



# GLOBAL GAMING EXPO










EDUCATION: OCTOBER 5-8, 2020  
EXPO HALL: OCTOBER 6-8, 2020  
SANDS EXPO, LAS VEGAS

Global Gaming Expo (G2E) 2020 is where gaming comes together to connect as a united, global industry. For 20 years, G2E has served as the premier destination for commercial and tribal gaming professionals to discover cutting-edge technology, connect with peers and industry experts, and experience innovative education—all under one roof. It's more essential than ever for the global industry to join together in Las Vegas.

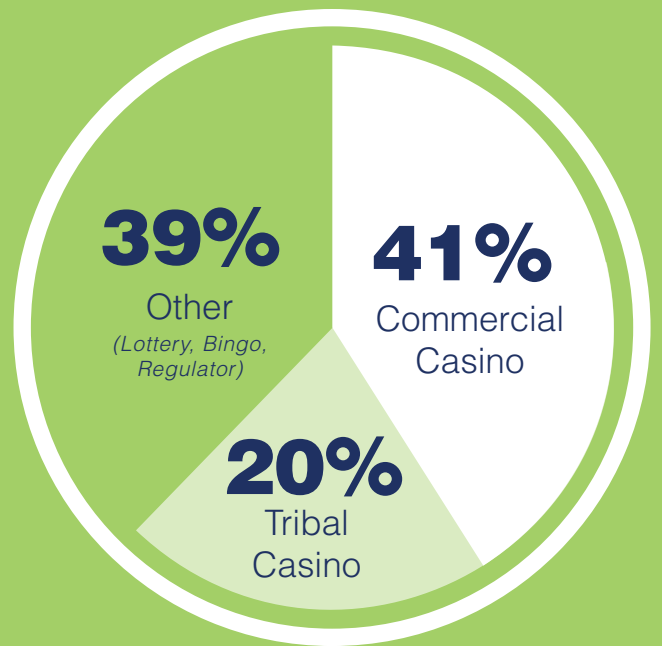
## G2E—WHERE THE GAMING COMMUNITY COMES TOGETHER

**27,000+**   
Gaming Industry Professionals

### TOP BUSINESS CATEGORY TYPES:

 Casino Operations	 Sports Betting	 Finance
 Consulting	 Game Developer	 Regulatory
 Marketing	 iGaming	 Food and Beverage

## INDUSTRY AFFILIATION BREAKDOWN



## TOP ATTENDEES BY TITLE

- CEO
- PRESIDENT
- SENIOR VICE PRESIDENT
- VICE PRESIDENT
- DIRECTOR
- GENERAL MANAGER
- MANAGER
- SUPERVISOR



**TOP 3 REASONS EXHIBITORS PARTICIPATE AT G2E**



BUILD OVERALL  
BRAND PERCEPTION



LAUNCH A  
NEW PRODUCT



BUILD RELATIONSHIPS AND  
MEET NEW CUSTOMERS



Being in the gaming industry, it's always wise to keep up on the latest trends and technology...and G2E is the best place for that!

– *Scientific Games*



EXHIBITOR SATISFACTION  
SCORES HAVE GONE UP 7PPT  
FROM 2018 TO A SCORE OF

**79%**



**VIP ATTENDANCE GROWTH SINCE 2018:**

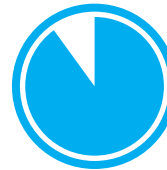
**106**  
COUNTRIES

**52**  
STATES and  
TERRITORIES

**46%**  
LATIN AMERICA  
VIP BUYERS

**36%**  
EUROPEAN  
VIP BUYERS

**36%**  
FIRST-TIME  
VIP BUYERS



**90%** OF ATTENDEES AT G2E ARE INVOLVED IN THE BUYING PROCESS



**85%** OF ATTENDEES SAID EXHIBITORS INTRODUCED **NEW TECHNOLOGIES AND PRODUCTS**



**83%** SAY G2E WILL INFLUENCE **NEXT 12 MONTHS OF BUYING DECISIONS**



**80%** OF ATTENDEES SAY G2E IS THE **MOST IMPORTANT SHOW** FOR THEIR BUYING PROCESS

**TOP 10 MEDIA OUTLETS**

- BLOOMBERG NEWS
- CBS NEWS
- CNBC
- ESPN
- FORBES
- FRONT OFFICE SPORTS
- LAS VEGAS REVIEW-JOURNAL
- LEGAL SPORTS REPORT
- SB NATION RADIO
- SPORTS BUSINESS JOURNAL

CONTACT ME TO BOOK YOUR BOOTH TODAY

TODD SHEAHAN, SALES DIRECTOR

tsheahan@reedexpo.com | 203-840-5397

WWW.GLOBALGAMINGEXPO.COM

