

G2E's focus on latest Gaming Trends and Products attracts Industry Professionals from around the World

G2E Show Floor Reflects Increased Participation by International Exhibitors

Las Vegas – At least 20 casino management students from the SHINES Institute in Singapore will participate in a unique educational opportunity this fall – attending Global Gaming Expo (G2E). Dr. Alan Soh, the professor who arranged the trip, believes G2E can give his students a first-hand look at what the global gaming industry is all about. Scheduled for Nov. 14-16 at the Las Vegas Convention Center, with the G2E Training and Development Institute being held Nov. 13, G2E 2006 will showcase the latest trends and products driving the evolution and growth of the gaming industry around the world.

“There is a need for my students to attend G2E to understand more about the casino industry,” Soh said. “G2E is an excellent event for professionals in the gaming business and gaming professionals outside the U.S., and it will help open my students’ eyes and expose them to the various areas of the casino industry and the latest gaming devices and accessories.”

According to show organizers, Soh and his students represent just one example of international gaming professionals’ increasing interest and participation in G2E, which last year attracted attendees from 99 countries worldwide. To date, 119 international exhibitors hailing from 27 different countries already have purchased 76,400 square feet of exhibit space on the G2E show floor, an increase of more than 8 percent over

last year's totals with more than two months still remaining until the show. Show organizers report they continue to receive participation requests from new international exhibitors almost daily.

Last month, Tradeshow Week magazine named G2E to its "50 Fastest Growing Tradeshows" list for the third straight year, a ranking based on the growth in total net square footage and the number of exhibiting companies between the years of 2003-2006. G2E organizers attribute some of this growth to increased participation in the show by international exhibitors.

"International gaming professionals recognize and turn to G2E as a vital resource to help them succeed in today's gaming industry, and the continuing growth and expansion of the industry into new markets worldwide has made it increasingly important for gaming professionals all over the world to attend our event," said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. "The increased participation by international exhibitors simply confirms G2E's reputation as the premier trade show and conference event for the global gaming industry."

Conference content at G2E 2006 also will feature a distinctly international flavor. In past years, organizers note, conference sessions have focused on the hottest new gaming markets worldwide, but as the international markets have matured, so has the content of G2E's globally-focused conference sessions. This trend is evidenced by the sessions included in the Global Gaming conference track, which will address the significant challenges and key issues involved in operating a successful gaming operation in the international gaming market. The sessions include "Employee Training: Multi-Cultural Lessons;" "Inter-Jurisdictional Issues: Licensing, Hiring and More;" "American Enterprise: Doing Business in the U.S.;" and a new "Global Boardroom Series" where top gaming executives from five distinct geographic regions around the

globe will discuss the challenges and opportunities they face in each of the regions where they operate.

The National Center for Responsible Gaming's (NCRG) 7th annual Conference on Gambling and Addiction, taking place for the first time in the days directly preceding G2E, also will focus on emerging international issues, including discussions of cross-cultural issues in treating gambling disorders, responsible gaming in cyberspace, and a two-session exploration of global approaches to responsible gaming in Asia and beyond. The NCRG conference takes place Nov. 12-14 at the Rio All-Suite Hotel & Casino in Las Vegas.

"While G2E always has been an international forum, this year we're providing further value with an even stronger emphasis on conference content designed to provide our international attendees with everything they need to be truly competitive at a global level," Fahrenkopf said. "And with U.S. companies increasingly getting involved in international markets, cultivating this global focus is more important than ever. The bottom line is that our attendees and exhibitors, no matter where in the world they operate, recognize that attending G2E is the best business decision they can make each year. Nowhere else can they enjoy the unbeatable networking opportunities, high-quality conference content and all-star lineup of the latest products and services to help them improve and grow their business."

G2E is the leading trade event for the worldwide gaming entertainment community, attended by more than 26,000 industry professionals from around the world. For more information on G2E or to register for group or early bird discounts, visit the Web site at www.globalgamingexpo.com.