

# **G2E 2011 Showcases Latest and Greatest Non-Gaming Amenities**

Food, Beverage & Hospitality and Entertainment Arena at G2E 2011 Provide Firsthand Look at Latest Trends in Non-Gaming Sectors

Las Vegas – Non-gaming amenities continue to be an important part of the customer experience at casino resorts across the United States and around the world. At Global Gaming Expo (G2E) 2011, gaming executives will have an opportunity to experience the latest trends in food, beverage, hospitality and entertainment offerings that enhance the experience of casino patrons and build consumer loyalty. Food, Beverage & Hospitality (FB&H) and the Entertainment Arena at G2E, two unique events within the broader G2E 2011 trade show, will take place at the Sands Expo & Convention Center, October 4-6 in Las Vegas, Nev.

„Casino consumers’ appetites for non-gaming amenities continue to grow, and successful casino properties must treat them as a crucial component of their business plans,“ said Frank J. Fahrenkopf Jr., president and CEO of the American Gaming Association. „The latest trends in FB&H and entertainment will converge with the latest innovations for the gaming floor at G2E 2011, providing gaming executives with a comprehensive, one-stop shop for the products and services that will take their properties to the next level.“

G2E 2011’s newly designed exhibit floor will bring together all exhibitors on one show floor and include an area dedicated to non-gaming amenities. FB&H will feature dedicated exhibits showcasing food, beverage and hospitality products and services, including gourmet food, beverage and food service equipment, technology, decor and other items essential to the delivery of an outstanding culinary and hospitality

experience. Special events include the Fine Wines & Cocktails Ultra Lounge, sponsored by Southern Wine & Spirits of America and the popular Ultra Lounge Uniform Fashion Show, sponsored by CINTAS. The fashion show will feature new cocktail designs by Doc & Amelia and provide a glimpse of the sexiest uniforms from leading casino ultra lounges and nightclubs.

This year's Entertainment Arena at G2E will highlight dedicated exhibits that showcase the talent, technologies, products and services that help create sophisticated live performances at casinos across the country. In addition, attendees can discover new music and comedy acts while networking and enjoying cocktails at the newly reconfigured Entertainment Showcase Stage & Networking Happy Hours events to be held on Tuesday, Oct. 3 and Wednesday, Oct. 4.

A separate Retail, Dining and Entertainment (RD&E) conference track complements FB&H and Entertainment Arena exhibits with programming on the latest trends in this segment of the industry. RD&E sessions will address the wide variety of non-gaming operations found in typical casino resorts. Amenities and design experts will be on hand to discuss current trends and provide insight into the successful operation and implementation of non-gaming programs and how these amenities can be used as a marketing tool.

G2E is attended by nearly 26,000 industry professionals from around the world. For more information on G2E 2011, visit [www.globalgamingexpo.com](http://www.globalgamingexpo.com) and connect with G2E on Twitter, Facebook and LinkedIn.