



30 May to 1 June 2023
Marina Bay Sands, Singapore

and

11 to 13 July 2023
The Venetian Macao, Macau

**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, the G2E Asia Online Conference series and G2E Asia Special Edition: Singapore. 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.

In March 2023, RX and IAG signed an agreement appointing IAG Lead Media and Production Partner of G2E Asia Special Edition: Singapore and Asian IR Expo + G2E Asia in Macau. As Lead Media and Production Partner, IAG will fully manage the G2E Asia Singapore and Macau **conferences** including producing the **Conference Guides** 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 2023 Special Edition: Singapore as well as Asian IR Expo + G2E Asia 2023 in Macau,” said **Yip Je Choong**, Senior Vice President, Commercial, APAC, Reed Exhibitions.

IAG Vice Chairman and CEO **Andrew W Scott** said, “After three years of the pandemic and a tentative return for in-person events last year, it's simply fantastic to be back in the full swing of holding such important industry gatherings. Thanks to G2E Asia for once again appointing IAG as Lead Media and Production Partner. The trust placed in IAG for this important Asian industry event is very meaningful to our entire team.”

IAG will have a full team at both shows, managing the conferences, present at the IAG exhibition booth, distributing the special May and July G2E Asia editions of IAG magazine, reporting directly from the show floor as well as attending networking events and meeting our many industry friends and colleagues.

Conferences

Inside Asian Gaming will manage the entire conference at G2E Asia Singapore and G2E Asia Macau, 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 at G2E Asia Singapore will run across all three days from Tuesday 30 May to Thursday 1 June 2023.

The conference at G2E Asia Macau will also run across all three days from Tuesday 11 July to Thursday 13 July 2023.

MARKETING OPPORTUNITIES

There are four different types of sponsorship available for the conferences at G2E Asia Singapore and G2E Asia Macau – (1) Conference full day track with video, (2) Conference full day track, (3) Conference Individual Session, and (4) Conference Guide advertising.

1) CONFERENCE FULL DAY TRACK WITH VIDEO

Your company can sponsor an entire day of either Conference to associate your brand with G2E Asia and gain greater exposure to all attendees of the Conference on your chosen day. Gain added exposure by playing company video during all breaks.

Note: Days 1 and 3 available, Day 2 SOLD OUT!

Benefits:

- One Light box display panel close to conference entrance
- Sponsor logo on G2E Asia website
- Sponsor logo on G2E Asia Conference onsite signage
- Sponsor logo on G2E Asia Conference backdrop
- Company literature placed on audience seats for May 30, 2023
- Sponsor logo on all conference marketing materials
- Sponsor's video to be played during session breaks (video up to 2 minutes)

Video to be provided by sponsor and approved by show management.

Conferences

(continued)

2) CONFERENCE FULL DAY TRACK

Your company can sponsor an entire day of either Conference to associate your brand with G2E Asia and gain greater exposure to all attendees of the Conference on your chosen day.

Note: Days 1 and 3 available, Day 2 SOLD OUT!

Benefits:

- One Light box display panel close to conference entrance
- Sponsor logo on G2E Asia website
- Sponsor logo on G2E Asia Conference onsite signage
- Sponsor logo on G2E Asia Conference backdrop
- Company literature placed on audience seats for May 30, 2023
- Sponsor logo on all conference marketing materials

3) CONFERENCE INDIVIDUAL SESSION

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

Benefits:

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

Conferences

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4) CONFERENCE GUIDE ADVERTISING

The conference guide at each of the Singapore and Macau shows 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

Advertising 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.



IAG May and July issues

IAG will produce a special G2E Asia Singapore issue of *IAG*'s monthly magazine in May. As Lead Media Partner for G2E Asia 2023, *IAG* May 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* May 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.

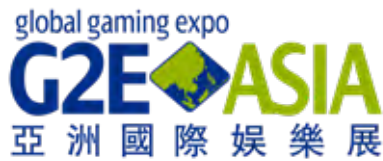
A similar special edition will be produced for the July issue of *IAG* with a focus on G2E Asia Macau.

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

Our booth

IAG will have its own booth at both shows, with a full team of executives and other staff present. In addition to managing the show conferences, 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 at both shows!



G2E ASIA 2023

RATE CARD

(Items managed by IAG under agreement with G2E Asia)

CONFERENCE SPONSORSHIPS	US\$
Full day track with video (exclusive)	17,500
Full day track (exclusive)	11,500
Single session sponsor (optionally includes speaker)	4,500

CONFERENCE GUIDE	US\$
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

Terms and conditions

- 10% discount for existing IAG clients (minimum one 2022 IAG contract as of 1 April 2023)
- 10% loading for guaranteed forward position ROP ads in Conference Guide
- Materials must meet technical specifications by drop deadline **Monday 15 May 2023** for **Singapore** and by **Monday 3 July** for **Macau**.
- All advertising subject to publisher approval
- Minimum 50% balance by 16 May 2023, balance due and payable by 9 June 2023
- Payment in full by 16 May 2023 preferred

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

Contact Us

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