



Welcome To The Center Of Your Universe.

Dear Gaming Executive,

You can't compete in gaming today with yesterday's game plan. So welcome—to the new, the dynamic, Global Gaming Expo (G2E). Each year, we continue to enhance and grow G2E with you in mind—with new dates, new products, new speakers, new content, and new ways to compete on a global scale. It's the epicenter of gaming, and you're at the center of it as a VIP.

Join Us As A VIP. Please accept our invitation, and join us as a VIP at this year's G2E, November 14-16, 2006 at the Las Vegas Convention Center, with the G2E Training & Development Institute November 13. Log on to www.globalgamingexpo.com/VIP today to activate your VIP registration. Or contact Diana Press at **1-800-363-3631**, **1-203-840-5533** or dpress@globalgamingexpo.com. We've reserved the following VIP privileges for you:

- Free VIP badge to the G2E Exhibits (includes entrée into the F&B at G2E Exhibits)
- First-class pre-show delivery of VIP badge
- VIP Reception at Tangerine Lounge & Nightclub at Treasure Island
- VIP parking pass

And be sure to consider registering for the Conference. Act now to take advantage of Early Bird and Group Discounts. Native American Casino registration packages are also available.

Tomorrow's Game Plan—Today. Once again, we've reinvigorated the Show and Conference by infusing both with the industry's latest thinking. Most of the content is new for 2006, to ensure you're equipped to meet your challenges and increase your successes. There are a number of new ways G2E sharpens your competitive edge in 2006:

WHAT'S NEW: The Show

- New Pavilions:
 - Club & Casino Magazine Entertainment Technology Pavilion
 - EventPro Forum™—Entertainment & Event Production Pavilion
 - Hospitality Pavilion
 - Diversity Exhibitors highlighted for easy identification
- New Daily Keynotes slated at the same times for more efficient planning each day
 - Dave Barry
 - State of the Industry: The Next Generation of Global Gaming
 - Tribal Gaming Summit: The Future of Indian Gaming
- New "Same Suit" Luncheons
 - Women in Gaming
 - Latin American Gaming

continued...

- Enhanced signage to get where you need to go
- G2E Comfort Lounges to take a rest, meet, relax and have a drink!
- Exhibit hall color coded to ease navigation and locating of booths
- G2E Networking Café featuring G2Exchange, Cyber Café, business center, Sales & Marketing booth and more
- All exhibitors using G2Exchange—an online networking tool—to connect with you pre-show and on-site

WHAT'S NEW: The Conference

- 7th annual National Center for Responsible Gaming (NCRG) conference on Gambling and Addiction (November 12-14 at the Rio All Suite Hotel & Casino—now paired with G2E)
- 50% new speakers
- New tracks:
 - Public Gaming
 - Global Gaming
 - Research, Law & Public Policy
- New Signature Series topics
- Conference Keynote Speaker
- Conference break room to enjoy continental breakfast, coffee breaks and to sit, plan your day and network
- Larger conference rooms, expanded over two floors for better traffic flow
- Networking break time doubled for more networking opportunities

F&B At G2E. It's A Whole New Menu. This year's F&B at G2E, a culinary marketplace, offers you a new menu of insights and special events. See 120+ premier F&B exhibitors on the show floor, and examine the latest trends—in an all new F&B conference track, a new F&B Signature Series and these special F&B events:

- Neon Chefs Culinary Competition
- Daily celebrity chef demos
- The 3rd Annual G2E Mohegan Sun Oyster Open
- Wine & Spirits Garden
- And More

Low-Cost Travel & Hotel Deals. When you visit www.globalgamingexpo.com, click on Travel & Hotel Deals, where you'll find the lowest possible rates on G2E travel and hotel accommodations, thanks to SABRE™ and Hotels.com.™

Activate Your VIP Registration Today. Take a moment to log on to www.globalgamingexpo.com/VIP today to activate your VIP registration. Or contact Diana Press at **1-800-363-3631**, **1-203-840-5533** or dpress@globalgamingexpo.com. If you wish to register for the Conference, act now to take advantage of Early Bird and Group Discounts as well as Native American Casino registration packages.

We look forward to seeing you front and center in November.

Sincerely,



Frank J. Fahrenkopf, Jr.
President & CEO
American Gaming Association