



Server Based Gaming for Casinos USA

J.W Marriott, Las Vegas
June 25th – 26th 2008

Find out how to...

- Develop existing markets & enter new territories
- Exceed customer expectation & identify new clients
- Evaluate competitors & harness competitive advantage
- Build successful partnerships with new and existing suppliers

**Improve customer relationships,
increase profitability and drive growth**

Sales & Marketing Opportunities



Server Based Gaming for Casinos USA

June 25th – 26th 2008 – J.W Marriott, Las Vegas

'Understand, Implement & Maintain

Server Based Gaming Systems for your Casino Floor'

What opportunities does the event offer your business?

A market leading event...

The **'Server Based Gaming for Casinos Summit'** focuses on the issues that are current, hot and relevant to your business. Key industry speakers will include innovative technology leaders such as **WMS, Bally Technologies, Cyberview, Gaming Labs, Aristocrat Technologies and many more!**

"Server based gaming looks set to appear on the Vegas casino floor in 2008, with 2009 expected to be the year that many of the top casinos take it on"

www.penny-slot-machines.com 2008)

World renowned Casino operators, Slot floor officials, Casino revenue management, software & technology providers, analysts, legal consultants and market leading server based specialists will all be present to provide incisive, innovative and vibrant discussion. The event will drive forward the development and implementation of the Server Based Gaming technologies and is the perfect forum for contacting key decision makers, generating business leads and qualifying yourself in the fast paced Casino Technology industry.

Approximately 100+ senior level executives from the Casino Management world will be attending. If you are looking to hear leading case studies from Casino operators, forge partnerships with providers and systems integrators, get the low-down on legal issues or develop a marketing strategy that encourages players to use this technology then you cannot afford to miss out on the event for everyone in the land-based Casinos value chain. Furthermore networking and discussion will be maximised through panel debates, business-card swap sessions, roundtable discussions, increased exhibition space and Casino Industry Cocktail parties! The event is simply unmissable for anyone in the Casino industry.

Topics to be discussed include...

Casino infrastructure, systems & processes
Open architecture Vs. Single- supplier solutions
Server Based Compliance; Legal & Jurisdictional
Maintaining gaming variety for your customers
Know Your Customer: Predicting customer response

Identifying the right technology partners
Casino implementation case studies
The latest server based technologies and softwares
Managing the introduction of Server Based Systems
& much more...

Get in touch today to secure your involvement alongside the above companies who have already signed up to speak. Please hurry – opportunities at this years summit are limited and we confidently expect to sell out. Call us today!

Best regards,

Craig Nickeas
Sales & Marketing Director
CasinoTechToday

t. +44 (0)20 7375 7151
t. +1 800 814 3459 ext. 273 (US Toll Free)
e. craig@casinotechtoday.com

WHAT HOT TOPICS WILL BE DISCUSSED?

Participating at the **Server Based Gaming for Casinos Summit** will ensure you participate with the best – the best attendees, the best content, the best service and the best return on your investment.

- **Understand the impact Server Based Gaming technology is about to have on your Casino floors!** Find out how to modify your infrastructure, systems and processes to ensure a smooth implementation of Server Based Systems
- **Open architecture Vs. Single –Supplier Solutions:** Take away the pro's and cons of each and make the most informed decision for your Casino floors
- **Server Based Compliance:** Take away the legal, jurisdictional and licensing know how you need to introduce a Server Based Gaming system into your Casino
- **Avoid gaming limitation:** Find out how to keep your systems and content separated and offer your customers complete gaming variety
- **Know-your-customer!** Determine customer reaction to Server Based Games and take away a guide to proven slot fundamentals
- **Find the right partner:** Identify the most experienced, expert and flexible suppliers in the industry and size up their technological approach... make sure they match your Casino floors
- **See the results:** View real case studies from current implementations and discover how early adopters are profiting already!

Key benefits of participating at the Server Based Gaming for Casinos Summit...

- **You get focused and consistent exposure** to your potential clients i.e. senior decision making directors in Casino Slot Management, Casino Revenue Management, Casino Operations and more!
- **You will build confidence quickly and easily** with your target audience – leading Casino operators will test your products throughout the summit as they size up who's tools to use in their operations
- **You'll get significant networking opportunities** and exclusive branding before, during and after the summit through a variety of marketing channels including online presence, direct email, direct mail shot, summit brochure, onsite signage, press releases, newsletters and much more!
- **You'll benefit from significant Casino industry press coverage** – from the leading news and press providers both online and in print
- **You get preferential rates for speaking/ marketing sales activity** at all CasinoTechToday events in 2008!

Turn the page to see
why you should be
involved...

Who's attending this year?

Approximately 100+ senior level executives from Casino Operations, Slot Floor Management, Floor Operations Management and cutting edge Technology Providers will be there. Networking and discussion will be maximised through panel debates, business-card swap sessions, interactive roundtable discussions, live demos, exhibition space and cocktail parties! The event is simply unmissable for anybody in the Casino Industry.

The Server Based Gaming for Casinos Summit is the only event that focuses purely capturing opportunity from the explosive Server Based Gaming Technology. It is the perfect forum for meeting, networking with and learning from the major players in the land-based Casino value chain:

- Casino Operations
- Slot Floor Management
- Casino Revenue Management
- Floor Operations Management
- Systems Integration Specialists
- CTO / CIO
- CRM
- Directors of Server Based Systems
- Business Development
- Technology Development

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

CasinoTechToday are pleased to offer a diverse range of sponsorship opportunities available to your business including key and co-sponsorship, speaker opportunities, exhibitor deals, workshop hosting, lunches, end of day cocktail receptions, delegate bags and signage.

Our tailor made sponsorship packages guarantee that you will have maximum impact on your target audience generating long-term business relationships, exposure to new markets and unrivalled brand visibility. Our sponsorship packages can be individually tailored to match your budget and specifications. For detailed information on how your sponsorship package could be tailored please see the full list of opportunities overleaf. Make sure you benefit from:

- Brand visibility to your target market
- Deliver a 30 to 45 minute presentation to a highly targeted and focused audience
- Lead and/or participate in a panel debate
- Organize a pre- conference workshop
- Hold product demonstrations to show off your online capabilities
- Deliver a workshop at the conference
- Insert promotional item in conference registration pack
- Exhibit your products and interact face to face with your customers
- Marketing reach and exposure to a targeted text focused demographic
- Opportunity to build marketing lists and network with potential clients
- Face to face interaction with key decision makers
- Showcase your market leading products and services to an attentive audience

HOW DO I SPONSOR?

Please turn the page to view the variety of sponsorship packages on offer at the **Server Based Gaming for Casinos Summit**. We can also build a package specifically for your company - and tailor it to your particular requirements. Whether you are looking to achieve brand awareness, huge account sales or wish to entertain key clients – we would be happy to help!

We have already witnessed unprecedented interest in the summit and are confident that spaces will sell out. In order for you to be involved in the conference proceedings and gain the highest level of exposure to your specific target market, it is imperative we discuss your sponsorship requirements today.

Please call Craig Nickeas – Sales & Marketing Director,
CasinoTechToday - on +44 (0)20 7375 7151 or +1 800 814 3459 ext 273 (US)
or email craig@casinotechtoday.com



The Server Based Gaming for Casinos Summit

June 25th – 26th 2008
J.W Marriott, Las Vegas

Sponsorship Packages

Below is the range of sponsorship packages available for the **Server Based Gaming for Casinos Summit**. Please see overleaf for a breakdown of the specific package features and benefits derived for your company. The packages are completely flexible; please contact us to discuss the opportunities that best suit your company.

Platinum Sponsor inc. Workshop	\$16,995
Gold Sponsor	\$14,995
Silver Sponsor	\$12,995
Networking Cocktail Party	\$9,995
Exclusive Conference Luncheon Sponsor	
Day 1 – sit down lunch	\$8,995
Day 2 – working lunch	\$7,995
Conference Pack Sponsor	\$6,995
Conference Notebook	\$5,995
Exclusive Coffee Break Sponsor	\$5,495
Conference and Exhibition Badge Holder Sponsor	\$5,995
Conference Pens	\$4,995
*Exhibition Booth	\$4,995
Live Demonstration Room	\$4,495
Full Page, 4-Color Ad in Show Guide	\$995
Inserts into Delegate Packs	\$995
Full Page, Black & White Ad in Show Guide	\$795

***A LIMITED NUMBER OF BOOTHS ARE AVAILABLE – CALL NOW TO SECURE YOURS +1 800 814 3459 EXT. 273
OR +44 (0)20 7375 7151**

Turn the page to see
the features and
benefits of our
exclusive packages...

Sponsorship Package Details

Platinum Sponsorship inc. Workshop

\$16,995

Platinum sponsorship provides the highest level of exposure and brand visibility for your company. The Platinum Sponsorship package includes:

- The opportunity to deliver an interactive workshop at the conference to showcase your products and solutions.
- The ability to have a senior level company representative make a presentation on the main conference programme (content screened by CasinoTechToday prior to the event – No direct sales pitches!).
- 6 VIP passes to the main conference and exhibition. These can be distributed to company employees or clients.
- 1 standard tabletop exhibition space.
- Your logo to appear prominently on display advertising and direct mail marketing pieces sent out by CasinoTechToday.
- Your logo to appear prominently on conference website as Platinum Conference Sponsor.
- Your logo to appear prominently on front cover and within on site conference showguide.
- Your logo to appear prominently on primary general conference and exhibition signage.
- Insertion of one promotional item in conference registration pack.
- All press releases related to the event will include your company name.
- One full page / full-colour advertisement in showguide with premium positioning.
- Ability to provide a 150 word company description with company logo in showguide.
- Opportunity to receive 3 passes to all conference social events for customers, clients or staff who are not registered as conference attendees. Please note this does not include access to the main conference room.
- Opportunity to deliver a one-time postal mailing to all conference speakers and attendees after the conference (through CasinoTechToday' third party mailing house).
- Ability to offer a £100 discount off full conference registration price to marketing clients via a promotional mailing to your customer/clients database.

Gold Sponsor

\$14,995

Gold sponsorship provides a fantastic level of exposure and brand visibility for your company. The Gold Sponsorship package includes:

- The ability to have a senior level company representative speak on the main conference programme (content screened by CasinoTechToday - placement based on availability).
- 5 VIP passes to the main conference and exhibition. These can be distributed to company employees or Online Bingo clients.
- 1 standard tabletop exhibition space.
- Your logo to appear prominently on advertising and direct mail marketing pieces sent by CasinoTechToday.
- Your logo to appear prominently on conference website as Gold Conference Sponsor.
- Your logo to appear prominently on front cover and within showguide.
- Your logo to appear prominently on primary general conference and exhibition signage.
- Insertion of one promotional item in conference registration pack.
- All press releases related to the event will include your company name.
- One full page / full-colour advertisement in showguide with premium positioning.
- Ability to provide a 150 word company description with company logo in showguide.
- Opportunity to receive 3 passes to all conference social events for customers, clients or staff who are not registered as conference attendees. Please note this does not include access to the main conference room.
- Ability to offer a £100 discount off full conference registration price to marketing clients via a promotional mailing to your customer/clients database.

Silver Sponsor

\$12,995

Superb exposure to key clients through speaking, exhibiting and branding opportunities. The Silver Sponsorship package includes:

- The ability to have a senior level company representative speak on the main conference programme (content screened by CasinoTechToday - placement based on availability).
- 4 VIP passes to the main conference and exhibition. These can be distributed to company employees or clients.
- 1 standard tabletop exhibition space
- Insertion of one promotional item in conference pack **OR** one full page advertisement in showguide.
- Your logo to appear on display advertising and direct mail marketing pieces sent out by CasinoTechToday.
- Your logo to appear on event website as Silver Sponsor.
- Your logo to appear on front cover and within showguide.
- Your logo to appear on primary general conference and exhibition signage.
- Ability to provide a 100 word company description with company logo in showguide.
- Opportunity to receive 2 passes to all conference social events for customers, clients or staff who are not registered as conference attendees. Please note this does not include access to the main conference room.
- Ability to offer a £100 discount off full conference registration price to marketing clients via a promotional mailing to your customer/clients database.

Networking Cocktail Party

\$9,995

- Official sponsor of the conference networking cocktail party.
- Ability to have one senior level representative of sponsoring company provide a 10-minute welcome address to the delegates at the networking cocktail party.
- Logo to appear on the event website sponsor page and in show guide as the official conference networking cocktail party sponsor.
- 2 VIP pass to the conference and exhibition.
- Designated table dedicated for distribution of marketing materials in the cocktail party venue.
- Ability to provide a 50-word company description next to company logo in show guide.

Exclusive Lunch Keynote Sponsor

Day 1 – Sit Down Lunch

\$8,995

Day 2 – Buffet Style Working Lunch

\$7,995

- Exclusive sponsor of set days conference luncheon.
- Ability to have a senior level representative of sponsoring company provide a 10-minute welcome address to the delegates at the end of the morning's conference presentations in the main conference room.
- Logo to appear on co-branded signage for luncheon with a designated table dedicated for distribution of marketing materials. Alternatively the sponsoring company can place a marketing piece on each chair in the dining area (please note; distribution of these materials is the responsibility of the sponsor).
- 2 VIP passes for conference and exhibition.
- Logo to appear on event website as a conference luncheon sponsor.
- Your logo to appear prominently on display advertising and direct mail marketing pieces.
- Ability to provide a 100-word company description next to company logo in show guide.

Conference Pack Sponsor

\$6,995

- Sponsor of quality co-branded conference pack, which will be distributed to conference attendees.
- Opportunity for a senior level representative or a client to participate in a panel discussion.
- 2 VIP passes to the conference/exhibition.
- Logo to appear prominently on conference pack (co-branded).
- Your logo to appear prominently on display advertising and direct mail marketing
- Logo to appear on event website page and conference program, next to company description as the official conference pack sponsor.
- Ability to provide a 100-word company description next to company logo in show guide.

Production and design of pack provided by CasinoTechToday

Conference Notebook Sponsor

\$5,995

- Exclusive opportunity to sponsor the conference notebook distributed to all conference attendees
- Opportunity for a senior level representative or a client to participate in a panel discussion
- 1 VIP pass to the conference/exhibition
- Logo branded on notebook and distributed to all conference attendees. Notebooks must be co-branded with CasinoTechToday
- Logo to appear on event website and in show guide as the official conference notebook sponsor
- Ability to provide a 50-word company description next to company logo in event show guide sponsor section

Production, design and shipping of notebook provided by sponsor

Exclusive Coffee Break Sponsor

\$5,495

- Your logo to appear on co-branded coffee break signage.
- A designated table will be provided for distribution of company marketing materials in the coffee break area.
- 2 VIP passes for the main conference and exhibition.
- Logo to appear on event website and conference program as the conference coffee break sponsor.
- Ability to provide a 75-word company description next to company logo in show guide.

Conference and Exhibition Badge Holder Sponsor

\$5,995

- Official sponsor of the conference and exhibition badge holder.
- Logo co-branded on badge and distributed to all conference and exhibition attendees.
- 2 VIP passes to the conference and exhibition.
- Logo to appear on event website and in show guide as the official conference and exhibition badge holder sponsor.
- Ability to provide a 50-word company description next to company logo in show guide.

Production and design of badge provided by CasinoTechToday

Conference Pens Sponsor

\$4,995

- Official sponsor of the conference pens.
- Logo branded on conference pens and distributed to all conference attendees. Pens must be co-branded with CasinoTechToday.
- Logo to appear on event website and in show guide as the official conference pens sponsor.
- Ability to provide a 50-word company description next to company logo in show guide.

Production and design of pens provided by sponsor.

Live Demonstration Room

\$4,495

- Private room with onsite signage (provided by CasinoTechToday) exclusively for your use throughout the summit for meetings with potential clients
- Boardroom style table set up
- Pens and notepads provided
- Power sockets and internet access provided
- Demonstration session to be announced on event literature and website
- Logo to appear on event website and in show guide as the official conference demonstration sponsor
- Ability to provide a 50-word company description next to company logo in show guide
- All demonstration pieces, computers and AV equipment to be supplied by sponsor.

EXHIBITION BOOTH PACKAGE

One 3m x 2m Exhibition Space

\$4,995

- Space consisting of: 1 x 6ft Table, 2 Chairs, 1 x power socket (please bring own adaptors or power strips)
- 3 Exhibitor staff passes (access to exhibition area only)
- Company Overview (100 words), Logo & URL inclusion in Show Guide
- Company Overview (100 words), Logo & URL inclusion on event website

The exhibition space is yours to do with as you choose. Some exhibitors will bring pop-up stands of their own. Please contact us for exact dimensions of the stand.

Show Guide Advertising:

Ensure your company is visible in the show guide through advertising.

- Full Page, 4-Color Ad in Show Guide **\$995**
- Full Page, Black & White Ad in Show Guide **\$795**

Inserts into Delegate Packs

\$995

- Your insert – a small gift, press release or company information pack to be inserted into the attendee pack and distributed to all attendees at point of registration

WHAT TO DO NEXT...

The sponsorship details shown above are only a guideline. We can also build a package specifically for your company - and tailor it to your particular requirements.

CasinoTechToday has taken an unprecedented level of interest in the **Server Based Gaming for Casinos Summit** at this early stage... Make sure you join the leading Casino operators, technology and solution providers of tomorrow... **TODAY!**

Spaces are limited and will be served on a first come, first served basis
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Contact me NOW to book your marketing and sales opportunity – ahead of your competitors!

Craig Nickeas
 +44 (0) 20 7375 7151
 +1 800 814 3459 ext. 273
craig@casinotechtoday.com
www.casinotechtoday.com