

EVENT AUDIT



DATES OF EVENT:

Conference: October 1 - 4, 2012
Exhibits: October 2- 4, 2012

LOCATION:

Sands Expo & Convention Center, Las Vegas, NV

EVENT PRODUCER/MANAGER:

Company Name: Reed Exhibitions
Address: 383 Main Avenue, Norwalk, CT 06851
Phone: (203) 840-4800
Website (Show): www.globalgamingexpo.com

REGISTRATION COMPANY:

Convention Data Services

YEAR EVENT ESTABLISHED:

2001

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 23 - 26, 2013
Exhibits: September 24 - 26, 2013
LOCATION: Sands Expo & 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 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
2012	Las Vegas	3,021	12,687	15,708	453	251	8,411	24,823
2011	Las Vegas	2,850	11,849	14,699	389	421	8,139	23,648
2010	Las Vegas	3,186	12,558	15,744	411	290	8,496	24,941
2009*	Las Vegas	2,908	12,251	15,159	468	392	8,752	24,771
2008**	Las Vegas	3,605	12,466	16,071	545	235	10,142	26,993

* Does not include 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.

4. PRIMARY BUSINESS			
PRIMARY BUSINESS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY BUSINESS
Bingo	153	1.0	1.2
Charitable Gaming	97	0.6	0.8
Commercial Casino	2,760	17.6	21.5
Cruise Ship	54	0.3	0.4
Game Developer	1,091	7.0	8.5
Gaming Club	224	1.4	1.7
I-Gaming - Operator	462	2.9	3.6
I-Gaming - Affiliate	112	0.7	0.9
Lottery	129	0.8	1.0
Native American Casino	2,378	15.1	18.5
Pari-Mutuel	40	0.3	0.3
Resort	395	2.5	3.1
Riverboat/Dockside	87	0.6	0.7
OTHER (TOTAL)	4,847	30.9	37.8
Architectural Firm	63	0.4	0.5
Banking/Investments	261	1.7	2.0
Consultant	707	4.5	5.5
Distributor	319	2.0	2.5
Education - University/School	104	0.7	0.8
Government	216	1.4	1.7
Industry Association	49	0.3	0.4
Law Firm	176	1.1	1.4
Marketing/Advertising Agency	306	2.0	2.4
Publication	35	0.2	0.3
Regulatory	318	2.0	2.5
Supplier/Manufacturer	1,186	7.6	9.2
Other	1,107	7.0	8.6
Total Conference and Exhibit Only Attendees Identified by Primary Business	12,829	81.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Business	2,879	18.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,708	100.0	100.0

5a. JOB LEVEL			
JOB LEVEL	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB LEVEL
Tribal (Leader, Chairman, etc.)	621	4.0	4.9
Senior Mgt. (CEO, CFO, CIO, COO, GM, PRES., VP, etc.)	4,278	27.2	33.8
Director, Manager, Supervisor	6,382	40.6	50.3
F&B Executive/Buyer/Chef	166	1.1	1.3
Student/Faculty	408	2.6	3.2
Guest of Show (Non-industry Visitor, Spouse)	825	5.2	6.5
Total Conference and Exhibit Only Attendees Identified by Job Level	12,680	80.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Level	3,028	19.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,708	100.0	100.0

5b. PRIMARY JOB FUNCTION			
PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FUNCTION
Architect	80	0.5	0.6
Bingo	124	0.8	1.0
Cage	121	0.8	1.0
Community Affairs	43	0.3	0.3
Compliance/Legal/Regulatory	782	5.0	6.2
Corporate/Executive Management	1,580	10.1	12.5
Engineer	369	2.3	2.9
Entertainment/Attractions	209	1.3	1.6
Facilities/Maintenance	55	0.3	0.4
Finance	740	4.7	5.8
Food & Beverage	179	1.1	1.4
Government Affairs	236	1.5	1.9
Hospitality/Hotel	109	0.7	0.9
Human Resources/Training	125	0.8	1.0
I-Gaming	408	2.6	3.2
Information Systems/Information Technology	594	3.8	4.7
Keno	11	0.1	0.1
Marketing & Sales	1,654	10.5	13.1
Operations	1,249	8.0	9.9
Poker Management	39	0.2	0.3
Public Relations	58	0.4	0.5
Purchasing	144	0.9	1.1
Race & Sports Book	25	0.2	0.2
Research & Development	308	2.0	2.4
Retail	46	0.3	0.4
Security & Surveillance	258	1.6	2.0
Slots	1,616	10.3	12.8
Spa/Resort	9	0.1	0.1
Student/Faculty	131	0.8	1.0
Table Games	374	2.4	3.0
Web Site	40	0.2	0.3
Other	939	6.0	7.4
Total Conference and Exhibit Only Attendees Identified by Primary Job Function	12,655	80.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary Job Function	3,053	19.4	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,708	100.0	100.0

6. PURCHASING AUTHORITY			
PURCHASING AUTHORITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING AUTHORITY
NET BUYING INFLUENCES	9,859	62.8	100.0
Approve	5,325	33.9	54.0
Recommend	5,852	37.3	59.4
Identify	4,152	26.4	42.1
Total Conference and Exhibit Only Attendees Identified by Purchasing Authority	9,859	62.8	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Authority	5,849	37.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,708	100.0	100.0

The above counts and percentages are based on 15,708 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	1,108	7.1	9.1
Apparel/Uniforms	726	4.6	5.9
Advertising Services	1,205	7.7	9.8
Architecture/Design/Decor	853	5.4	7.0
Audio/Video Displays	1,523	9.7	12.4
Bingo	945	6.0	7.7
Cash Advance/ATM's	1,278	8.1	10.4
Casino - Operations	4,080	26.0	33.3
Coin & Note Counting/Handling	1,138	7.2	9.3
Cashless Gaming	1,627	10.4	13.3
Charitable Products/Services	407	2.6	3.3
Compliance	1,795	11.4	14.7
Electronic Payment Process	1,325	8.4	10.8
Entertainment/Attractions	1,456	9.3	11.9
Facilities/Maintenance	782	5.0	6.4
Financial Services	1,153	7.3	9.4
Food & Beverage	1,479	9.4	12.1
Furniture	780	5.0	6.4
Game Design	2,817	17.9	23.0
Game Equipment	2,884	18.4	23.6
Golf Products	563	3.6	4.6
High Roller Premiums	851	5.4	7.0
Hospitality - Operations	1,391	8.9	11.4
Hospitality - F.F.E.	646	4.1	5.3
Housekeeping	392	2.5	3.2
Human Resources/Training	713	4.5	5.8
Intellectual Properties/Licensing	935	6.0	7.6
I-Gaming	2,669	17.0	21.8
Information Systems/Information Technology	1,878	12.0	15.3
Lottery	843	5.4	6.9
Marketing/Promotions	2,749	17.5	22.5
Monitors/Screens	1,274	8.1	10.4
Networks/Software Development	1,416	9.0	11.6
Pari-Mutuel Products/Services	470	3.0	3.8
Player Tracking Systems	2,368	15.1	19.3
Promotional Items/Premiums	1,155	7.4	9.4
Retail	804	5.1	6.6
Security & Surveillance	1,576	10.0	12.9
Signage	1,810	11.5	14.8
Slots - Reel	3,562	22.7	29.1
Slots - Video	4,365	27.8	35.6
Software Developers	1,650	10.5	13.5
Spa/Resort	652	4.2	5.3
Table Games & Accessories	2,316	14.7	18.9
Technology	2,942	18.7	24.0
Transportation	396	2.5	3.2
Total Conference and Exhibit Only Attendees Identified by Products & Services Interest	12,246	78.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Products & Services Interest	3,462	22.0	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	15,708	100.0	100.0

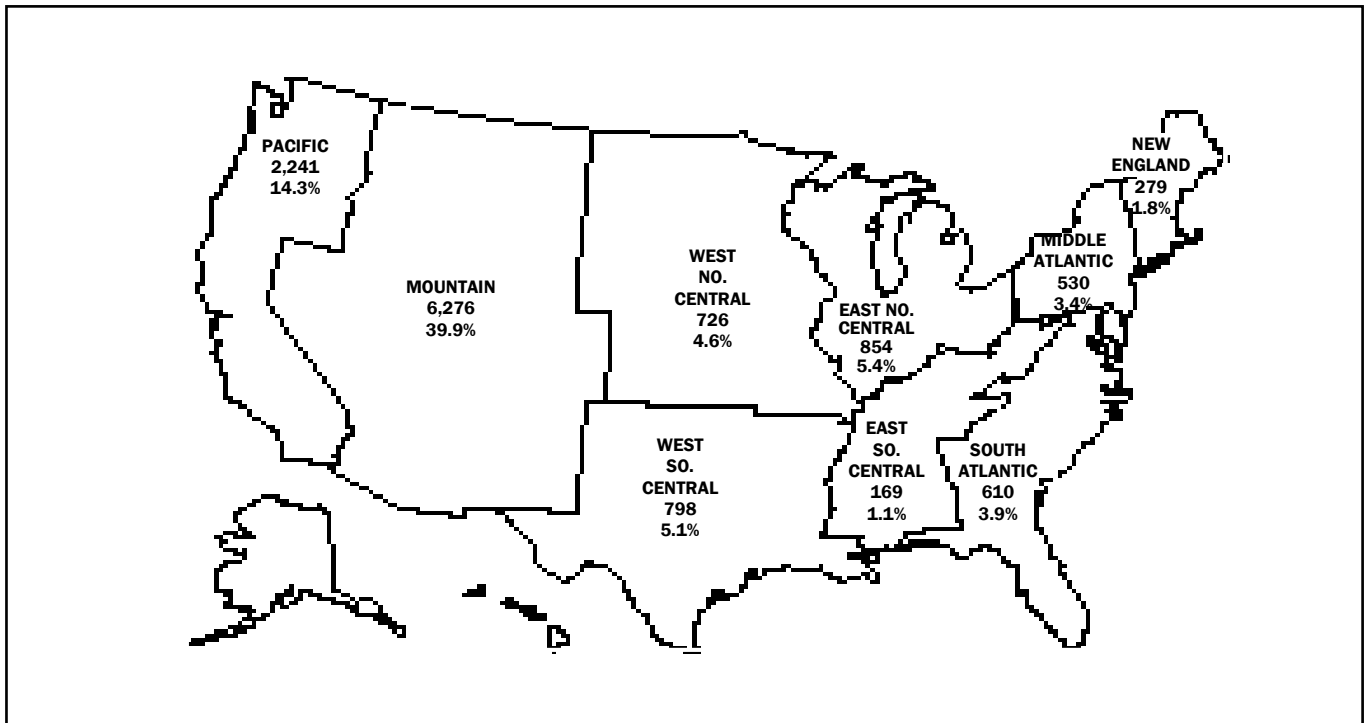
The above counts and percentages are based on 15,708 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	279	1.8
Maine	13	
New Hampshire	3	
Vermont	2	
Massachusetts	51	
Rhode Island	17	
Connecticut	186	
MIDDLE ATLANTIC	530	3.4
New York	238	
New Jersey	162	
Pennsylvania	130	
EAST NO. CENTRAL	854	5.4
Ohio	113	
Indiana	63	
Illinois	326	
Michigan	212	
Wisconsin	140	
WEST NO. CENTRAL	726	4.6
Minnesota	294	
Iowa	121	
Missouri	102	
North Dakota	47	
South Dakota	78	
Nebraska	21	
Kansas	63	
SOUTH ATLANTIC	610	3.9
Delaware	32	
Maryland	42	
Washington, DC	23	
Virginia	14	
West Virginia	18	
North Carolina	57	
South Carolina	23	
Georgia	127	
Florida	274	
Florida	274	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	169	1.1
Kentucky	18	
Tennessee	39	
Alabama	25	
Mississippi	87	
WEST SO. CENTRAL	798	5.1
Arkansas	9	
Louisiana	130	
Oklahoma	434	
Texas	225	
MOUNTAIN	6,276	39.9
Montana	97	
Idaho	52	
Wyoming	21	
Colorado	199	
New Mexico	272	
Arizona	369	
Utah	21	
Nevada	5,245	
PACIFIC	2,241	14.3
Alaska	7	
Washington	373	
Oregon	96	
California	1,763	
Hawaii	2	
UNITED STATES NOT IDENTIFIED	342	2.2
TOTAL UNITED STATES	12,818	81.6
INTERNATIONAL	2,890	18.4
Canada	569	
Mexico	191	
Other International	2,130	
Total Conference & Exhibit Attendees	15,708	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	320	2.0
Cambodia	2	
China	10	
Hong Kong	12	
India	7	
Japan	92	
Korea, Republic Of	52	
Macau	21	
Malaysia	13	
Mauritius	1	
Philippines	53	
Singapore	16	
Taiwan	34	
Thailand	1	
Vietnam	6	
ASIA PACIFIC / OCEANIA	362	2.3
Australia	343	
Fiji	1	
New Zealand	17	
Solomon Islands	1	
CARIBBEAN	175	1.1
Antigua and Barbuda	1	
Aruba	12	
Bahamas	14	
Bermuda	1	
Curacao	2	
Dominican Republic	8	
Haiti	3	
Jamaica	5	
Puerto Rico	92	
Saint Kitts and Nevis	3	
Trinidad and Tobago	15	
Turks and Caicos Islands	12	
Virgin Islands, U.S.	7	
CENTRAL AMERICA	76	0.5
Belize	1	
Costa Rica	24	
El Salvador	4	
Guatemala	2	
Honduras	14	
Nicaragua	2	
Panama	29	
NORTH AMERICA	13,578	86.5
Canada	569	
Mexico	191	
United States	12,818	
SOUTH AMERICA	391	2.5
Argentina	124	
Brazil	20	
Chile	50	
Colombia	70	
Ecuador	1	
Paraguay	6	
Peru	94	
Uruguay	24	
Venezuela	2	

COUNTRY	TOTAL	PERCENT
EUROPE	729	4.6
Austria	69	
Belarus	1	
Belgium	15	
Bulgaria	28	
Czech Republic	14	
Denmark	9	
Estonia	5	
Finland	17	
France	35	
Germany	67	
Gibraltar	8	
Greece	10	
Guernsey	3	
Hungary	26	
Iceland	7	
Ireland	11	
Isle of Man	2	
Italy	16	
Kazakhstan	2	
Latvia	1	
Luxembourg	2	
Malta	8	
Monaco	1	
Netherlands	51	
Norway	3	
Poland	5	
Portugal	1	
Romania	1	
Russian Federation	22	
Slovakia	7	
Slovenia	13	
Spain	41	
Sweden	25	
Switzerland	6	
Turkey	5	
Ukraine	8	
United Kingdom	184	
MIDDLE EAST	23	0.2
Cyprus	4	
Israel	8	
Lebanon	3	
United Arab Emirates	8	
AFRICA	54	0.3
Angola	2	
Equatorial Guinea	1	
Ghana	1	
Morocco	1	
South Africa	47	
Zimbabwe	2	
Total Conference & Exhibit Attendees	15,708	100.0



October 2-4, 2012
October 1, 2012

The Sands Expo and Convention Center
iGaming Congress at G2E
G2E Advanced Gaming Institute
Security & Surveillance Institute at G2E
Social Media Boot Camp 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) _____

Priority Code: OS

ON-SITE REGISTRATION FORM

Cell/Mobile Telephone (Do not include international dialing code) _____
 Find it Faster with G2E Mobile 2012, available FREE* for web enabled devices.
 Yes, I'd like to be notified when G2E Mobile is available (one text message alert) Yes, I'd like to receive daily onsite text messages (show specials, announcements) from G2E (no more than 5)
 *Standard text messaging rates apply from your carrier. Text STOP to discontinue, or HELP for more info.

SAVE THE DATE | G2E 2013 | SEPTEMBER 24-26 | SANDS EXPO AND CONVENTION CENTER

REGISTRATION TYPE

Exhibits Pass (10/2-10/4) \$275

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

5-Day Super Conference Pass—Best Buy! (9/30-10/4) \$2375
 (Includes 4-Day All-Access plus full NCRG Conference)

4-Day All-Access Conference (10/1-10/4) \$1975
 (Includes Exhibits, All Monday Conferences (this includes Social Media Boot Camp at G2E, G2E Advanced Gaming Institute, Security & Surveillance Institute at G2E, iGaming Congress at G2E, Oct. 1 NCRG), 3-Day Conference, Conference Keynote, daily continental breakfast, and Networking Lunch on Oct. 1.)

3-Day Conference (10/2-10/4) \$1375
 (Includes Exhibits, Conference Keynote, and daily continental breakfast.)

Social Media Boot Camp at G2E (10/1) \$1275
 (Includes Exhibits, continental breakfast, and Networking Lunch.)

iGaming Congress at G2E (10/1) \$1275
 (Includes Exhibits, continental breakfast, and Networking Lunch.)

G2E Advanced Gaming Institute (10/1) \$1275
 (Includes Exhibits, continental breakfast, and Networking Lunch.)

Security & Surveillance Institute at G2E (10/1) \$1275
 (Includes Exhibits, continental breakfast, and Networking Lunch.)

Global Gaming Women Breakfast Roundtable (10/3) \$35

PAYMENT METHOD

Check # _____
 (Payable to Reed Exhibitions in US dollars)

AMEX MC VISA

Please hand all credit card payments to the cashier for processing.

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.

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: _____

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-Operator
- AAD I-Gaming-Affiliate
- 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: _____

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.

INTERNATIONAL ASSOCIATION OF CERTIFIED SURVEILLANCE PROFESSIONALS (IACSP) Certification Course* (10/4)

\$200 (IACSP Members) \$300 (Non-members)

*Attendees must purchase a G2E Conference pass to be able to add this to their registration. Course will be limited to 50 seats.
 *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!
 Check here to receive a free copy of iGaming Business North America, the leading magazine supported by G2E.

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
- GZ Casino-Operations
- 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

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)

iGaming Virtual Ticket at G2E
 Can't attend the iGaming Congress and iGaming Conference track while you're at G2E? Please visit the iGaming Virtual Registration Counter to purchase your online ticket for only \$199, to access these iGaming sessions via your Web-enabled phone or computer.



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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) October 1 – 4, 2012 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