



The Strip

The Global Gaming Expo (G2E) continues to respond to industry demand and customer feedback with new additions that showcase the newest products and trends and provide a dynamic and memorable experience for professionals representing all aspects of the gaming entertainment industry.

G2E 2008 will feature everything from a spotlight on the growing retail and entertainment sector to the G2E Casino Design conference and added amenities to maximize the event's value.

This year's G2E recognizes the rapid diversification of the industry by complementing the already existing F&B at G2E, which focuses on the dining experience within the gaming industry, with two other specialty areas dedicated to non-gaming amenities- the Entertainment Arena at G2E and Retail Promenade at G2E.

The Entertainment Arena at G2E will feature an exhibit hall with vendors who support the live performances associated with the global Casino industry, as well as the G2E Entertainment Showcase, with daily shows from musical artists and comedians.

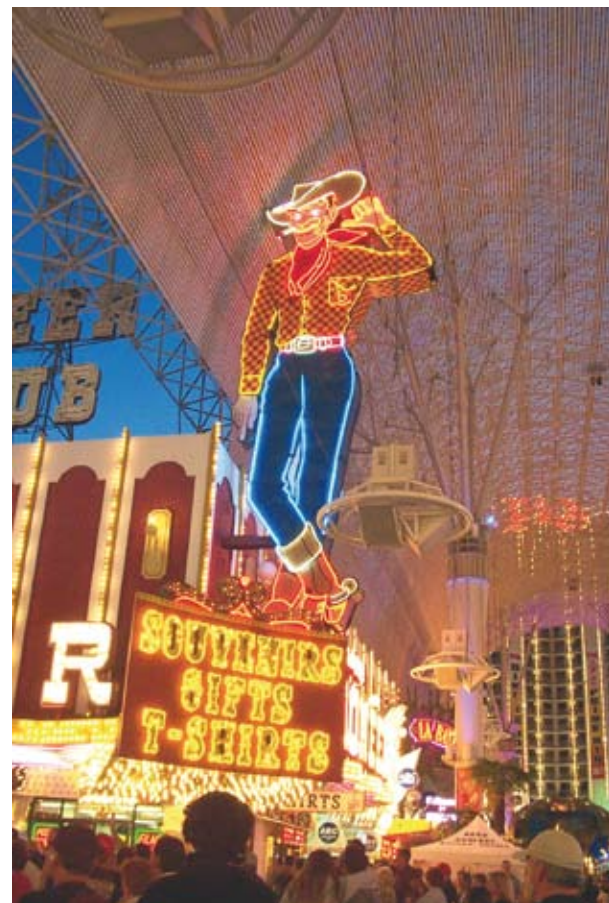
There also will be a dedicated conference track addressing all the latest issues surrounding entertainment within Casino properties. The Retail Promenade at G2E will showcase the wide variety of retail products now offered within Casino properties.

*"G2E understands the value of evolving to meet changing industry demands, and each year we make it a top priority not only to take the pulse of the industry but also to listen to our customers and what they want. This year we are very pleased to introduce a host of new features, events and amenities that will add value for G2E attendees and exhibitors and help them shape the future of our exciting and growing industry"*, said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association (AGA).

Another major new attraction at G2E 2008 will be the addition of the Casino Design conference, dedicated solely to Casino architecture, design and décor.

G2E 2008 is scheduled for November 18-20, 2008 at the Las Vegas Convention Center.

Text: Nick Lewis  
Photos: EUROPEAN CASINOS-The Elite



Nightlife Downtown



Inside Caesar's

Union Plaza Casino,  
Las Vegas



G 2 E 2 0 0 8

IT'S BACK. AND IT'S MORE IMPORTANT THAN EVER.

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NOVEMBER 17—G2E TRAINING & DEVELOPMENT INSTITUTE  
NOVEMBER 17—G2E LEADERSHIP ACADEMY  
NOVEMBER 17—CASINO DESIGN—NEW!

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