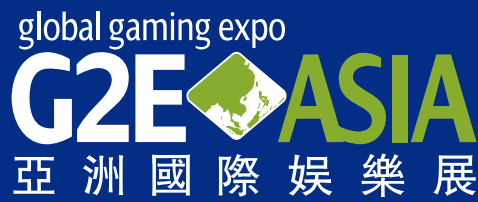




at



24 to 26 August 2022
Marina Bay Sands, Singapore

**MEDIA KIT AND
MARKETING
OPPORTUNITIES**

IAG is Lead Media and Production Partner under agreement with Reed Exhibitions (RX), organisers of G2E Asia

About G2E Asia

Global Gaming Expo Asia (G2E Asia) is the premier international gaming-entertainment exhibition and conference dedicated to the Asian gaming-entertainment market.

Organized by the American Gaming Association (AGA) and Reed Exhibitions, G2E Asia made its debut in June 2007 and has established itself as the leading event for the gaming entertainment industry in Asia.

G2E Asia is part of the Global Gaming Expo (G2E) portfolio of events, which includes G2E – held annually in Las Vegas, Nevada, USA, each October.



IAG appointed Lead Media and Production Partner of AGE

Inside Asian Gaming (IAG), Asia's leading B2B gaming industry media brand, has been a Media Partner of G2E Asia since 2005 and Lead Media Partner since 2017, including G2E Asia's annual flagship event in Macau, G2E Asia @ the Philippines and the G2E Asia Online Conference series. IAG publishes *G2E Asia Daily*, the daily newspaper of G2E Asia, and co-organizes the G2E Asia Awards with Reed Exhibitions (RX), organizer of G2E Asia.

On 15 June 2022 RX and IAG jointly announced that IAG has been appointed Lead Media Partner of G2E Asia Special Edition: Singapore, and then on 23 June 2022 the companies jointly announced that IAG had been appointed the Official Production Partner of the show. As Lead Media and Official Production Partner, IAG will fully manage the G2E Asia Singapore **Conference** including producing the **Conference Guide**, and deliver **Livestreamed Digital Guided Tours** on behalf of RX.

“We are pleased to continue G2E Asia's longstanding partnership with *Inside Asian Gaming* and look forward to our work together for G2E Asia 2022 Special Edition: Singapore” said **Josephine Lee**, Chief Operating Officer of Reed Exhibitions Greater China.

“IAG has been organizing and producing professional and social events for the Asian gaming and entertainment industry for many years, and we're delighted RX have entrusted us to be responsible for the conference at this year's G2E Asia event,” said **Andrew W Scott**, Vice Chairman and CEO of *Inside Asian Gaming*. “In addition, the live-streamed guided tours IAG will be conducting on G2E Asia's behalf will offer a great opportunity for those who can't make it to Singapore to feel part of the show. Both offerings will provide an opportunity for sponsors to promote their brand and products to the Asian gaming industry as IAG will be offering conference session sponsorships, livestream guided tour sponsorships, and advertising positions in our printed conference guide to be distributed to all delegates at the show conference.”

IAG will have a full team at the show, managing the conference, hosting the live-streamed digital guided tours, present at the IAG exhibition booth, distributing the special August G2E Asia edition of *IAG* magazine, reporting directly from the show floor as well as attending networking events and meeting our many industry friends and colleagues.

Conference

Inside Asian Gaming will manage the entire conference at G2E Asia Singapore, including complete event management, speaker administration, conference reception, delegate sales, conference room management, sponsor sales and management, and the production of a special conference guide.

The conference will run across all three days of G2E Asia Singapore on Wednesday 24, Thursday 25 and Friday 26 August 2022.

MARKETING OPPORTUNITY:

Your company can sponsor an individual session of the Conference to associate your brand with G2E Asia and the content of that session as well as showcase your brand to the audience of industry delegates.

BENEFITS:

1. Your company representative speaking at the session (optional)
2. Company logo next to your sponsored session on the G2E Asia website
3. Company logo next to your sponsored session on printed conference guide to be distributed to all conference delegates
4. Sponsor logo on conference backdrop
5. Sponsor acknowledgement at the start and finish of the session
6. Company literature placed in the speakers' lounge
7. Company literature placed on conference information counter

Conference guide

The conference guide will be handed to each and every conference delegate, and will be a high-quality magazine style publication full of useful information, such as profiles for every speaker at the conference, a full rundown of the program, local attractions and much more. As well as ROP full page and DPS advertising, exclusive premium positions such as the outside and inside back cover and the inside front cover DPS are available.

	Trim Size	Bleed Size
Full Page and OBC	176 (W) x 250 (H) mm	182 (W) x 256 (H) mm
All Double Page Spreads	352 (W) x 250 (H) mm	358 (W) x 256 (H) mm

MARKETING OPPORTUNITIES:

- Back cover
- Inside front cover DPS
- Inside back cover DPS
- Double page spread ROP
- Full page ROP

All advertising to be submitted as single layer PDF at 300dpi.



Livestreamed Digital Guided Tours

Inside Asian Gaming will organize and host a series of Livestreamed Digital Guided Tours for guests who are unable to attend the event – direct from the show floor. There will be tours across all three days of the event, with each guided tour to run for a little over an hour.

The LiveStreamed Digital Guided Tours will be individually themed to focus on topics such as innovation, hospitality, slots, table games, sports betting, esports, and more, with regular stops at exhibitor booths to speak with suppliers and discover the latest industry products, services and trends.

Our host will also walk the floor allowing viewers to soak up the atmosphere of the show, and viewers will be able to comment and interact with the host. The Digital Guided Tours will be live-streamed via several G2E Asia and IAG channels to be announced closer to the show.

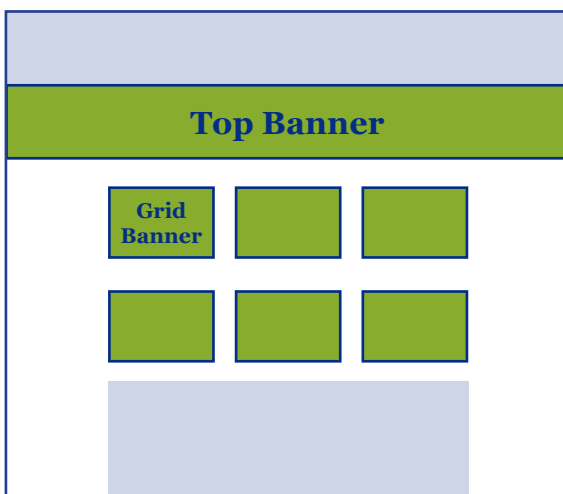
MARKETING OPPORTUNITIES:

- Platinum Sponsor (maximum of three)
- Session sponsor

BENEFITS:

- Platinum Sponsor
 - Sponsor logo on G2E Asia website, featured as Guided Tour Live Platinum Sponsor
 - 10-minute session in G2E Asia Guided Tour Live to introduce your latest products or solutions
 - Grid banner ad on G2E Asia Live landing page
 - Guided Tour Live E-Invitation with sponsor's logo to be sent to target attendees
 - Sponsor logo on all Guided Tour Live marketing materials
 - Sponsor acknowledgement at start and end of all sessions
- Session Sponsor
 - Company logo next to your sponsored session on G2E Asia website
 - 5-minute session in G2E Asia Guided Tour Live to introduce your latest products or solutions
 - Grid banner ad on G2E Asia Live landing page
 - Guided Tour Live E-Invitation with company logo next to your sponsored session to be sent to target attendees
 - Sponsor acknowledgement at start and end of session

G2E Asia Live Landing Page Banner Ad



Name	Size
Top Banner	1,920px wide x 250px high
Grid Banner	364px wide x 250px high

G2E Asia Singapore will feature a G2E Asia Live Platform through which visitors will be able to access the Livestreamed Digital Guided Tours, view the conference online (for paid delegates accessing the conference remotely), browse the online exhibitor directory, and more. The G2E Asia Live Platform will have a landing page which visitors will initially browse for these features and the latest show information. Advertising on this landing page represents an effective way to make a connection with potential clients and buyers before, during and after the show.

MARKETING OPPORTUNITIES:

- Top banner (maximum two rotating banners)
- Grid banner (three per row)

Note ads will run from one day after receipt of approved artwork until two months after receipt of approved artwork.

IAG August issue

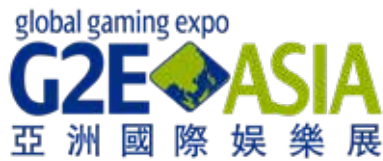
IAG will produce a special G2E Asia Singapore issue of *IAG*'s monthly magazine in August. As Lead Media Partner for G2E Asia 2022, *IAG* August edition will be the most prominent gaming industry publication at the show, and will be widely distributed to show visitors, exhibitors and conference delegates. *IAG* August issue will see the return of *IAG*'s popular Solutions Showcase, providing clients with the opportunity to feature their latest products and solutions via feature editorials. Advertising opportunities include print advertisements, *IAG Breakfast Briefing* banners and various forms of print and digital editorial coverage. For more details see the separate *IAG* media kit or contact Jadeson.

For more details see the separate *IAG* media kit or contact Jadeson Ho at jh@asgam.com or +853 2875 2959.

Our booth

IAG will have its own booth at G2E Asia Singapore, with a full team of executives and other staff present. In addition to managing the show conference and the livestreamed digital guided tours, our team will be distributing *IAG* magazine, reporting directly from the floor of the show, attending networking events and meeting our many industry friends and colleagues.

We look forward to seeing you there!



G2E ASIA 2022 SPECIAL EDITION: SINGAPORE

24 to 26 August 2022
Marina Bay Sands

RATE CARD

(Items managed by IAG under agreement with G2E Asia)

CONFERENCE GUIDE	US\$
Session sponsor (includes speaker)	4,500
Outside back cover	2,000
Inside front cover DPS (double page spread)	1,700
Inside back cover DPS (double page spread)	1,300
ROP DPS (double page spread)	1,300
ROP FP (full page)	800

LIVESTREAMED DIGITAL GUIDED TOURS	US\$
Platinum sponsor (includes visits)	11,500
Session sponsor (includes visit)	3,800
G2E Asia Live Landing page top banner	4,500
G2E Asia Live Landing page grid banner	2,300

Terms and conditions

- 10% discount for existing IAG clients (minimum one 2022 IAG contract as of 1 June 2022)
- 10% loading for guaranteed forward position ROP ads in Conference Guide
- Materials must meet technical specifications by drop deadline **11 August 2022**
- All advertising subject to publisher approval
- Minimum 50% balance by 31 July 2022, balance due and payable by 31 August 2022
- Payment in full by 31 July 2022 preferred

For enquiries email Jadeson Ho at jh@asgam.com.

Contact Us

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