



## **MEDIA ADVISORY**

### **Global Gaming Expo Showcases the Latest Technology, Newest Games and the Industry's Forecast for the Future**

#### **G2E 2009 DAY ONE:**

Global Gaming Expo (G2E) 2009, the pre-eminent international event for the gaming entertainment industry, gets started November 17 with more than 520 exhibitors, including 93 international exhibitors from 26 different countries, offering an inside look at the latest gaming innovations, and more than 100 conference sessions dedicated to every sector of the industry.

The show floor features F&B at G2E, the Entertainment Arena, the Eye in the Sky Security & Surveillance pavilion, Technology pavilion, Casino Design and the Diversity Exhibitor Program. G2E also will include a special New Exhibitor pavilion featuring companies that are showcasing their products and services at G2E for the first time

G2E officially opens with its annual ribbon-cutting ceremony at 9:45 a.m. in the main lobby, adjacent to the G2E Exhibits Main Hall entrance.

#### **MEDIA BRIEFING:**

AGA President and CEO Frank J. Fahrenkopf, Jr., will host an on-site media briefing during Global Gaming Expo G2E 2009 to discuss current issues and news in the gaming industry beginning at 8:15 a.m. in Room N108. Fahrenkopf will share his views on today's economic climate, how it is affecting the industry and how the industry will address related challenges in the coming months. The media briefing also will provide an overview of other key industry issues and highlights from G2E 2009. A question-and-answer session with the media will immediately follow Fahrenkopf's remarks.

#### **CELEBRITIES:**

A few celebrities will be attending this year's G2E. Today, Chris Noth, of Sex and the City Fame, will be present during the official ribbon-cutting ceremony at 9:45 a.m. and then will stop by IGT's booth at 10:30 a.m. to pull the handle on the manufacturer's new slot machine bearing the successful television series' name.

Playboy's 2009 Playmate of the Year Ida Ljungvist will be posing for pictures and signing autographs at Bally Technologies' booth from 11 a.m. to 1:30 p.m., and then making a special appearance from 3:30 to 5 p.m.

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**OPENING KEYNOTE:**

G2E 2009's keynote sessions will highlight emerging issues in the industry. All three keynote events will take place from 10:30-11:30 a.m. in Room N250 of the Las Vegas Convention Center. Today's keynote event features writer, actress and comedienne Rita Rudner as she shares her insights about men, women, marriage and the city she calls home.

**SIGNATURE SERIES:**

Retail, Dining & Entertainment – “The Sweet Spot: How to Manage F&B in a Down Economy,” Tuesday, Nov. 17 at 11:45 a.m. (Room N113), moderated by Mark BIRTHA, vice president of Development, Project Manager for Marriott Las Vegas.

**F&B at G2E:**

Food and beverages rein supreme at the Global Gaming Expo. The F&B pavilion features gourmet food and beverage items, food service equipment and supplies, technology, décor and other products essential to the delivery of an outstanding culinary experience. This year's show highlights culinary skill on the demonstration stage, creative excellence and a sizzling presentation of industry fashion.

All F&B events take place in the North Hall, unless otherwise noted.

Tuesday, Nov. 17

- 11 a.m.                    **Las Vegas Casinos Culinary Excellence Awards**  
G2E will debut its Las Vegas Casinos Culinary Excellence Awards program, where the city's top restaurant will vie for “best of” designations in the appetizer and dessert competitions.
- 1 p.m.                     **Ultimate Steak Side Dishes**  
Chef René Lenger, executive chef, Switch, Wynn Las Vegas
- 2 p.m.                     **Grandma's Ravioli**  
Geno Bernardo, executive chef, Nove Italiano, Palms Casino Resort  
*(In honor of Chef Geno's Grandma's 100th birthday)*
- 3 p.m.                     **Beet and Burrata Salad**  
Kerry Simon, executive chef and owner, Simon Kitchen & Bar, Hard Rock Hotel & Casino; Simon LA, Sofitel, Cathouse, Luxor Hotel & Casino; Simon Palms Casino Resort
- 4 p.m.                     **Bubble Up the Cocktail**  
Armando Rosario, director of mixology, Southern Wine & Spirits of America

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**ENTERTAINMENT ARENA:**

Magician Jackson Rayne will make a Guinness World Records™ attempt for the fastest escape from a regulation strait jacket on Tuesday, Nov. 17, 2009, at 3:30 p.m., in the Entertainment Arena at G2E.

Rayne will try to best Italian Magician Alexis Arts' time of 10.19 seconds, which is the current world record set on May 29, 2009, at Teatro del Fuoco in Foggia, Italy.

**WHERE:**

Las Vegas Convention Center, 3150 Paradise Road. All events are located in the Central Halls of the Las Vegas Convention Center unless otherwise noted.

**WHEN:**

Tuesday, November 17, 2009

**EXHIBIT HALL HOURS:**

Tuesday, Nov. 17, 10 a.m. – 5 p.m.  
Wednesday, Nov. 18, 10 a.m. – 5 p.m.  
Thursday, Nov. 19, 10 a.m. – 3:30 p.m.

**F&B HOURS:**

(Located in the North Hall)

Tuesday, Nov. 17, 10 a.m. – 5 p.m.  
Wednesday, Nov. 18, 10 a.m. – 5 p.m.  
Thursday, Nov. 19, 10 a.m. – 3:30 p.m.

**CONFERENCE HOURS:**

Tuesday, Nov. 17, 8:30 a.m. - 12:45 p.m. & 2:00 - 4:15 p.m.  
Wednesday, Nov. 18, 8:30 a.m. - 12:45 p.m. & 2:00 - 4:15 p.m.  
Thursday, Nov. 19, 8:30 a.m. - 12:45 p.m.

**PRESS OFFICE:**

All media must check in at the press office, located in Room N242. Opens daily at 8:30 a.m.  
Press room phone number: 702-943-3741.

Contact:

Kevin Dunegan  
The Firm Public Relations & Marketing  
Cell: 702-334-3148

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