

# MAJOR INTERNATIONAL COMPANIES LINE UP FOR ELA 2010

In a phase of full expansion of the Mexican gaming market, the forthcoming edition of the Latin-American Gaming Exhibition, ELA, will be held over 6-7 May next in Mexico City.

In spite of its relative youth (only two editions held so far), ELA has already established itself as a key event on the international fair circuit.

This coming year's event introduces a series of new features to make it further stand above other international fairs.

First of all, the exhibition area for ELA 2010 will be increased substantially compared to the previous edition. This is in direct contrast to the tendency observed in a great many other fairs, including G2E, Sages and almost all the European fairs, all of which have had to decrease their floor area.

The number of exhibitors at ELA 2010 is also substantially up. With over five months to go before inauguration, there are only very few stands left at ELA 2010, and those few are only small. This is just another indication of the sensational industry response to the event.

Almost all the major international slots manufacturers will be there: Novomatic, WMS Gaming, Apex Gaming, Unidesa, Bally Technologies, IGT, Atronic, Aristocrat, Konami, Betstone, Astro Corporation, Ainsworth, Cadillac Jack, Alfastreet, Belatra, Gold Club, among others, have already taken stands.

Other exhibitors include some of the most important Latin-American companies operating in Mexico, such as EIBE, which will have the biggest stand at the entire fair, Bemex-Metronia, Global Zitro, FBM, Shock Machine and Sielcon, among others.

All the big names of the gaming industry will gather at Centro Banamex for ELA 2010, which once more will have the political support of the Mexican Association of Gaming Licensees, APJSAC, with its own stand.

EUROPEAN CASINOS-The Elite and Casinos de Latinoamérica are the only two official ELA 2010 publications.

Detail from lintel 25: Yaxchilan Chiapas. Classic period, Year 700 British Museum, London



The second edition of ELA was held in July 2009 in Mexico City



Centro Banamex

## ELA 2010: EXHIBITOR LIST

ABBHEYENT (United Kingdom)	GRUPO AMUSGO (México)
ADVANCED TECHNOLOGY RESEARCH (México)	GRUPO COLOR (Colombia)
AINSWORTH (USA)	HAPP CONTROLS (USA)
ALESIS (USA)	HISPANIA CASINO EQUIPMENT (Spain)
ALFASTREET (Slovenia)	HRM INDUSTRIAS DE MÁQUINAS (México)
APEX GAMING (Austria)	IGT (USA)
ARISTOCRAT (Australia)	INNOVATIONS GAMES (Colombia)
ARROW (USA)	INTERFACE FLOR (USA)
ASAP (Argentina)	KONAMI (USA)
ASOCIACIÓN DE PERMISIONARIOS (México)	MAGIA (Argentina)
ASTRO CORPORATION (Taiwan)	MERKUR GAMING (Germany) (*)
ATRACCIONES PLUS (México)	METRONIA (Spain)
ATRONIC INTERNATIONAL (Germany)	MEX VSR LATIN AMERICA LOCK (México)
AUSTRIAN GAMING INDUSTRIES (Austria)	MULTIMEDIA GAMES (USA)
AUTOMATED TRANSACTIONS (Spain)	NORTH AMERICAN VIDEO (USA)
BALLY TECHNOLOGIES (USA)	NOVOMATIC (Austria)
BELATRA (Belarus)	NYCE (México)
BEMEX (México)	OFFICHAIRS (México)
BETSTONE (United Kingdom)	OPERACIONES DEL NORTE (México)
BINGAMES ENTERTAINMENT (México)	ORTIZ GAMING (Spain)
BISON GROUP (Argentina)	PARK STREET DISTRIBUTION (USA)
BRABINGO (Brazil)	PLANET VIDEO (México)
BS GROUP (Argentina)	QUALMEX (México)
BYA GROUP (México)	RECREATIVOS FRANCO (Spain)
CADILLAC JACK (USA)	RED BALL GAMING (México)
CAMTEC (Brazil)	REVISTA CASINO PERÚ (Perú)
CARIBBEAN GAMING SHOW (Dominican Republic)	SCIENTIFIC GAMES (México)
CASINFO (Panamá)	SHOCK MACHINE (Brazil)
CASINO TECHNOLOGY (Bulgaria) (*)	SIELCON (Argentina)
CASINOS DE LATINOAMÉRICA (Panamá)	SIGNS4U SOUTH AMERICA (Uruguay)
COPAG DA AMAZONIA (Brazil) (*)	STEEL GAMING (México)
DINGNEWS (Argentina)	SUZO AMERICAS (Argentina)
EIBE (México)	TAB AUSTRIA (Austria) (*)
EXPOAZAR (Panamá)	TEBON CLASS (México)
EL ESPARTANO (Argentina)	TECNOBINGO (Spain)
ESPECTACULARES LEDER (México)	TECNO POWER (Argentina)
EUROPEAN CASINOS-The Elite (Spain)	THE GLOBAL DRAW (United Kingdom)
FBM GAMING (México)	TODO LEDS (Argentina)
FORMANOVA (Argentina) (*)	UNIDESA GAMING & SYSTEMS (Spain)
GAMBLING INTERNATIONAL (Belize)	VDK2 (México)
GAME TIME INTERNATIONAL (Taiwán) (*)	VIDEO GAMING TECHNOLOGIES (USA)
GAMING SIGNS (Argentina)	WIN SYSTEMS INTERNATIONAL (Spain)
GAMING VIP CLUB (Spain)	WMS GAMING (USA)
G&G CIA. EUROPEA DE IMAGEN (Spain)	WORLD GAME MAGAZINE (Argentina)
GLOBAL ZITRO (Spain)	YOGONET (Argentina)
GOLD CLUB (Slovenia)	3 BOL (México)

(\*) Companies with stand reserved pending definitive contracting