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Global Gaming Expo 2016 Attracted 27,000 Gaming Professionals; Seven Percent Increase Over 2015

Conference Highlighted Industry's Rise in Sports Betting, Innovation and Economic Growth

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LAS VEGAS - [Global Gaming Expo 2016](#) (G2E), the world's premier international gaming trade show and conference presented by the American Gaming Association (AGA), attracted nearly 27,000 gaming professionals, an increase of seven percent in attendance over last year. G2E 2016 showcased the evolving innovation in the industry, discussions about legalizing sports betting nationwide and ways to combat illegal gambling.

Highlights from this year's show included:

- Game and product demonstrations from University of Nevada, Las Vegas (UNLV) students and academics in the first-ever Innovation Lab on the expo floor;
- Educational program tracks that explored current and future trends, such as eSports and the 2016 election; and
- Products and technologies from more than 450 exhibitors showcasing table games, slots, iGaming and other non-gaming solutions.

Legalizing Sports Betting

NBA Commissioner Emeritus David J. Stern discussed the benefits of legalizing sports betting and how it will ultimately protect the integrity of sports.

[Click Here](#) to View David Stern Highlight Video

Stern and AGA President and CEO Geoff Freeman discussed the future of sports betting and its impact on major professional sports. Stern touched on the relationship between the gaming industry and major sporting leagues and how they can learn from each other in the future.

Additionally at G2E, Dr. David Forrest and Rick Parry, two leading experts within the U.K. sports betting world, released [*The Key to Sports Integrity in the United States: Legalized, Regulated Sports Betting*](#), a report that details how the United States must adopt an approach similar to that in the United Kingdom to allow legal, regulated sports betting in an open and transparent market.

At the Mobile Sports Betting seminar, AGA's Senior Vice President of Public Affairs Sara Rayme projected that three to five years is a realistic timeline for nationwide legalization.

Unity in the Industry

For the first time, National Indian Gaming Association (NIGA) Chairman Ernest L. Stevens, Jr. and AGA President and CEO Geoff Freeman took the main stage together to address current issues and highlight the unity between the two associations. In a discussion led by Pechanga Editor Victor Rocha, Freeman and Stevens took a joint stance on a majority of issues and proved the industry is stronger together.

[Click Here](#) to View NIGA and AGA Highlight Video

Ernie Stevens Jr, chairman of NIGA, said, "We made a very consequential decision, and we're not uniting for the sake of uniting. We're uniting because it's important to our future."

Combating Illegal Gambling

The National District Attorneys Association also convened during G2E to discuss the prosecution of illegal gambling. The event brought together law enforcement - a significant partner for AGA as it pushes toward changing sports betting law - with other industry stakeholders to discuss ways to combat illegal gambling, which often funds and leads to other illicit crime.

Highlights from the Show Floor

Exhibitors this year brought spectacular innovations and wowed attendees with special appearances. Skill-based games dominated this year, with a virtual reality experience from Gamblit Gaming, Beat Square from Konami, Lucky's Quest from IGT and much more.

Celebrities graced the show floor at multiple booths, promoting new games and developments. Tim McGraw dropped from the ceiling at Aristocrat's booth; Everi brought in Stephen Bogart and Penn and Teller; Vanna White received the key to the city from Las Vegas Mayor Goodman at IGT; and Eugena Washington, Playboy's Playmate of the Year 2016, and actor Larry Thomas, Seinfeld's Soup Nazi, met with fans at Scientific Games. Basketball legend Shaquille O'Neal also made an appearance at Inspired Gaming.

[Click Here](#) to View Celebrity Highlight Video

Whether the conversations were around sports betting, gaming policies or the industry's expanding reach, G2E continues to be an important platform for the industry to share its positive story and economic impact across the country.

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About Global Gaming Expo 2016

[Global Gaming Expo 2016](#), the world's premier event for the casino gaming industry, showcases the latest developments in gaming technology and features keynote addresses by high-profile leaders from within and outside of the gaming industry. In 2015, the annual event debuted the "Integrated Resort Experience at G2E," an innovative effort to deliver a complete "end-to-end" solution to help casinos attract more guests, encourage them to stay and play longer, and increase revenue per visitor. G2E offers the most comprehensive look at the international gaming and hospitality industries to date with days of exclusive gaming product launches, trend forecasting, and cutting-edge discussions.