

## EVENT AUDIT



### DATES OF EVENT:

Seminars: September 29 – October 2, 2014  
Exhibits: September 30 – October 2, 2014

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

### EVENT ASSOCIATION PARTNER:

American Gaming Association (AGA)

### REGISTRATION COMPANY:

CompuSystems, Inc.

### YEAR EVENT ESTABLISHED:

2001

### FREQUENCY:

Annual

### DATES OF NEXT EVENT:

Seminars: September 28 – October 1, 2015  
Exhibits: September 29 – October 1, 2015  
LOCATION: Sands Expo & Convention Center, Las Vegas, NV

## 1. STATEMENT OF MARKET SERVED

Casino-entertainment industry.

**Qualified attendees** are casino-entertainment executives, buyers, and decision makers from around the world.

## 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 key areas as they entered. Downloaded leads captured by exhibitors were also entered into the system as verified.

## 3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Seminar Attendees	Exhibit Only Attendees	Sub-Total: Seminar & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2014	Las Vegas	2,721	13,858	16,579	206	320	8,818	25,923
2013	Las Vegas	2,629	13,620	16,249	425	240	9,385	26,299
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

\* 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
Commercial Casino	3,076	18.5	23.0
Native American Casino	1,917	11.6	14.3
Cruise Ship	61	0.4	0.5
Bingo Hall	153	0.9	1.1
iGaming	615	3.7	4.6
Game Developer or Manufacturer	1,619	9.8	12.1
Lottery	127	0.8	0.9
Casino/Hotel Design	828	5.0	6.2
Consultant	1,102	6.6	8.2
Marketing/Advertising Agency	481	2.9	3.6
Regulator	344	2.1	2.6
Law Firm	241	1.4	1.8
Publication	51	0.3	0.4
Industry Association	219	1.3	1.6
Education-University or School	181	1.1	1.3
Government Relations	127	0.8	0.9
Finance	479	2.9	3.6
Other	1,776	10.7	13.3
Total Seminar and Exhibit Only Attendees Identified by Primary Business	13,397	80.8	100.0
Total Seminar and Exhibit Only Attendees Not Identified by Primary Business	3,182	19.2	--
<b>TOTAL SEMINAR AND EXHIBIT ONLY ATTENDEES</b>	<b>16,579</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
<b>Executive Management</b>	<b>1,773</b>	<b>10.7</b>	<b>13.4</b>
Chairman	278	1.7	2.1
CEO	1,068	6.4	8.1
COO	268	1.6	2.0
CMO	64	0.4	0.5
CIO	95	0.6	0.7
<b>Senior Management</b>	<b>2,476</b>	<b>14.9</b>	<b>18.6</b>
Regional President	38	0.2	0.3
President	636	3.8	4.8
General Manager	565	3.4	4.2
Asst. General Manager	107	0.7	0.8
Vice President	1,130	6.8	8.5
<b>Management</b>	<b>5,579</b>	<b>33.6</b>	<b>42.0</b>
Director	2,209	13.3	16.6
Manager	2,538	15.3	19.1
Supervisor	780	4.7	5.9
Executive Chef	52	0.3	0.4
<b>Other</b>	<b>629</b>	<b>3.8</b>	<b>4.7</b>
Non-Industry Visitor	248	1.5	1.9
Student/Faculty	381	2.3	2.8
<b>Tribal Management</b>	<b>2,826</b>	<b>17.1</b>	<b>21.3</b>
Tribal Executive	257	1.6	1.9
Tribal Member	184	1.1	1.4
Owner/Self Employed	362	2.2	2.7
Tribal Chairman	38	0.2	0.3
Consultant/Industry Professional	566	3.4	4.3
None of these apply me to me.	1,419	8.6	10.7
Total Seminar and Exhibit Only Attendees Identified by Job Level	13,283	80.1	100.0
Total Seminar and Exhibit Only Attendees Not Identified by Job Level	3,296	19.9	--
<b>TOTAL SEMINAR AND EXHIBIT ONLY ATTENDEES</b>	<b>16,579</b>	<b>100.0</b>	<b>100.0</b>

<b>5b. PRIMARY JOB FOCUS</b>			
PRIMARY JOB FOCUS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB FOCUS
Design & Decor	243	1.5	2.5
Table Games/Casino Operations	860	5.2	9.0
Human Resources	120	0.7	1.3
Marketing	945	5.7	9.9
Player Development/Casino Marketing	201	1.2	2.1
Entertainment	216	1.3	2.3
Poker, Race & Sports, Bingo, Keno	128	0.8	1.3
Food & Beverage	196	1.2	2.0
Hotel Operations	158	0.9	1.7
Slot Operations	1,494	9.0	15.7
Finance: Cage, Audit, Accounting, Purchasing, P&A	577	3.5	6.0
Security & Surveillance	200	1.2	2.1
IT	712	4.3	7.5
iGaming, Mobile and Social Gaming	572	3.4	6.0
Compliance/Legal/Regulatory	559	3.4	5.9
Student/Faculty	117	0.7	1.2
Sales-All Areas	634	3.8	6.6
Government and Community Affairs	276	1.7	2.9
Revenue/Yield Management	159	1.0	1.7
Other	1,178	7.1	12.3
Total Seminar and Exhibit Only Attendees Identified by Primary Job Focus	9,545	57.6	100.0
Total Seminar and Exhibit Only Attendees Not Identified by Primary Job Focus	7,034	42.4	--
<b>TOTAL SEMINAR AND EXHIBIT ONLY ATTENDEES</b>	<b>16,579</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>6,303</b>	<b>38.0</b>	<b>90.3</b>
Approve	4,069	24.5	58.3
Identify & Recommend	3,745	22.6	53.7
No Purchasing Authority	676	4.1	9.7
Total Seminar and Exhibit Only Attendees Identified by Purchasing Authority	6,979	42.1	100.0
Total Seminar Exhibit Only Attendees Not Identified by Purchasing Authority	9,600	57.9	--
<b>TOTAL SEMINAR AND EXHIBIT ONLY ATTENDEES</b>	<b>16,579</b>	<b>100.0</b>	<b>100.0</b>

The above counts and percentages are based on 16,579 Seminar 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
<b>Design &amp; Decor</b>			
Air Quality or Scent	751	4.5	5.9
Architecture & Construction	991	6.0	7.8
Amenities	833	5.0	6.6
Carpet and Flooring	812	4.9	6.4
Furniture, Fixtures, Equip-FF&E	1,032	6.2	8.1
Custom metal, laminates, or glass	682	4.1	5.4
Interior design & decor	1,068	6.4	8.4
Lighting design & effects	1,112	6.7	8.8
Signage	1,524	9.2	12.0
<b>Table Games/Casino Operations</b>			
Card Dispensers	1,697	10.2	13.4
Card Sorting & Shuffling	1,792	10.8	14.1
Playing Cards	1,916	11.6	15.1
Card Cleaning Kits & Products	1,340	8.1	10.6
Table Manufacturers	2,029	12.2	16.0
Dice	1,448	8.7	11.4
Chairs & Stools	1,689	10.2	13.3
<b>Human Resources</b>			
Staffing	841	5.1	6.6
Mystery Shopping	717	4.3	5.6
<b>Marketing</b>			
Promotions - All	2,473	14.9	19.5
Promotional Products	1,876	11.3	14.8
CRM	1,624	9.8	12.8
Creative Services	1,499	9.0	11.8
Advertising/Public Relations	1,742	10.5	13.7
<b>Entertainment</b>			
AV & Stage	888	5.4	7.0
Services Agencies	692	4.2	5.5
Talent	897	5.4	7.1
<b>Food &amp; Beverage</b>			
Beverage - Non-Alcoholic	1,099	6.6	8.7
Equipment	1,020	6.2	8.0
Food	1,460	8.8	11.5
Franchise	657	4.0	5.2
Wine & Spirits	1,305	7.9	10.3
Table & Glassware	766	4.6	6.0
Uniforms	855	5.2	6.7
<b>Hotel</b>			
Decor	788	4.8	6.2
Lodging Management Systems (LMS)	822	5.0	6.5
Revenue Management Tools	879	5.3	6.9
In-Room Amenities	821	5.0	6.5
Customer Amenities	815	4.9	6.4
Entry Systems	655	4.0	5.2
In-room Technology	1,051	6.3	8.3
Retail	695	4.2	5.5
Spa & Resort	821	5.0	6.5
Uniforms	590	3.6	4.6

Continued...

<b>7. PRODUCTS &amp; SERVICES INTEREST (Continued)</b>			
PRODUCTS & SERVICES INTEREST	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS & SERVICES INTEREST
<b>Slot/Gaming Machines &amp; Components</b>			
Video Lottery Terminals	2,898	17.5	22.8
Video Gaming Machines	4,176	25.2	32.9
Player & Slot Tracking Systems	3,726	22.5	29.4
Server based gaming	3,336	20.1	26.3
Slot Machines	5,712	34.5	45.0
Custom Game Design & Software	2,846	17.2	22.4
Ticket In-Ticket Out	3,068	18.5	24.2
Interactive Gaming	3,488	21.0	27.5
Gaming Software	3,899	23.5	30.7
Multi-Player Games	3,181	19.2	25.1
Bill & Coin Validators	2,765	16.7	21.8
Class II	2,403	14.5	18.9
Coin Hoppers	1,823	11.0	14.4
<b>Cage &amp; Finance</b>			
Bar Coding & Data Collection	1,071	6.5	8.4
Cashless Debit Cards & Systems	1,217	7.3	9.6
Currency, Coin & Token Suppliers	984	5.9	7.8
Chips	1,023	6.2	8.1
Electronic Payment	1,199	7.2	9.4
Kiosks	1,443	8.7	11.4
Financial Services	1,199	7.2	9.4
Money Handling Equipment	1,209	7.3	9.5
<b>Other Gaming Products &amp; Services</b>			
Lottery Business Systems	1,105	6.7	8.7
Publications	917	5.5	7.2
Testing/Certification Programs	1,116	6.7	8.8
Transportation	664	4.0	5.2
Associations	790	4.8	6.2
Compliance	1,498	9.0	11.8
Financial Services	1,025	6.2	8.1
Consultants	1,045	6.3	8.2
<b>Security &amp; Surveillance</b>			
Access Control	1,212	7.3	9.5
Security Services	1,171	7.1	9.2
CCTV	1,231	7.4	9.7
<b>IT</b>			
Software	2,026	12.2	16.0
Hardware	1,607	9.7	12.7
Data Security	1,549	9.3	12.2
Total Seminar and Exhibit Only Attendees Identified by Products & Services Interest	12,692	76.6	100.0
Total Seminar and Exhibit Only Attendees Not Identified by Products & Services Interest	3,887	23.4	--
<b>TOTAL SEMINAR AND EXHIBIT ONLY ATTENDEES</b>	<b>16,579</b>	<b>100.0</b>	<b>100.0</b>

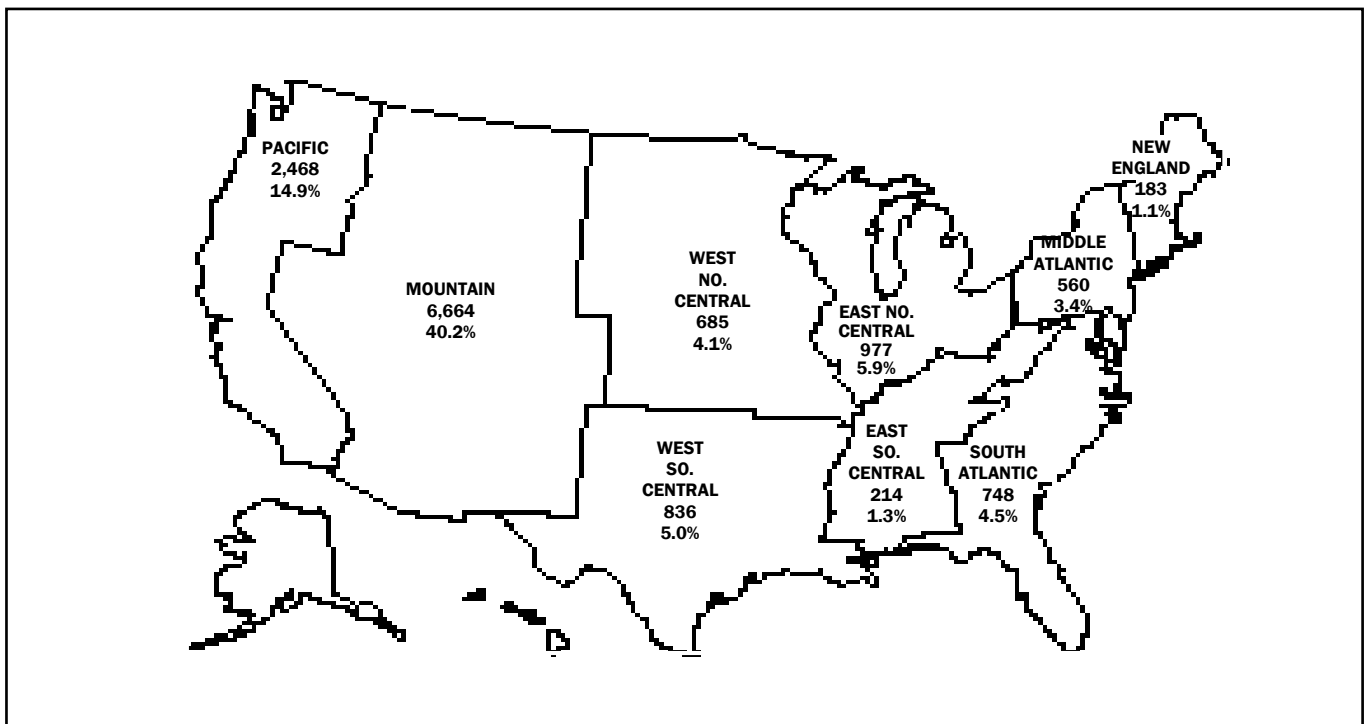
The above counts and percentages are based on 16,579 Seminar and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

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

STATE	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>183</b>	<b>1.1</b>
Maine	5	
New Hampshire	5	
Vermont	2	
Massachusetts	83	
Rhode Island	16	
Connecticut	72	
<b>MIDDLE ATLANTIC</b>	<b>560</b>	<b>3.4</b>
New York	260	
New Jersey	169	
Pennsylvania	131	
<b>EAST NO. CENTRAL</b>	<b>977</b>	<b>5.9</b>
Ohio	117	
Indiana	81	
Illinois	437	
Michigan	213	
Wisconsin	129	
<b>WEST NO. CENTRAL</b>	<b>685</b>	<b>4.1</b>
Minnesota	248	
Iowa	96	
Missouri	94	
North Dakota	76	
South Dakota	90	
Nebraska	20	
Kansas	61	
<b>SOUTH ATLANTIC</b>	<b>748</b>	<b>4.5</b>
Delaware	28	
Maryland	72	
Washington, DC	52	
Virginia	25	
West Virginia	11	
North Carolina	81	
South Carolina	18	
Georgia	113	
Florida	348	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>214</b>	<b>1.3</b>
Kentucky	16	
Tennessee	65	
Alabama	40	
Mississippi	93	
<b>WEST SO. CENTRAL</b>	<b>836</b>	<b>5.0</b>
Arkansas	3	
Louisiana	118	
Oklahoma	406	
Texas	309	
<b>MOUNTAIN</b>	<b>6,664</b>	<b>40.2</b>
Montana	88	
Idaho	34	
Wyoming	26	
Colorado	180	
New Mexico	239	
Arizona	384	
Utah	16	
Nevada	5,697	
<b>PACIFIC</b>	<b>2,468</b>	<b>14.9</b>
Alaska	1	
Washington	370	
Oregon	105	
California	1,986	
Hawaii	6	
<b>TOTAL UNITED STATES</b>	<b>13,335</b>	<b>80.4</b>
<b>INTERNATIONAL</b>	<b>3,244</b>	<b>19.6</b>
Canada	614	
Mexico	207	
Other International	2,423	
<b>Total Seminar &amp; Exhibit Attendees</b>	<b>16,579</b>	<b>100.0</b>

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



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

COUNTRY	TOTAL	PERCENT	COUNTRY	TOTAL	PERCENT
<b>ASIA</b>	<b>510</b>	<b>3.1</b>	<b>EUROPE</b>	<b>889</b>	<b>5.4</b>
Afghanistan	1		Austria	99	
Cambodia	1		Belarus	2	
China	30		Belgium	22	
Georgia	1		Bosnia and Herzegovina	2	
Hong Kong	10		Bulgaria	46	
India	15		Czech Republic	17	
Japan	222		Denmark	7	
Kazakhstan	2		Estonia	6	
Korea, Republic Of	72		Finland	17	
Macau	19		France	36	
Malaysia	12		Germany	66	
Philippines	53		Gibraltar	6	
Singapore	15		Greece	10	
Sri Lanka	5		Guernsey, Channel Islands	1	
Taiwan	42		Hungary	13	
Thailand	2		Iceland	4	
Turkmenistan	1		Ireland	23	
Vietnam	7		Isle of Man	9	
<b>ASIA PACIFIC / OCEANIA</b>	<b>341</b>	<b>2.1</b>	Italy	31	
Australia	333		Latvia	6	
New Zealand	8		Malta	21	
<b>CARIBBEAN</b>	<b>171</b>	<b>1.0</b>	Monaco	1	
Antigua and Barbuda	1		Netherlands	36	
Aruba	16		Norway	8	
Bahamas	20		Portugal	2	
Barbados	3		Russian Federation	18	
Bermuda	13		Slovenia	19	
Dominican Republic	10		Spain	47	
Haiti	1		Sweden	33	
Jamaica	2		Switzerland	17	
Martinique	2		Turkey	1	
Netherlands Antilles	7		Ukraine	4	
Puerto Rico	69		United Kingdom	259	
Saint Kitts and Nevis	2		<b>MIDDLE EAST</b>	<b>19</b>	<b>0.1</b>
Trinidad and Tobago	19		Cyprus	4	
Virgin Islands, British.	6		Israel	6	
<b>CENTRAL AMERICA</b>	<b>58</b>	<b>0.3</b>	Lebanon	2	
Belize	1		United Arab Emirates	7	
Costa Rica	16		<b>AFRICA</b>	<b>88</b>	<b>0.5</b>
El Salvador	2		Egypt	4	
Guatemala	3		Equatorial Guinea	1	
Honduras	5		Kenya	5	
Nicaragua	3		Morocco	3	
Panama	28		Nigeria	8	
<b>NORTH AMERICA</b>	<b>14,156</b>	<b>85.4</b>	South Africa	65	
Canada	614		Zimbabwe	2	
Mexico	207		<b>Total Seminar &amp; Exhibit Attendees</b>	<b>16,579</b>	<b>100.0</b>
United States	13,335				
<b>SOUTH AMERICA</b>	<b>347</b>	<b>2.1</b>			
Argentina	85				
Brazil	14				
Chile	26				
Colombia	74				
Ecuador	1				
Guyana	1				
Paraguay	6				
Peru	103				
Suriname	7				
Uruguay	26				
Venezuela	4				





SEPTEMBER 30 - OCTOBER 2, 2014 • THE SANDS EXPO AND CONVENTION CENTER • LAS VEGAS, NEVADA  
 SEPTEMBER 29: iGAMING CONGRESS, SECURITY & SURVEILLANCE INSTITUTE, G2E 101, THE HOTEL SEMINARS AT G2E, AND MORE!

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

Email (Necessary to provide your confirmation) \_\_\_\_\_

Title (Must provide to receive badge) \_\_\_\_\_

Company Name \_\_\_\_\_

Property 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) \_\_\_\_\_

For industry professionals only. No soliciting. 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 1-203-840-5910.

# ON-SITE REGISTRATION FORM

Please complete in full to obtain your badge.

Priority Code: OS

### REGISTRATION TYPE

**ON-SITE after 9/5**

3-Day Exhibit Hall Pass (9/30-10/2)  \$299  
 (Access to all G2E Exhibits including The New Hotel Show Exhibits)

**Seminar Pass Options**  
 (Seminar Passes include Exhibits EXCEPT for Individual Seminar Pass.)

5-Day Super Seminar Pass—Best Buy! (9/29-10/2)  \$2480  
 (Includes 4-Day All-Access plus full NCRG Conference)

4-Day All-Access Seminars (9/29-10/2)  \$2070  
 (Includes Exhibits, All Monday Seminars (Gaming Congress, G2E 101, The Hotel Seminars, Security & Surveillance Institute, MGA), G2E 3-Day Seminars, all Keynotes, daily continental breakfast, and seminar networking events.)

3-Day Seminars \* (Please select 3 dates below)  \$1450  
 2-Day Seminars \* (Please select 2 dates below)  \$998  
 NEW! Individual Day Seminars \* (Please select 1 date below)  \$499

Please select dates for 3-Day, 2-Day, and Individual Day.  
 9/29  9/30  10/1  10/2

\*On dates purchased, seminar pass includes exhibits, daily keynotes, networking events and daily continental breakfast.

NEW! Individual Seminar Passes  \$249  
 (Can be purchased with an Exhibit Hall, 1, 2 or 3 Day Seminar Pass)  
 Individual Seminar Passes are now available online. To select an individual seminar, please visit [www.globalgamingexpo.com](http://www.globalgamingexpo.com).

Global Gaming Women Breakfast Roundtable (10/1)  \$35

AGA Communications Awards (10/1)  \$125

International Association of Certified Surveillance Professionals (IACSP) Certification Course\* (10/2)  
 \$200 (IACSP Members)  \$300 (Non-members)  
 \*Attendees must purchase a G2E Seminar pass to be able to add this to their registration. Course will be limited to 50 seats.

Note: \$25 of each 5, 4, or 3-Day Seminar Package 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 if you would like to receive a complimentary subscription to *Gaming Business Magazine*.

### PAYMENT METHOD

Check # \_\_\_\_\_  
 (Payable to Reed Exhibitions in US dollars)

AMEX  MC  VISA

\_\_\_\_\_  
 Last Four Digits of Card

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

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

### PRODUCTS & SERVICES INTEREST

(Check all that apply)

- Design & Decor
  - DAA Air Quality or Scent
  - DAB Architecture & Construction
  - DAC Amenities
  - DAD Carpet and Flooring
  - DAE Furniture, Fixtures, Equip-FFSE
  - DAF Custom metal, laminates, or glass
  - DAG Interior design & decor
  - DAH Lighting design & effects
  - DAJ Signage
- Table Games/Casino Operations
  - DBA Card Dispensers
  - DBB Card Sorting & Shuffling
  - DBC Playing Cards
  - DBD Card Cleaning Kits & Products
  - DBE Table Manufacturers
  - DBF Dice
  - DBG Chairs & Stools
- Human Resources
  - DCA Staffing
  - DCB Mystery Shopping
- Marketing
  - DCA Promotions-All
  - DCB Promotional Products
  - DCC CRM
  - DDD Creative Services
  - DDF Advertising/Public Relations
- Entertainment
  - DFA AV & Stage
  - DFB Services Agencies
  - DFC Talent
- Food & Beverage
  - DHA Beverage-Non-Alcoholic
  - DHB Equipment
  - DHC Food
  - DHD Franchise
  - DHE Wine & Spirits
  - DHF Table & Glassware
  - DHG Uniforms
- Hotel
  - DJA Decor
  - DJB Lodging Management Systems (LMS)
  - DJC Revenue Management Tools
  - DJD In-Room Amenities
  - DJE Customer Amenities
  - DJF Entry Systems
  - DJG In-Room Technology
  - DJH Retail
  - DJJ Spa & Resort
  - DJK Uniforms
- Slot/Gaming Machines & Components
  - DKA Video Lottery Terminals
  - DKB Video Gaming Machines
  - DKC Player & Slot Tracking Systems
  - DKD Server based gaming
  - DKE Slot Machines
  - DNF Custom Game Design & Software
  - DNG Ticket-in-Ticket Out
  - DNH Interactive Gaming
  - DNJ Gaming Software
  - DNK Multi-Player Games
  - DNM Bill & Coin Validators
  - DNN Class II
  - DNP Coin Hoppers

### PRODUCTS & SERVICES INTEREST

(Continue)

- Cage & Finance:
  - DMA Bar Coding & Data Collection
  - DMB Cashless Debit Cards & Systems
  - DMC Currency, Coin & Token Suppliers
  - DMD Chips
  - DME Electronic Payment
  - DMF Wosks
  - DMG Financial Services
  - DMH Money Handling Equipment
- Other Gaming Products & Services
  - DVA Lottery Business Systems
  - DVB Publications
  - DVC Testing/Certification Programs
  - DVE Transportation
  - DVF Associations
  - DVG Compliance
  - DVH Financial Services
  - DVJ Consultants
- Security & Surveillance
  - DLA Access Control
  - DLB Security Services
  - DLC CCTV
- IT
  - DNA Software
  - DNB Hardware
  - DNC Data Security

### PRIMARY FOCUS OF YOUR JOB

(Check one only)

- DA Design & Decor
- DB Table Games/Casino Operations
- DC Human Resources
- DD Marketing
- DE Player Development/Casino Marketing
- DF Entertainment
- DG Poker, Race & Sports, Bingo, Keno
- DH Food & Beverage
- DJ Hotel Operations
- DK Slot Operations
- DL Finance: Cage, Audit, Accounting, Purchasing, P&A
- DN Security & Surveillance
- DP IT
- DQ iGaming, Mobile and Social Gaming
- DR Compliance/Legal/Regulatory
- DS Student/Faculty
- DT Sales-All Areas
- DU Government and Community Affairs
- DV Revenue/Yield Management
- DW Other:

### COMPANY'S PRIMARY BUSINESS

(Check one only)

- BA Commercial Casino
- BB Native American Casino
- BC Cruise Ship
- BD Bingo Hall
- BE iGaming
- BF Game Developer or Manufacturer
- BG Lottery
- BH Casino/Hotel Design
- BJ Consultant
- BK Marketing/Advertising Agency

### COMPANY'S PRIMARY BUSINESS

(Continue)

- BM Regulator
- BN Law Firm
- BP Publication
- BQ Industry Association
- BR Education-University or School
- BS Government Relations
- BT Finance
- BU Other:

### YOUR JOB LEVEL

(Check one only)

- Executive Management
  - CAA Chairman
  - CAB CEO
  - CAC COO
  - CAD CMO
  - CAE CFO
- Senior Management
  - CSR Regional President
  - CSB President
  - CSC General Manager
  - CSO Asst. General Manager
  - CSE Vice President
- Management
  - CDA Director
  - CDB Manager
  - CDC Supervisor
  - CDD Executive Chef
- Other
  - CDA Non-Industry Visitor
  - CDC Student/Faculty
- Tribal Management
  - CEA Tribal Executive
  - CEB Tribal Member
  - CEC Owner/Self Employed
  - CED Tribal Chairman
  - CEE Consultant/Industry Professional
  - CEF None of these apply me to me.

### PURCHASING AUTHORITY

(Check all that apply)

- HA Approve
  - HB Identify & Recommend
  - HC No Purchasing Authority
- Do you have a project that you are planning to begin within the next 12 months?  
 HD Yes  HE No
- If yes, what is your current budget?  
 \$ \_\_\_\_\_ (FF)

Registration Fee Policy: Registration fees are non-refundable. You may substitute a colleague from your company at any time by submitting written authorization.



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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) September 29 – October 2, 2014 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