



SOUTHERN GAMING SUMMIT

www.sgsummit.com

2004 Exhibitor Schedule (tentative)

Monday, May 3

8 a.m.-noonTarget set-up (appointment only)
 Noon-4 p.m.Freight delivery
 Noon-5 p.m.Exhibitor registration
 1-6 p.m.Exhibitor move-in

Tuesday, May 4

8 a.m.-5 p.m.Exhibitor registration
 8 a.m.-3 p.m.Freight delivery
 8 a.m.-6 p.m.Exhibitor set-up
 8 a.m.-3 p.m.Exhibitor golf tournament
 6-8 p.m.Welcome Reception

Wednesday, May 5

7:30 a.m.-5 p.m.Registration open
 8-11 a.m.Final set-up (no freight)
 Noon-5 p.m.Exhibit hall open
 6 p.m.Reception/Taste of the Gulf Coast Casinos Dinner

Thursday, May 6

8 a.m.-4 p.m.Registration open
 Noon-4 p.m.Exhibit hall open
 4 p.m.-midnightBreakdown and move-out

Friday, May 7

8 a.m.-noonMove-out concludes

Special Hotel Rates

Southern Gaming Summit has arranged for special rates at the casino hotels that are members of the Gulf Coast Gaming Association. The phone numbers of the participating casinos are: Beau Rivage (888-383-7037); Casino Magic Biloxi (800-5-MAGIC-5); Grand Casino Biloxi Bayview, or Grand Casino Gulfport Oasis Resort (800-WIN-2-WIN); Isle of Capri Casino Biloxi (800-THE-ISLE); Palace Casino Resort (800-PALACE-9); President Casino Broadwater Resort (800-THE-PRES); Treasure Bay Casino (800-PIRATE-9). Hotel reservations at these special rates will be accepted until Monday, April 12, 2004. After April 12, rooms will be on an availability basis. Identify yourself as a participant of the Southern Gaming Summit to obtain the special rate. All hotels are within a 15-minute drive to the Convention Center.



Exhibit at the biggest U.S. gaming expo outside of Las Vegas

May 5-6, 2004 • Biloxi, Miss.

More than 5,000 people visited a jam-packed trade show floor during the 10th Annual Southern Gaming Summit in May 2003. Attendees came from across North America, and more than 200 vendors filled the recently expanded show floor, making it the most successful gaming trade show outside of Las Vegas.

The 2004 Expo Will Sell Out Again!

Southern Gaming Summit will return May 5-6, 2004, with big-name speakers, a spectacular Taste of the Gulf Coast Casinos Dinner and another sold-out expo. As an exhibitor, don't be left on the waiting list. More than 80% of all floor space was reserved by 2003 exhibitors before the end of last year's show, ensuring another sell-out in 2004.

Who said you can't mix business with pleasure? Discover why the industry's biggest vendors keep coming back to Southern Gaming Summit – they reach hundreds of qualified buyers and decision-makers from throughout the South and Midwest, while enjoying true Southern hospitality, fun and relaxation along Mississippi's beautiful Gulf Coast.



Reserve your booth now by contacting your sales representative. Current exhibitors have until Sept. 30 to reserve their 2004 booth at the 2003 rate:

Each 10 x 10 booth (reserve by September 30)\$1595
 Each 10 x 10 booth (after September 30)\$1695

Exhibitor benefits include:

- Two free full-conference passes per booth, eight maximum. Additional conference passes available at special exhibitor rate of \$195. Conference passes include admission to the popular Taste of the Gulf Coast Casinos Dinner.
- Complete company description in the Show Guide.
- Year-round listing on www.sgsummit.com, with link to your web site
- Unlimited free expo passes for your staff and clients.

For information or to reserve your booth contact:

A-P Companies
Janice Torreso
Exhibit Sales
(203) 452-9817
jtorreso@ascendmedia.com

Q-Z Companies
Lesley Grashow,
Director of Sales
(203) 938-2782
lgrashow@ascendmedia.com



SOUTHERN GAMING SUMMIT

Reach key decision-makers:

Advertise in the Southern Gaming Summit Show Guide

The Southern Gaming Summit Show Guide will be presented in an 8-3/8 x 10-7/8 (trim size) magazine format.

Full Page 4/C Bleed (8-3/8 x 10-7/8)	\$1695
2-Page Spread Bleed (17-1/4 x 10-7/8)	\$3000
1/2-Page Horiz. (7x5)	\$1295
1/2-Page Vert. (3-1/2 x 10)	\$1295

Closing for insertions orders:March 26
 Artwork Due:April 2

- Bleed size is 8.625 inches wide by 11.25 inches tall. Trim size is 8.375 inches wide by 10.875 inches tall.
- Web-offset line screen: 133
- Colors: AAAA/ABP
- Electronic files required (Quark, Illustrator, Photoshop only, provided on Zip disk, CD, or via ftp site -- ask for details)
- Proofing: Must provide Progressive proofs or match-prints

Sponsorship Opportunities

May 5-6, 2004 • Biloxi, Miss.

Platinum Sponsor • Limited to One • \$50,000

- Company name and logo will appear on all SGS promotional literature and on all signage at the conference
- 20x20 exhibit booth (standard carpet included)
- A full-page, four-color ad in the May issue of *Casino Journal*
- 50 full-conference passes for your staff and clients
- Five reserved tables at "Taste of the Gulf Coast Casinos" dinner
- Attendee mailing list usage
- Complimentary exhibit hall passes for your clients and staff
- Logo and link on SGS web site

Choose From These Gold Sponsorships • \$10,000

- ✓ "Taste of the Gulf Coast Casinos" Gala Dinner
- ✓ Dinner cocktail reception
- ✓ Annual exhibitor golf tournament (2)
- ✓ Welcome reception
- ✓ Official SGS conference bags
- ✓ Internet Café
- ✓ SGS T-shirt

Gold Sponsorship Benefits Include:

- A 20x20 exhibit booth (standard carpet included)
- A full page, four-color ad in the SGS attendee Show Guide
- Signage at sponsored event; logo/link on web site
- 10 full-conference passes for your staff and clients
- One reserved table at "Taste of the Gulf Coast Casinos" Dinner
- Attendee mailing list usage
- Complimentary exhibit hall passes for your clients and staff

Choose From These Silver Sponsorships • \$7,500

- ✓ Name badge lanyards
- ✓ Registration area
- ✓ Sport sipper with cap/straw
- ✓ Conference pad and pen set

Silver Sponsorship Benefits Include:

- A 10x20 exhibit booth
- Full-page, four-color ad in the SGS attendee Show Guide
- Signage at sponsored event; logo/link on web site
- Six full-conference passes for your staff and clients
- Limited usage of attendee mailing list
- Complimentary exhibit hall passes for your clients and staff

Choose From These Bronze Sponsorships • \$3,500

- ✓ One of two Continental Breakfasts
- ✓ One of two Networking Breaks

Bronze Sponsorship Benefits Include:

- A 10x10 exhibit booth
- Four full conference registration passes
- Half-page, four-color ad in the SGS attendee Show Guide
- Signage at sponsored event; logo/link on web site
- 50 exhibit hall passes for your clients and staff

Web and Email Advertising

- Place your banner ad on www.sgsummit.com for a minimum of three months and we'll include your ad in two SGS attendee marketing email blasts.

\$500 a month June-January
 \$1,000 a month February-May

To reserve your sponsorship package or Show Guide ad contact Lesley Grashow at
 (203) 938-2782
lgrashow@ascendmedia.com
www.sgsummit.com