



at

G2E™ ASIA
亞洲國際娛樂展

4 to 6 June 2024

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 G2E Asia

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 has published *G2E Asia Daily*, the daily newspaper of G2E Asia, and co-organized the G2E Asia Awards with Reed Exhibitions (RX), organizer of G2E Asia.

In March 2024, RX and IAG signed an agreement appointing IAG Lead Media and Production Partner of G2E Asia in Macau. As Lead Media and Production Partner, IAG will fully manage the G2E Asia Macau **conference** including producing the **Conference Guide** on behalf of RX.

"IAG is delighted to be selected once again to be the Lead Media and Production Partner for G2E Asia," said IAG Vice Chairman and CEO **Andrew W Scott**.

"As usual, this will involve IAG producing the conference on behalf of G2E Asia. It's great to have G2E Asia returning exclusively to Macau for a single event for the year, and that event being at the traditional time of year that we were all used to prior to the pandemic.

"With the pandemic clearly behind us, Macau well into its new 10-year concession period, the Philippines going through a boom period and the rest of Asia experiencing significant industry growth, I'm looking forward to an engaging G2E Asia and particularly an absorbing G2E Asia conference."

IAG will have a full team at the show, managing the conference, present at the IAG exhibition booth, distributing the special June 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, 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 will run across all three days from Tuesday 4 June to Thursday 6 June 2024.

MARKETING OPPORTUNITIES

There are five different types of marketing opportunities available for the conference at G2E Asia Macau – (1) Conference full day track with video sponsorship, (2) Conference full day track sponsorship, (3) Conference individual session sponsorship, (4) Conference Guide advertising, and (5) G2E Asia website landing page banner ad.

1) CONFERENCE FULL DAY TRACK WITH VIDEO SPONSORSHIP

Your company can sponsor an entire day of the G2E Asia 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 your company video during all breaks.

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
- Sponsor logo on all conference marketing materials
- Sponsor company video to be played during session breaks (video up to 2 minutes)

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

Conference

(continued)

2) CONFERENCE FULL DAY TRACK SPONSORSHIP

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

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
- Sponsor logo on all conference marketing materials

3) CONFERENCE INDIVIDUAL SESSION SPONSORSHIP

Your company can sponsor an individual session of the G2E Asia 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

Conference

(continued)

4) CONFERENCE GUIDE ADVERTISING

The conference guide will be offered 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 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.

5) G2E ASIA WEBSITE LANDING PAGE BANNER AD

In addition to the conference guide, an opportunity is available to have your company logo displayed in a grid banner on a G2E Asia website (G2EAsia.com) landing page for a period of one month.

Grid Banner for 1 Month



IAG June issue

IAG will produce a special G2E Asia issue of IAG's monthly magazine in June. As Lead Media Partner for G2E Asia 2024, IAG June 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 June 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 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 G2E Asia, with a full team of executives and other staff present. In addition to managing the show conference, 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 the show!



G2E ASIA 2024

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

LANDING PAGE	US\$
Grid banner ad (unlimited)	2,300

Terms and conditions

- 10% discount for existing IAG clients (minimum one 2023 or 2024 contract)
- 10% loading for guaranteed forward position for ROP ads in Conference Guide
- Materials must meet technical specifications by drop deadline **Friday 17 May 2024.**
- All advertising subject to publisher approval
- Payment in full by 17 May 2024 is required as per G2E Asia terms and conditions

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

Contact Us

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