



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.

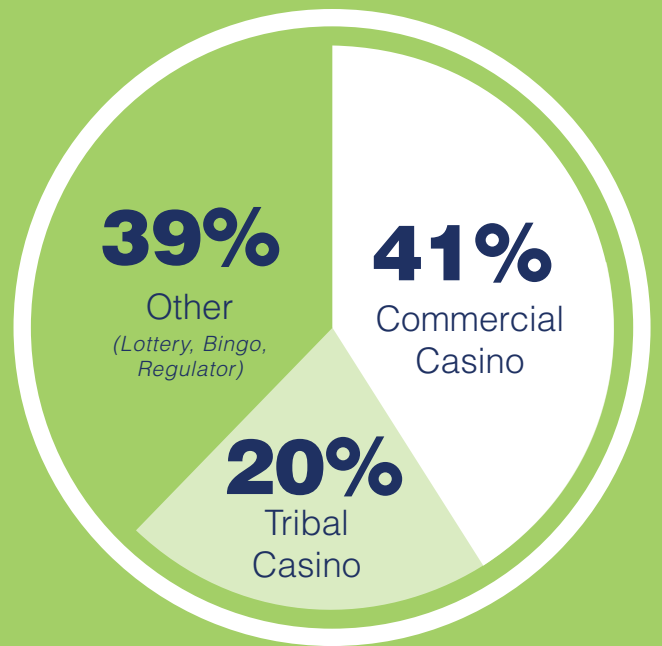
G2E—WHERE THE GAMING COMMUNITY COMES TOGETHER

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

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WWW.GLOBALGAMINGEXPO.COM

