



# INDIAN GAMING TRADESHOW & CONVENTION

featuring DigitalPlay Summit

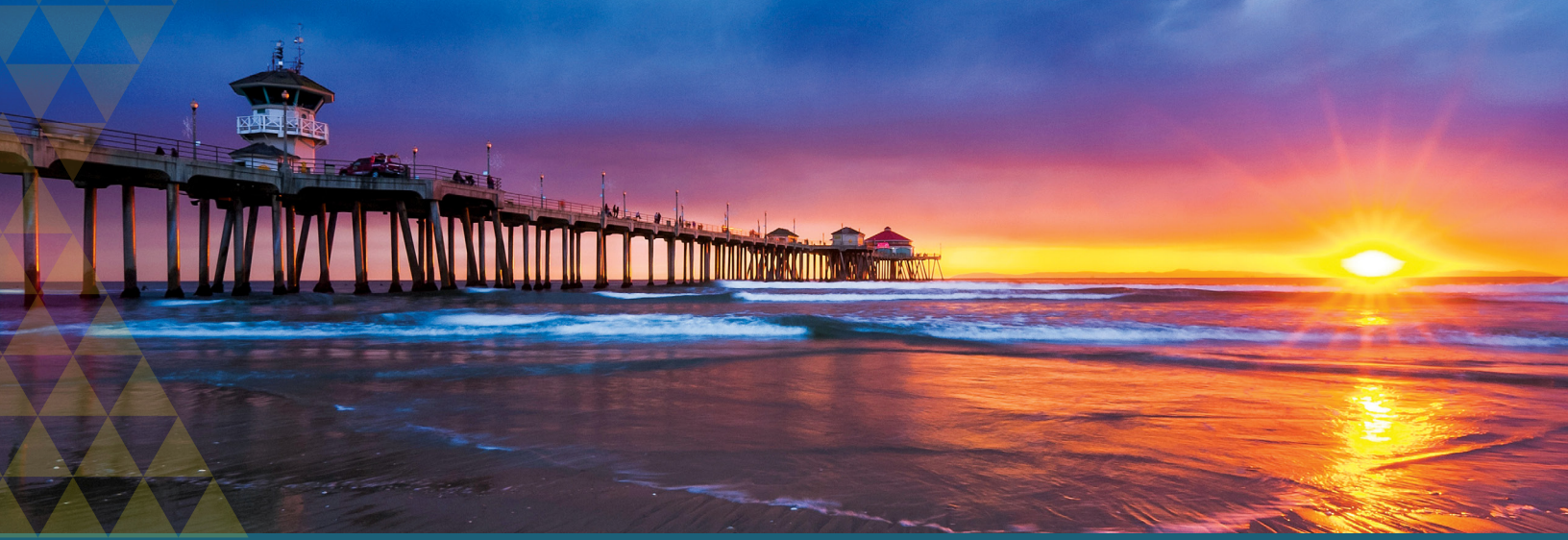
APRIL 8-11, 2024



## 2024 EXHIBIT & SPONSORSHIP PROSPECTUS

ANAHEIM CONVENTION CENTER, ANAHEIM, CA

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# SHOW OVERVIEW

**As the largest gathering of tribal leaders and casino executives in the country,** the Indian Gaming Tradeshow & Convention is the place where tribal and commercial gaming come together to conduct business, learn, and network. The Indian Gaming Tradeshow & Convention has established itself not only as premier event for the gaming industry but a cultural celebration of Native American success, strength and self-reliance.

□□ WE HOPE YOU WILL JOIN US AND BE PART OF A LONG STANDING CELEBRATION OF SUCCESS AND CULTURE THAT STRENGTHENS AND SHOWCASES THE INNOVATION OF OUR GAMING COMMUNITY □□

CHAIRMAN ERNEST L. STEVENS, JR.,  
INDIAN GAMING ASSOCIATION

## BY INDIAN GAMING

The Indian Gaming Association is a non-profit organization of sovereign tribal nations with other non-voting associate members representing organizations, tribes and business engaged in tribal gaming enterprises around the country. As the go-to resource for the community on education, legislation and public policy issues, Indian Gaming Association works to advance the social, economic and political success of its members and the Indian community, at large. For more information, visit [www.indiangaming.org](http://www.indiangaming.org).



## TAKE ADVANTAGE OF OUR GLOBAL REACH

The Indian Gaming Association has entered a strategic partnership with Clarion Events – producer of 180+ worldwide events including the biggest b2b gambling event in the world, ICE London – creating the largest and most comprehensive platform serving the global gaming ecosystem.

Your participation in the Indian Gaming Tradeshow & Convention transcends to a global audience of key gaming decision makers.

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# SHOW OVERVIEW

**OUR COMPREHENSIVE SCHEDULE PROVIDES TIME  
FOR LEARNING, NETWORKING AND PRODUCT SOURCING:**

## MONDAY, APRIL 8

*Annual Golf Tournament,  
Pre-Show Education,  
Chairman's Welcome Reception*

## TUESDAY, APRIL 9

*Full Conference Day, Arts &  
Crafts Exhibits, Chairman's  
Awards Luncheon*

## WEDNESDAY, APRIL 10

*Exhibit Hall, Arts & Crafts  
Exhibits, Show Floor Education  
& DigitalPlay Summit*

## THURSDAY, APRIL 11

*Exhibit Hall, Arts & Crafts  
Exhibits, Show Floor  
Education & DigitalPlay  
Summit*

## NEW ADDITION TO THE SHOW FLOOR!

We are thrilled to introduce the DigitalPlay Summit in partnership with iGB Live, taking place April 10 - 11 in conjunction with the Indian Gaming Tradeshow & Convention. The DigitalPlay Summit will have its own dedicated section on the show floor including booths and a stage presenting education sessions covering sports betting and iGaming. It will also feature the first Consumer Protection Zone (CPZ) – an interactive space showcasing most effective tools and technologies for a more compliant and safe gambling operation.

**DPS**  
DigitalPlay Summit



## ANAHEIM:

The Anaheim Convention Center (ACC) is consistently ranked as one of the top meeting venues in the U.S. in terms of its size, attendance, overall building services and amenities. You'll experience sun-soaked Southern California with the convenience of a meeting destination that's just steps away from everywhere you'll want to be including hotels, dining and entertainment.

## MEET THE WHO'S WHO OF THE INDUSTRY:

- ▶ Tribal Leaders & Council Members
- ▶ Indian Gaming Commissioners/Regulators
- ▶ Top Executives (CFOs, CEOs, GMs, Marketing, iGaming)
- ▶ Facilities Managers at Hotels, Casinos, Bingo Halls and Resorts
- ▶ Economic Development Properties
- ▶ Security/Surveillance Managers

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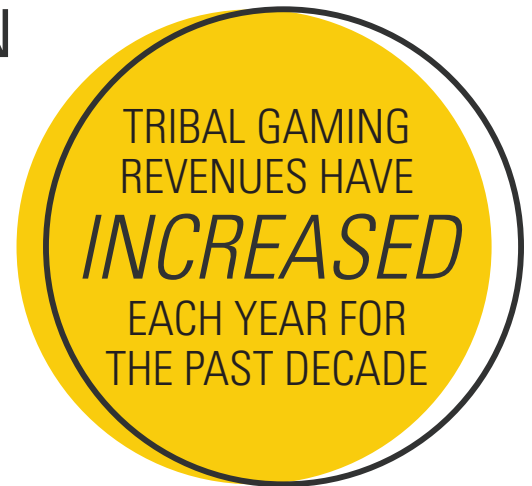
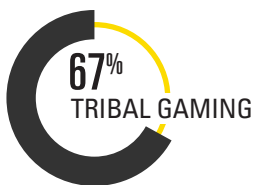
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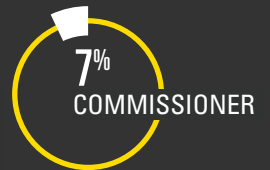
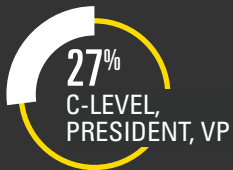
# BY THE NUMBERS

The Tribal Gaming Sector is a **\$40.9-BILLION** market, accounting for roughly half of the gaming revenue in the United States (nigc.gov)

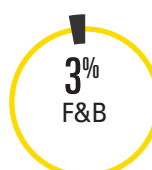
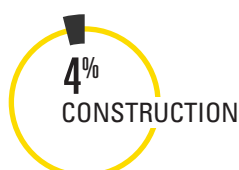
## WHO ATTENDS



## AUDIENCE BY TITLE



## AUDIENCE BY SECTOR



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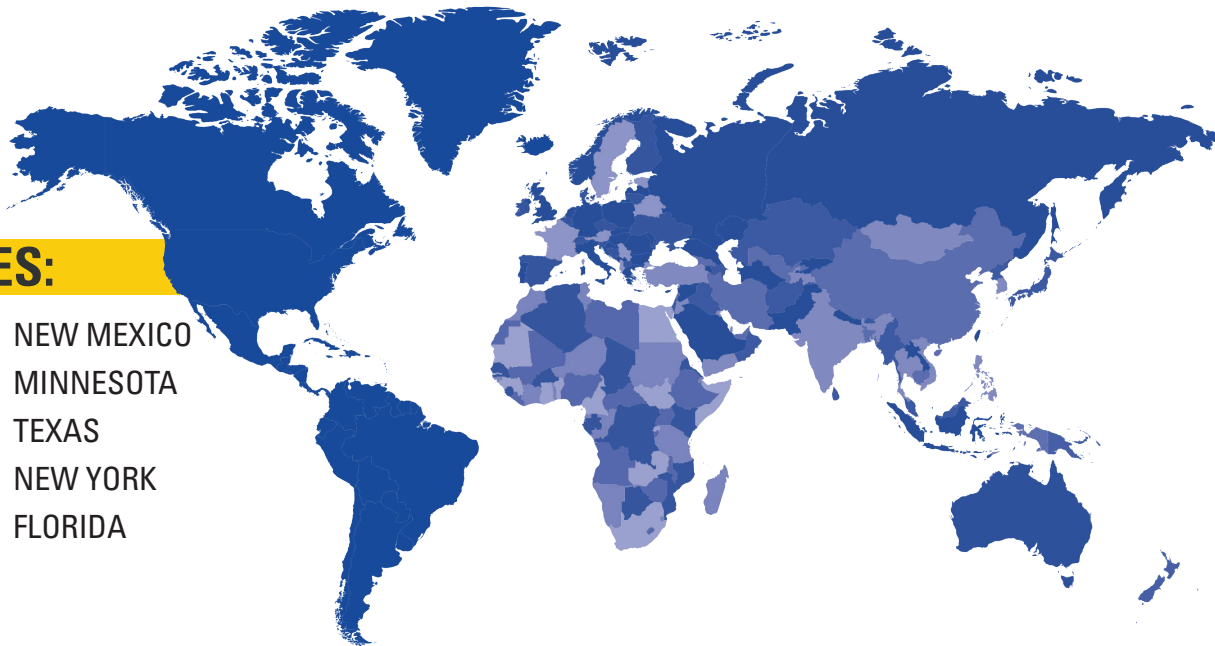
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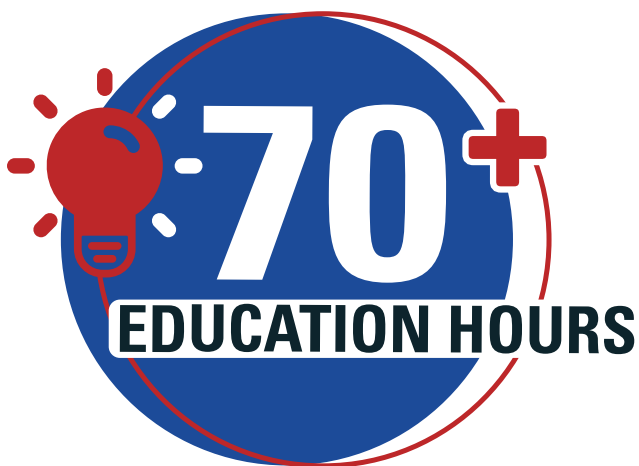
# BY THE *NUMBERS*

REPRESENTING **50 STATES & 20 COUNTRIES**



## TOP STATES:

CALIFORNIA	NEW MEXICO
NEVADA	MINNESOTA
OKLAHOMA	TEXAS
ARIZONA	NEW YORK
WASHINGTON	FLORIDA



**45%** OF ATTENDEES HAVE  
A BUDGET OF **\$500K** OR  
MORE TO SPEND ON PRODUCTS  
FOUND AT THE SHOW



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# EXHIBIT PACKAGES

**NEW FOR 2024:** ALL BOOTHS AND KIOSKS INCLUDE LEAD MAGNET - a tool for you to generate leads and collect the contact information for attendees that visit your booth.

Enhanced value with each booth. Our exhibit packages are designed to showcase your company's products and services as well as ensure you connect with top decision makers.

## EXHIBITORS RECEIVE: (PER 10X10 BOOTH)

- ▶ Two chairs, one 6' skirted table, & a wastebasket. (Booths only. For kiosk inclusions, see below)
- ▶ 2 Exhibitor Platinum Plus Conference Passes (access to tradeshow floor & sessions)
- ▶ 4 Booth Staff Badges (access to tradeshow floor only)
- ▶ Exhibitors will be allowed to invite an unlimited number of qualified customers to the tradeshow floor at no charge (\$449 value)

## NEW EXHIBITORS RECEIVE THE FOLLOWING ADDITIONAL ITEMS:

- ▶ Listing as a New Exhibitor on the Website
  - ▶ Listing on Registration Handout
  - ▶ Inclusion on (2) Attendee Emails
  - ▶ Listing on Signage in Registration Area
  - ▶ New Exhibitor Floor Decal in front of booth
- \*\$399 automatic add-on to booth space*

## STARTING BOOTH PACKAGE PRICING

Indian Gaming Association Associate Member\*: \$3450 per 100 sq ft

Non-Member: \$4250 per 100 sq ft

Tribally Owned Enterprise: \$3350 per 100 sq ft



## NEW: FOR DIGITALPLAY SUMMIT CUSTOMERS ONLY — TURNKEY KIOSKS

Invest in this perfect turnkey branding while minimizing the added costs of a traditional booth.

- ▶ Individual Kiosk: \$3,500
- ▶ Two Kiosk Unit: \$6,000

*Packages include company graphics on backwall, electric, cabinet and 1 stool*

**DPS**  
DigitalPlay Summit

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# NETWORKING FOCUSED OPPORTUNITIES

## CHAIRMAN'S WELCOME RECEPTION

Don't miss the chance to help welcome the 2024 Indian Gaming Tradeshow & Convention and DigitalPlay Summit audience to Anaheim at the Chairman's Welcome Reception.

### TITLE SPONSOR: \$25,000 (5 AVAILABLE)

▶ Your company logo on prominent display at the Chairman's Welcome Reception

**Includes Turquoise level sponsorship benefits:**

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

### BAR SPONSOR: \$20,000 (EXCLUSIVE)

▶ Your company logo on prominent display at the bar at the Chairman's Welcome Reception

**Includes Turquoise level sponsorship benefits:**

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

## CHAIRMAN'S AWARD LUNCHEON

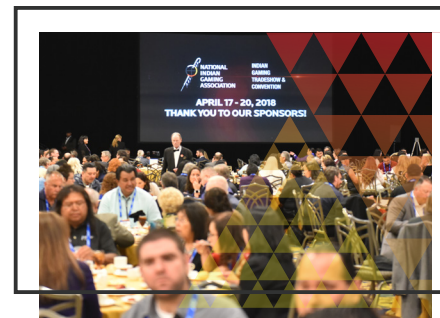
The Chairman's Leadership Awards Luncheon is a highlight of the Indian Gaming Tradeshow & Convention schedule where tribal and gaming leaders are recognized for their contributions.

### SUPPORTING SPONSOR: \$25,000 (5 AVAILABLE)

- ▶ Your company logo on prominent display at the Chairman's Leadership Awards Luncheon.
- ▶ Premier table at the Chairman's Award Luncheon

**Includes Turquoise level sponsorship benefits:**

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show



## COFFEE BAR

### SPONSOR - \$20,000 (EXCLUSIVE)

- ▶ Sponsor's brand featured prominently on the coffee bar which features lounge space and merchandise including branded napkins & coffee sleeves.
- ▶ Coffee will be complimentary for attendees.
- ▶ Naming rights of coffee bar (i.e. "Company Name" Coffee Bar OR Coffee Bar Presented by "Company Name")

**Includes Turquoise level sponsorship benefits:**

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show



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# NETWORKING FOCUSED OPPORTUNITIES

## TRIBAL LEADER LOUNGE SPONSOR: \$15,000 (THREE AVAILABLE)

*The Tribal Leader Lounge on the exhibit hall floor is the place where tribal leaders relax, recharge and have meetings.*

- ▶ Your company logo on prominent display in the Tribal Leaders Lounge on the trade show floor.

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show



## HIGH-PRIZED DRAWINGS: \$15,000 (ONE AVAILABLE)

- ▶ Your company logo on prominent display on the trade show floor

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

## ANNUAL MEMBERSHIP MEETING SPONSORSHIP: \$15,000 (TWO AVAILABLE)

- ▶ Your company logo on prominent display at the Annual Membership Meeting

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

## CULTURAL EVENT SPONSORSHIP: \$15,000 (THREE AVAILABLE)

- ▶ Your company logo on prominent display at the Cultural Event

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show



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# EDUCATION OPPORTUNITIES

## EDUCATION OPPORTUNITIES

The Indian Gaming Tradeshow & Convention delivers a comprehensive education program covering topics for every job role. The Indian Gaming Association is committed to providing relevant, informative and valuable conference sessions covering the business of gaming to new emerging topics like sports betting, esports, cashless payments and more.

### NEW THIS YEAR:

We have partnered with iGaming Business and are excited to introduce the DigitalPlay Summit, featuring conference sessions focused on iGaming and sports betting, taking place on a new dedicated stage on the show floor.



#### TITLE SPONSOR: \$20,000

- ▶ Logo on all conference signage and website. Opportunity to distribute literature every session.

#### DIGITALPLAY SUMMIT MAIN STAGE: \$15,000

- ▶ On-stage branding will be complemented by inclusion in marketing materials featuring the stage including the website, emails and social media
- ▶ Opportunity to be a panelist on session related to you or your company's expertise
- ▶ Featured as a sponsor on the website

#### TRACK SPONSOR: \$12,500\*\*

- ▶ Logo on signage and websites relating to specific education track. Opportunity to distribute literature in every session in track.

#### SESSION SPONSOR: \$5,000\*\*

- ▶ Logo on signage and website for individual session. Opportunity to distribute literature in single session.

#### MOBILE APP ADD ON: \$1,000

- ▶ Name and logo will appear on the event agenda of the sponsored session and link to sponsor's profile. Limit one sponsor per session.

#### EXHIBITOR SPONSORED CONTENT: \$3,000

- ▶ 30 minute speaking opportunity on the Tribal Leaders Lounge located on the show floor

*\*\*These sponsorship opportunities are available for both the Indian Gaming Tradeshow & Convention and the DigitalPlay Summit*



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# BRANDING *OPPORTUNITIES* - DIGITAL

## WEB BANNER: \$5,000

The website is where buyers are going to plan their trip, find new products, view the exhibitor list and more. Website banners are extended site-wide.

## PRE-SHOW SPONSORED EMAIL - \$3,000 (LIMITED TO 5)

Connect with our pre-registered attendee list – you create the content and we deploy the email with your message. A great opportunity to showcase new products and services or booth highlights.

## MOBILE APP

Sponsor the opportunity that places the entire event at attendees' fingertips! The app lets attendees view the exhibitor list, sort the agenda and build their own itinerary.

### TITLE SPONSOR: \$20,000

- ▶ Large logo on the opening splash page of app
- ▶ Rotating web banner throughout app

### SUPPORTING SPONSOR: \$10,000

- ▶ Supporting sponsor level logo on opening splash page of app
- ▶ Rotating web banner throughout app

### ROTATING WEB BANNER: \$2,000

- ▶ Rotating web banner throughout app. Rotates every 30 seconds.

### TOP OF LISTING & FLOORPLAN FEATURED LISTING - \$2,000

- ▶ Sponsor name appears in bold, with a diamond icon at the top of the Exhibitor List within the floorplan.
- ▶ Sponsor profiles will appear at the top of the Exhibitor List and within search of Exhibitor List. Listed alphabetically.
- ▶ Limit 5 sponsors.

### PUSH NOTIFICATION

- Pop up notification that is shown to all app users with your personal message
- ▶ Individual: \$1,500
  - ▶ Set of 3: \$2,500

### FEATURED LABEL - \$1,500

- ▶ Adds a "Featured" tag next to Sponsor's name in the exhibitor list and their profile.

## TRADESHOW PARTNER LOGO PROGRAM: \$10,000 (LIMIT 5)

Massive exposure with thousands of impressions through print, email & web.

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# BRANDING *OPPORTUNITIES* - AT SHOW

## **AISLE SIGNS (EXCLUSIVE): \$20,000**

Sponsor logo featured on the aisle signs. A prime navigational tool for attendees.

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## **BAG INSERT: \$3,000**

Have your literature included in the show bags that are handed out to buyers near registration. (limited to 15 participants).

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## **BADGE LOGO: \$5,000**

Highlight your company logo and booth number on all attendee badges.

---

## **BANNERS/COLUMN WRAPS: CALL FOR PRICING AND AVAILABILITY**

Stop buyers in their tracks with high visibility banners/column wraps.

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## **BATHROOM SPONSORSHIP (EXCLUSIVE): \$7,500**

Promotional signage place above urinals and on the doors of stalls in every bathroom on the show floor.

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## **CUSTOM CARPET DECALS: \$10,000**

This highly visible opportunity will lead buyers right to your booth.



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# BRANDING *OPPORTUNITIES* - AT SHOW

## **DOOR AND WINDOW DECALS (EXCLUSIVE): \$10,000**

Your company logo or graphics on decals doors/windows in show lobby.  
*\*Production and/or labor not included*

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## **DOUBLE SIDED 3' X 8' FREE-STANDING SIGNS: \$3,000**

Signs are placed in high traffic areas and include production.

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## **ESCALATOR RUNNER (EXCLUSIVE): \$7,500**

Have your branding on the center of the escalators.  
*\*Production and/or labor not included*

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## **ENTRANCE UNIT SPONSOR (LIMITED TO 2): \$10,000**

Graphic on all entrance units entering exhibit hall.

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## **ROVING SHOW FLOOR HANDOUT: \$10,000**

Literature/promo item distributed by company representative in common areas on show floor.



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# BRANDING *OPPORTUNITIES* - AT SHOW

## HOTEL KEY CARDS \$15,000 (2 AVAILABLE)

▶ Your company logo on hotel keycards and/or keycard envelopes at specific host hotels.

### Includes Coral level sponsor benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

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## INFORMATION COUNTERS (EXCLUSIVE): \$5,000

Sponsor logo and literature at all info counters in lobby and on the show floor.

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## LANYARDS (EXCLUSIVE): \$25,000

Your company logo will appear on all lanyards given to attendees.

---

## LOBBY/OUTDOOR DISPLAY: \$10,000 OR CALL FOR PRICING

Stand out with a display in a high traffic area of the lobby. Subject to Fire Marshall approval.

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## REGISTRATION HANDOUT (EXCLUSIVE): \$7,500

Literature/promo item distributed by company representative.



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# BRANDING OPPORTUNITIES - AT SHOW

## REGISTRATION SPONSOR: \$20,000 (4 AVAILABLE)

- ▶ Your company logo on prominent display at the registration area

### Includes Coral level sponsorship benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

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## SHOW BAGS: \$7,500 (5 AVAILABLE)

- ▶ Your company logo on attendee show bags.

### Includes Opal level sponsorship benefits:

- ▶ Logo and link on the event website
- ▶ Name recognition as a premier sponsor throughout the conference and trade show

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## MEETING ROOMS

Reserve a private meeting room for one-on-one meetings.

### MEETING ROOMS ON SHOW FLOOR

- ▶ Exhibitor: \$5,000 for 2 days
- ▶ Non-Exhibitor: \$10,000 for 2 days

### MEETING ROOMS OFF SHOW FLOOR

- ▶ Exhibitor: \$3,000 per day, \$5000 for 2 days
- ▶ Non-Exhibitors: \$7,500 per day, \$10,000 for 2 days

\*\*we do not sell by hour. Full days only



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# INSERTION ORDER

## NETWORKING FOCUSED SPONSORSHIPS

- CHAIRMAN'S WELCOME RECEPTION
  - TITLE SPONSOR – \$25,000 (5 AVAILABLE)
  - BAG SPONSOR – \$20,000 (EXCLUSIVE)
- CHAIRMAN'S AWARD LUNCHEON
  - SUPPORTING SPONSOR – \$25,000 (5 AVAILABLE)
- COFFEE BAR SPONSOR – \$20,000
- TRIBAL LEADER LOUNGE SPONSOR – \$15,000 (3 AVAILABLE)
- HIGH-PRIZED DRAWINGS: \$15,000 (1 AVAILABLE)
- ANNUAL MEMBERSHIP MEETING SPONSORSHIP: \$15,000 (2 AVAILABLE)
- CULTURAL EVENT SPONSORSHIP: \$15,000 (3 AVAILABLE)

## EDUCATION OPPORTUNITIES

- TITLE SPONSOR: \$20,000
- TRACK SPONSOR: \$12,500
- SESSION SPONSOR: \$5,000
- DIGITALPLAY SUMMIT MAIN STAGE: \$15,000

## BRANDING OPPORTUNITIES – DIGITAL

- WEB BANNER: \$5,000
- PRE-SHOW SPONSORED EMAIL - \$3,000 (LIMITED TO 5)
- MOBILE APP
  - TITLE SPONSOR: \$20,000
  - SUPPORTING SPONSOR: \$10,000
  - ROTATING WEB BANNER: \$2,000
  - PUSH NOTIFICATION – INDIVIDUAL: \$1,500
  - PUSH NOTIFICATION – SET OF 3: \$2,500
  - TOP OF LISTING & FLOORPLAN FEATURED LISTING - \$2,000
  - FEATURED LABEL: \$1,500
  - SESSION SPONSOR ADD-ON: \$1,000
- TRADESHOW PARTNER LOGO PROGRAM: \$10,000 (LIMIT 5)

## BRANDING OPPORTUNITIES – AT SHOW

- AISLE SIGNS (EXCLUSIVE): \$20,000
- BAG INSERT: \$3000
- BADGE LOGO: \$5,000
- BANNERS/COLUMN WRAPS: CALL FOR PRICING AND AVAILABILITY
- BATHROOM SPONSORSHIP (EXCLUSIVE): \$7,500
- CUSTOM CARPET DECALS: \$10,000
- DOOR AND WINDOW DECALS (EXCLUSIVE): \$10,000
- DOUBLE SIDED 3' X 8' FREE-STANDING SIGNS: \$3,000
- ESCALATOR RUNNER (EXCLUSIVE): \$7,500
- ENTRANCE UNIT SPONSOR (2 AVAILABLE): \$10,000
- ROVING SHOW FLOOR HANDOUT: \$10,000
- HOTEL KEY CARDS \$15,000 (2 AVAILABLE)
- INFORMATION COUNTERS (EXCLUSIVE): \$5,000
- LANYARDS (EXCLUSIVE): \$25,000
- LOBBY/OUTDOOR DISPLAY: \$7,500 OR CALL FOR PRICING
- REGISTRATION HANDOUT (EXCLUSIVE): \$7,500
- REGISTRATION SPONSOR: \$20,000 (4 AVAILABLE)
- SHOW BAGS: \$7,500 (5 AVAILABLE)
- MEETING ROOMS - EXHIBITOR: \$5,000 FOR 2 DAYS
- MEETING ROOMS - NON-EXHIBITOR: \$10,000 FOR 2 DAYS
- MEETING ROOMS OFF SHOW FLOOR - EXHIBITOR: \$3,000 PER DAY, \$5000 FOR 2 DAYS
- MEETING ROOMS OFF SHOW FLOOR - NON-EXHIBITORS: \$7,500 PER DAY, \$10,000 FOR 2 DAYS

**TOTAL:** \_\_\_\_\_

## EMAIL COMPLETED FORM BACK TO ED GALLO AT EDWARD.GALLO@CLARIONEVENTS.COM

Yes I would like to reserve the Advertisement(s) and/or Sponsorship(s) checked above. Please accept this as my insertion order.

Company Name:	Booth #:
Name:	Tel:
Email:	
Authorized Signature:	Date:

\*Sponsorship fee only. Costs of production, materials and labor additional. Costs of catering may apply to some items. Terms: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for the Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with the initial invoice. With an authorized signature the form serves as your official insertion order. All media opportunities are non-cancelable and non-refundable. Management has the right to offer new products or positions throughout the show cycle that may not be listed above. Above prices are valid for current exhibitors.



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