

American Gaming Association Unveils Integrated Resort of the Future at 2017 Global Gaming Expo

Integrated Resort of the Future brings new thinking to world's largest gathering of gaming professionals

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LAS VEGAS, NV – As part of the highly anticipated [2017 Global Gaming Expo](#) (G2E), the [American Gaming Association](#) (AGA) will unveil the Integrated Resort of the Future, a new experiential space dedicated to showcasing and promoting thought leadership across next-generation technologies and services revolutionizing the gaming resort industry. Housed on the tradeshow floor within the Integrated Resort Experience, the Integrated Resort of the Future boasts an all-star lineup of expert speakers across a variety of fields including technology, consumer experience, hospitality, marketing, entertainment, esports and more.

The informative, three-day content lineup will take place Oct. 3-5 and is intended to spark dialogue amongst G2E attendees introducing new concepts for consideration and debate across the spectrum of the industry's many professional disciplines, providing a glimpse into the trends that will dominate gaming resort businesses in the very near future.

“The gaming industry has evolved to encapsulate so much more than just the casino floor,” said **Geoff Freeman, President and CEO of the AGA**. “G2E has long served as the gaming industry's premier marketplace to debut new ideas. The Integrated Resort of the Future takes this one-step further, extending the tradition to account for new ideas and trends that move beyond the gaming floor to include hotel hospitality, food and beverage, leveraging technology to improve marketing efforts and the customer experience, esports, security and more.”

The Integrated Resort of the Future will serve as a platform to prepare attendees for the rapidly growing and evolving casino gaming landscape, hitting on the industry's hottest topics, including resort amenities of the future, the legalization of sports betting, and the evolution of game play as well as the casino floor.

Day one content for the Integrated Resort of the Future is dedicated to technology with topics spanning omnicommerce, virtual currency and the blockchain, and leveraging data and technology to enhance the customer experience. Day two is devoted to next-generation service including disruptive technologies impacting hotels and restaurants, kinetic hotel design, and diversifying revenues across the integrated resort experience including strategies in entertainment and ancillary hospitality services. The final day is focused on emerging gaming

trends including an in-depth overview of opportunities in esports from notable entrepreneurs and academics. A full list of Integrated Resort of the Future speakers and topics may be found [here](#).

G2E attendees seeking to augment their show experience and learn more about the cutting-edge technologies and trends revolutionizing the gaming-resort industry can experience the Integrated Resort of the Future presented by the AGA at Booth #5829 at the Sands Expo Center Oct. 3-5. For more information, visit GlobalGamingExpo.com.

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About Global Gaming Expo

Global Gaming Expo is “the show” in the casino-entertainment industry, showcasing the technologies, services and products of exhibitors while providing an atmosphere to explore, network, do businesses and learn. G2E offers the most comprehensive look at international gaming, hospitality and innovation.

About AGA

The [American Gaming Association](#) is the premier national trade group representing the \$240 billion U.S. casino industry, which supports 1.7 million jobs in 40 states. AGA members include commercial and tribal casino operators, suppliers and other entities affiliated with the gaming industry. It is the mission of the AGA to be the single most effective champion of the industry, relentlessly protecting against harmful and often misinformed public policies, and paving a path for growth, innovation and reinvestment.