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# The 2007 Gaming Life Expo

July 5, 2007 – July 8, 2007  
Rio All-Suite Hotel and Casino  
Las Vegas, Nevada

[www.harrahs.com/GamingLifeExpo](http://www.harrahs.com/GamingLifeExpo)





# Agenda

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- Gaming Life Expo overview
- Demographic information
- Booth, signage, and sponsorship pricing



# Gaming Life Expo is a gambler's paradise

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The Gaming Life Expo (GLE) is an event like no other. Thousands of consumers attend the expo, seeking to enhance their gaming lifestyles. With the World Series of Poker as a backdrop, it represents a unique opportunity for companies that specialize in poker and gaming - related products and services to interact directly with both gaming enthusiasts and novices alike.



# The Rio is the official home of the GLE



The 2007 Gaming Life Expo will take place at the Rio All-Suite Hotel and Casino in the Rio Pavilion Ballroom





# Gaming Life Expo opens with the Main Event

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The 2007 Gaming Life Expo will take place as follows:

- Thursday, July 5th                      11 a.m. – 6:00 p.m.
- Friday, July 6th                         11 a.m. – 6:00 p.m.
- Saturday, July 7th                      11 a.m. – 6:00 p.m.
- Sunday, July 8th                         11 a.m. – 6:00 p.m.

The show takes place during the first rounds of the \$10,000 buy-in No-limit Texas Hold'em Championship!



# Expo's timing means big attendance

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- We anticipate nearly 10,000 players will register for the \$10,000 buy-in No Limit Texas Hold'em Championship
- The Rio All-Suite Hotel and Casino, Harrah's Las Vegas, Paris Las Vegas, Bally's Las Vegas, Flamingo Las Vegas and Caesars Palace have over 16,000 combined rooms. This capacity provides us with a substantial base of consumers to whom we can directly market the show.
- Thousands of poker players and fans are drawn to the Gaming Life Expo because of their interest in the WSOP Main Event and the show's targeted marketing plan which incorporates direct mail, mass media and onsite promotions



# GLE attendees are not afraid to spend

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- A significant percentage of the poker players competing in the WSOP pay the \$10,000 buy-in without assistance suggesting a greater than average level of disposable income
- The average Las Vegas spending visitor's expenditures include \$220 for shopping, \$106 for shows, and \$111 for sightseeing.\*

*\*2005 LVCVA Visitor Profile*



# Gaming Life Expo very attractive to average gambler



## Gamblers are...

- Homeowners
- Median age of 46
- 52% female, 48% male
- \$60,000 average HH income



... much more likely to travel, eat out, socialize, spend money on entertainment, play games (i.e., golf, billiards) and purchase luxury goods than those who do not gamble

Source: Harrah's 2006 Profile of the American Casino Gambler, MRI

[www.harrahs.com/GamingLifeExpo](http://www.harrahs.com/GamingLifeExpo)





# Poker's popularity fuels the show

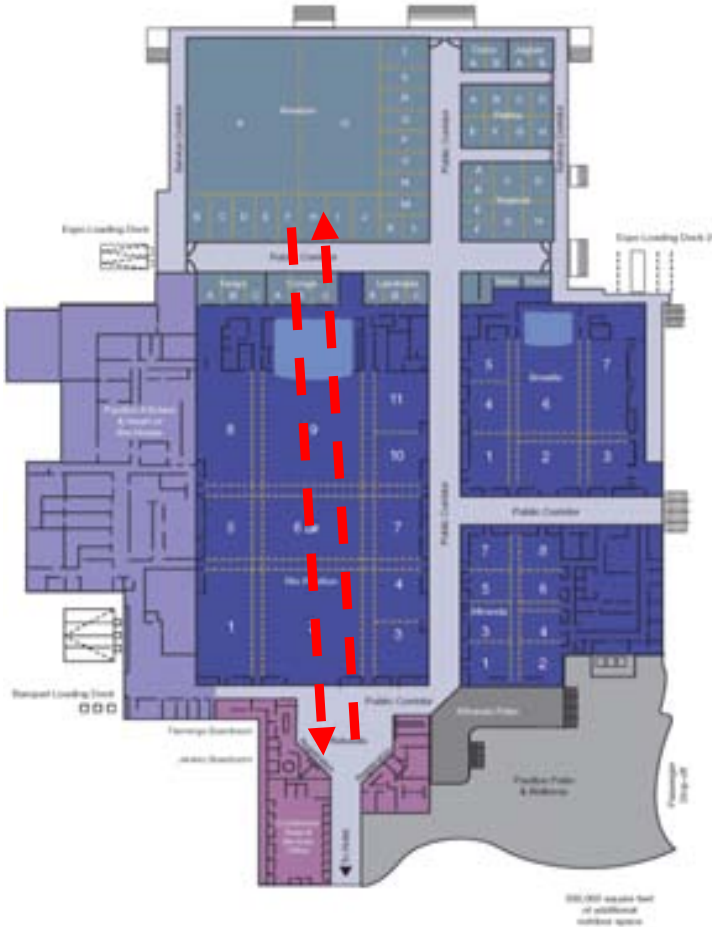
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- The Gaming Life Expo presents an opportunity to capitalize on the exploding popularity of poker and gain access to thousands of high-income customers who are extremely interested in your products
- The unparalleled facilities and service at the Rio All-Suite Hotel and Casino provide a comfortable environment for consumers and vendors
  - Check out <http://www.harrahs.com/casinos/rio/groups-meetings/microsite/index.htm> to learn more
- Harrah's demonstrates its commitment to making the Gaming Life Expo an overwhelming success through its targeted marketing plan to raise awareness of, and drive traffic to, the show



# Intelligent crowd management insures multiple exposures

During the Gaming Life Expo, the only way players and consumers can get to and from the WSOP gaming arena is thru the Gaming Life Expo!





# Don't take our word for it!

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2006 was a tremendous success!

- “It was a great show this year and we look forward to participating again.”  
*Poker Life Magazine*
- “The 2006 Gaming Life Expo proved a great way for us to gain valuable exposure for our brand in the US market and grow awareness amongst the international poker community. We'll definitely be back next year.”  
*Crown Limited*
- “Traffic was flowing all the time and we got all the necessary support from the Harrah's organization.” *Tropical Poker.net*

2006 attendance topped 100,000!

[www.harrahs.com/GamingLifeExpo](http://www.harrahs.com/GamingLifeExpo)





## A GLE booth is an investment in brand awareness

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- Booth prices are \$2500 per 10'x10' booth (there is an added \$200 fee for corner booths) and \$3000 per 10'x10' booth for island booths
- Each booth includes pipe and drape, ID sign, two chairs, wastebasket and 400 lbs of freight\*
- No limit on booth purchases
- Additional charge for tables, electricity, internet, plumbing, etc.

\*Freight must be shipped to GES warehouse



# A multitude of signage opportunities exist

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- Signage
  - Hanging signs inside the Gaming Life Expo:
    - 6 @ \$12,000 ea. (4'x8')
    - 1 @ \$18,000 (4'x8') entrance aisle
  - At entrance to the Gaming Life Expo (16'x20' banner):
    - 1 available at \$50,000
  - Video wall in front of Rio Pavilion (spots looped continuously):
    - \$1,800 per day for 30 second MPEG
    - \$1,800 per day for 10 still images
  - Walkway from casino to Rio Pavilion (4'x10' hanging)
    - 3 @ \$20,000 ea.
  - Advertising panels (8'x3' upright, 4-color, double-sided)
    - 16 @ \$1,500 ea. (limit 4 per company)
  - Signage on top of slot machines in Casino for duration of tournament
    - 2 @ \$30,000 ea. (double-sided, four-color)



# Title sponsorship maximizes exposure

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- “2007 Gaming Life Expo presented by (company name)” on all GLE mass media and signage
- Hotel room drop 1 night during GLE
- 30 sec TV spot in Rio guest rooms each day during expo
- 20’ x 20’ booth
- (1) entrance aisle 4’ x 8’ sign
- Logo presence on WSOP building wrap

**Sponsorship charge: \$500,000**



# Live action gaming sure to be a crowd favorite!

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*Sponsor a live action casino on stage inside the Pavilion during the GLE!*

- Chance to showcase brand at the main focal point of the Pavilion. Company can provide attire for the casino dealers (subject to Rio approval) and felts for the tables
- A sign bearing the company's logo (company responsible for sign production) to hang over stage/casino
- Company able to decorate stage/casino to its liking (subject to Rio approval)
- (1) 4' x 10' hanging sign in walkway from Casino to Pavilion
- 10' x 10' booth

**Sponsorship charge : \$150,000**

[www.harrahs.com/GamingLifeExpo](http://www.harrahs.com/GamingLifeExpo)





# WSOP building wrap towers over Las Vegas

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*Company logo to be displayed on the Masquerade Tower WSOP building wrap for duration of tournament*

- (4) available spots for company logo presence on the WSOP building (maximum of two spots per company)
- (1) 10' x 10' booth

**Sponsorship charge : \$120,000/logo**



# Many other available sponsorships

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<u>ITEM</u>	<u>COST</u>
1. Hand-out Bag (Sponsor's logo on one side and WSOP logo on the other. Sponsor to produce bag)	\$11,000
2. Hotel key insert (Sponsor's name and booth number printed on insert)	\$10,000
3. Hotel Room Drop (opportunity to drop gift or collateral to all rooms at the Rio. One time, one night during Lifestyle Show)	\$20,000
4. Turn Down Service (opportunity to get the "last word" as attendees turn in. Hotel staff will turn down each guest's bed and distribute a special treat with the sponsor's logo and/or information. One sponsor per night)	\$20,000 per night



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ITEM

COST

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|--|-----------------|
| 5. TV channel in Rio Hotel guest rooms<br>(30 second rotating spot – limited to 5 companies)   | \$1,000 per day |
| 6. Rio city-wide shuttle wrap – 1 available  | \$75,000        |
| 7. Portable restroom (sponsors can put a logo and collateral inside and outside the space during WSOP tournament.) Limited to three companies. | \$45,000 each   |



# Registration is easy!

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1. Visit [www.harrahs.com/GamingLifeExpo](http://www.harrahs.com/GamingLifeExpo) com for registration and payment information
2. Complete and submit application. Fax payment information, including credit card deposit info to 702.777.2412 or include check and mail to:  
2007 Gaming Life Expo  
Rio All-Suite Hotel & Casino  
3700 W. Flamingo Road  
Las Vegas, NV 89103
3. If you have any questions please email Sharon at [swayne@harrahs.com](mailto:swayne@harrahs.com) or call 702.777.2310

Thank you for your interest in being part of the  
2007 Gaming Life Expo!