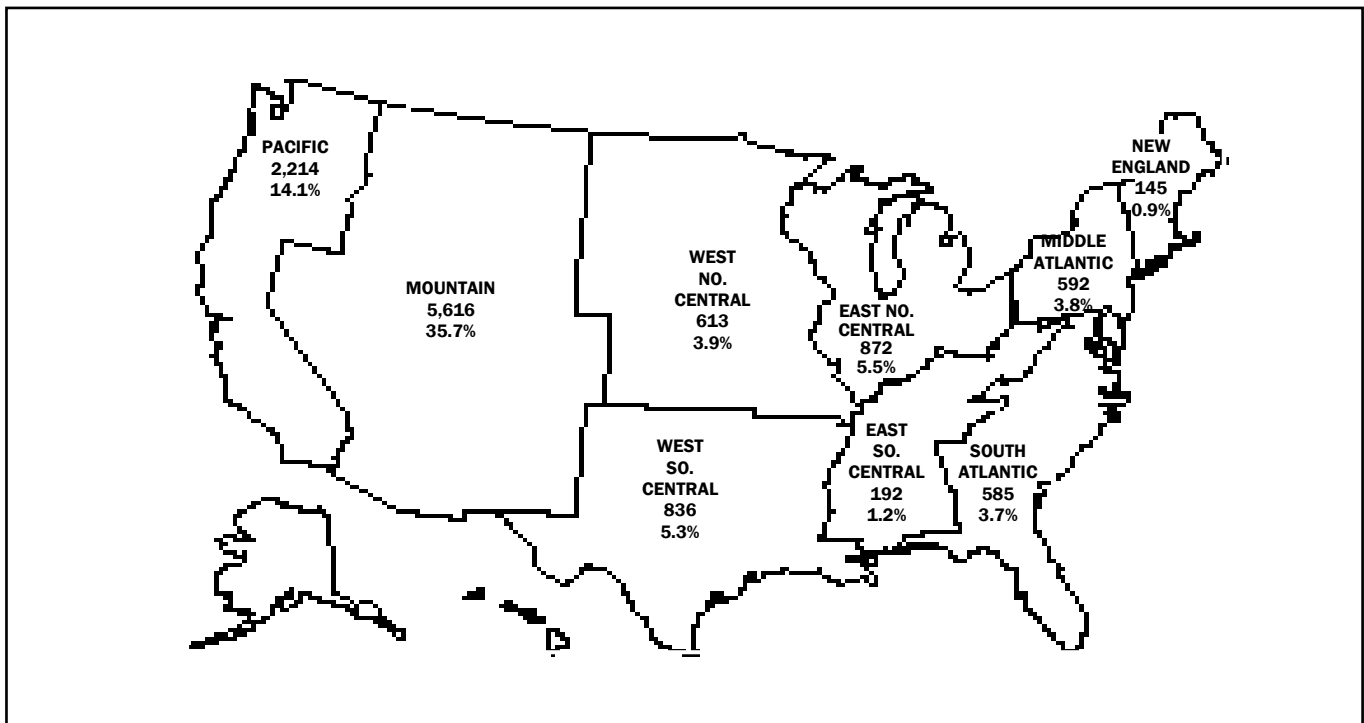
The above counts and percentages are based on 15,744 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

**8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES**

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>145</b>	<b>0.9</b>
Maine	4	
New Hampshire	6	
Vermont	3	
Massachusetts	42	
Rhode Island	19	
Connecticut	71	
<b>MIDDLE ATLANTIC</b>	<b>592</b>	<b>3.8</b>
New York	302	
New Jersey	155	
Pennsylvania	135	
<b>EAST NO. CENTRAL</b>	<b>872</b>	<b>5.5</b>
Ohio	84	
Indiana	68	
Illinois	388	
Michigan	201	
Wisconsin	131	
<b>WEST NO. CENTRAL</b>	<b>613</b>	<b>3.9</b>
Minnesota	241	
Iowa	95	
Missouri	80	
North Dakota	45	
South Dakota	62	
Nebraska	19	
Kansas	71	
<b>SOUTH ATLANTIC</b>	<b>585</b>	<b>3.7</b>
Delaware	27	
Maryland	37	
Washington, DC	33	
Virginia	24	
West Virginia	24	
North Carolina	46	
South Carolina	34	
Georgia	123	
Florida	237	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>192</b>	<b>1.2</b>
Kentucky	26	
Tennessee	28	
Alabama	31	
Mississippi	107	
<b>WEST SO. CENTRAL</b>	<b>836</b>	<b>5.3</b>
Arkansas	14	
Louisiana	118	
Oklahoma	484	
Texas	220	
<b>MOUNTAIN</b>	<b>5,616</b>	<b>35.7</b>
Montana	90	
Idaho	53	
Wyoming	23	
Colorado	215	
New Mexico	236	
Arizona	407	
Utah	18	
Nevada	4,574	
<b>PACIFIC</b>	<b>2,214</b>	<b>14.1</b>
Alaska	4	
Washington	372	
Oregon	124	
California	1,705	
Hawaii	9	
<b>UNITED STATES NOT IDENTIFIED</b>	<b>706</b>	<b>4.5</b>
<b>TOTAL UNITED STATES</b>	<b>12,371</b>	<b>78.6</b>
<b>INTERNATIONAL</b>	<b>3,373</b>	<b>21.4</b>
Canada	563	
Mexico	283	
Other International	2,527	
<b>Total Conference &amp; Exhibit Attendees</b>	<b>15,744</b>	<b>100.0</b>

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
<b>ASIA</b>	<b>484</b>	<b>3.1</b>	<b>EUROPE</b>	<b>845</b>	<b>5.4</b>
Cambodia	2		Albania	1	
China	20		Austria	72	
Georgia	1		Belarus	1	
Hong Kong	5		Belgium	23	
India	8		Bosnia-Herzegovina	1	
Japan	156		Bulgaria	43	
Korea, Dem. People's Republic	7		Croatia	7	
Korea, Republic of	78		Czech Republic	4	
Lao People's Democratic Republic	1		Denmark	6	
Macau	22		Estonia	3	
Malaysia	9		Finland	23	
Philippines	100		France	25	
Singapore	14		Germany	46	
Taiwan	58		Gibraltar	5	
Thailand	3		Greece	13	
<b>ASIA PACIFIC / OCEANIA</b>	<b>427</b>	<b>2.7</b>	Hungary	36	
Australia	419		Iceland	3	
New Zealand	8		Ireland	8	
<b>CARIBBEAN</b>	<b>121</b>	<b>0.8</b>	Isle of Man	5	
Antigua and Barbuda	2		Italy	36	
Aruba	9		Jersey, Channel Islands	1	
Barbados	4		Latvia	8	
Bermuda	2		Macedonia	5	
Cayman Islands	1		Malta	10	
Dominican Republic	2		Monaco	10	
Jamaica	9		Montenegro	2	
Netherland Antilles	3		Netherlands	39	
Puerto Rico	69		Norway	4	
Saint Kitts and Nevis	1		Poland	10	
Trinidad and Tobago	7		Portugal	8	
Turks and Caicos Islands	4		Romania	4	
Virgin Islands	8		Russian Federation	20	
<b>CENTRAL AMERICA</b>	<b>63</b>	<b>0.4</b>	Serbia, Republic of	2	
Belize	1		Slovakia	6	
Costa Rica	15		Slovenia	38	
Guatemala	3		Spain	54	
Honduras	6		Sweden	51	
Nicaragua	1		Switzerland	10	
Panama	37		Turkey	1	
<b>NORTH AMERICA</b>	<b>13,217</b>	<b>83.9</b>	Ukraine	17	
Canada	563		United Kingdom	184	
Mexico	283		<b>MIDDLE EAST</b>	<b>19</b>	<b>0.1</b>
United States	12,371		Cyprus	2	
<b>SOUTH AMERICA</b>	<b>462</b>	<b>2.9</b>	Israel	7	
Argentina	150		Lebanon	4	
Bolivia	1		United Arab Emirates	6	
Brazil	31		<b>AFRICA</b>	<b>106</b>	<b>0.7</b>
Chile	32		Botswana	3	
Colombia	53		Cameroon	3	
Ecuador	10		Equatorial Guinea	1	
Paraguay	3		Ethiopia	1	
Peru	120		Kenya	6	
Suriname	3		Mayotte Island	1	
Uruguay	30		Morocco	2	
Venezuela	29		South Africa	79	
			Swaziland	1	
			Tanzania, United Republic of	9	
			<b>Total Conference &amp; Exhibit Attendees</b>	<b>15,744</b>	<b>100.0</b>



November 16-18, 2010 Las Vegas Convention Center  
 November 15-16, 2010 iGaming Congress at G2E—NEW!  
 November 15, 2010 G2E Advanced Gaming Institute  
 November 15, 2010 G2E Leadership Academy  
 November 15, 2010 Security & Surveillance Institute at G2E

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) \_\_\_\_\_  
 Yes, I would like to receive no more than 5 promotional and informational text messages on site at G2E.

Priority Code: DP

## How to Register

The Fastest & Easiest Way to Register:

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

Or, complete this form and:  
**Fax** • 1-203-840-9533  
**Mail** • Diana Press —G2E  
 Reed Exhibitions  
 383 Main Avenue  
 Norwalk, CT 06851

Questions? • 1-800-363-3631 or 1-203-840-5533

**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 28, 2010

### 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 for information.

Save Money!  
**EARLY BIRD** **ON-SITE**  
 by 10/28 after 10/28

Exhibits Pass (11/16–11/18)  \$99  \$175

Conference Pass Options  
 (Each conference pass comes with online recordings of all sessions.)

4-Day All-Access Conference—Best Buy! (11/15–11/18)  
 (Includes Exhibits, G2E Advanced Gaming Institute, G2E Leadership Academy, 3-Day Conference, Security & Surveillance Institute at G2E, iGaming Congress at G2E, daily continental breakfast, and Keynote Lunch.)  \$1595  \$1795

3-Day Conference (11/16–11/18)  
 (Includes Exhibits and daily continental breakfast.)  \$1095  \$1195

iGaming Congress at G2E—NEW! (11/15–11/16)  
 (Includes Exhibits, continental breakfast, and Keynote Lunch.)  \$995  \$1195

G2E Advanced Gaming Institute (11/15)  
 (Includes Exhibits, continental breakfast, and Keynote Lunch.)  \$895  \$1095

G2E Leadership Academy (11/15)  
 (Includes Exhibits, continental breakfast, and Keynote Lunch.)  \$895  \$1095

Security & Surveillance Institute at G2E (11/15)  
 (Includes Exhibits, continental breakfast, and Keynote Lunch.)  \$895  \$1095

Retail, Dining & Entertainment Conference Track (11/16–11/18)  
 (Includes Exhibits and daily continental breakfast.)  \$495  \$595

National Center for Responsible Gaming Conference on Gambling & Addiction (NCRG) (11/14–11/16)  
 Must purchase a G2E conference pass to add on NCRG at a discount.  \$350  \$450

Casino Property Tours (11/16–11/18)  
 (Includes Exhibits and transport.) Call Diana Press to register.  \$125

Networking Lunches (Seating is limited.)  
 • AGA Communications Awards (11/17)  \$100  \$125  
 • Tribal Gaming (11/18)  \$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.

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
- AAC Architectural Firm
  - 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)
- DAA Architect
  - 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

### PRODUCTS & SERVICES INTEREST (cont.)

- FG Cash Advance/ATMs
- 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.



Two Corporate Drive, Ninth Floor  
 Shelton, CT 06484-6259  
 Phone: +1 203.447.2800  
 Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)



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7 Hendrickson Avenue  
 Red Bank, NJ 07701  
 Phone: +1 800.224.3170  
 Fax: +1 732.741.5704  
[www.exhibitsurveys.com](http://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 for Global Gaming Expo (G2E) November 15 – 18, 2010 held in Las Vegas 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