

SLOT MANGEMENT & MARKETING



Six times a year, **Slot Management & Marketing** brings you the latest trends in slot gaming, technology, operations management and marketing—all in one convenient package. It's also where you can find insightful commentary, exclusive Q&A's with gaming leaders, real-world case studies, success stories and a wealth of information about the latest games and related products.

Each issue will offer features on:

- Slot Management • Slot Marketing • Compelling Case Studies • Social Gaming
- Slot Systems • Operator and Manufacturer Success Stories

In addition, *Slot Management & Marketing* will continue to offer all the new game, technology and operations news and features you've come to expect from the BNP Media Gaming Group.

	NIGA ISSUE			G2E ISSUE		
	JANUARY Ad Close: 12/7/18 Materials Due: 12/10/18	MARCH Ad Close: 2/8/19 Materials Due: 2/11/19	MAY Ad Close: 4/10/19 Materials Due: 4/12/19	JULY Ad Close: 6/13/19 Materials Due: 6/17/19	SEPTEMBER Ad Close: 8/15/19 Materials Due: 8/19/19	NOVEMBER Ad Close: 10/15/19 Materials Due: 10/17/19
COVER STORY	Game Development Studios Down Under	The Benefits of a Merger	Slots go Mobile	Signs of the Times	World of Slots	Slot Floor of the Future
MANAGEMENT	Slot Floor Design	Training Slot Personnel	Service at the Slot	Managing the Slot Mix	Tournament Strategies	Year in Slots Recap
PLAYER DEVELOPMENT	Leveraging Virtual Players	Appealing to VIPs	Appealing to Ethnicities	Attracting Younger Customers	Loyalty Strategies	Slot Players Club Strategies
MARKETING	Analytics Update • Systems • Software • BI • Player Tracking	Mobile Technology • Systems • Software • BI • Apps	Bonusing Update • Systems • Software • Games • Analytics • BI	In-Game Marketing • Software • Peripherals • Analytics • BI	Tournament Technology • Systems • Games • Promos • Rewards • Cabinets	Marketing Via Peripherals • Kiosks • Printers
GAMES	New Licensed Games • Cabinets • Marketing • Game Design	Poker Machines Update • New Concepts • Cabinets • Hardware • Technology	Skill-Based Slot Games • New Games • Systems • Software • Technology	Reel Games Update • New Formats • Hardware • Cabinets	Server-Based Gaming Update • New Games • Cabinets • System • Software	G2E New Slot Roundup • New Game • Systems • Cabinets
BONUS DISTRIBUTION	ICE VOX/ICE RAVING INDIAN GAMING MARKETING CONFERENCE WESTERN INDIAN GAMING CONFERENCE	NIGA	JUEGOS MIAMI EAST COAST GAMING CONGRESS	CASINO MARKETING & TECHNOLOGY CONFERENCE OIGA	G2E	TABLE GAMES CONFERENCE
VALUE ADD	ICE EXHIBITOR PRODUCT PROFILE	NIGA ADVERTORIALS	Buy a 1/2 page or larger, receive a 2nd one FREE	VIDEO or WHITE PAPER ONLINE	CORPORATE PROFILE	PRODUCT eBLAST



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