



AMERICAN GAMING ASSOCIATION

MEMBER BENEFITS

The American Gaming Association (AGA) 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.

AGA MEMBER BENEFITS

The American Gaming Association is the national trade association representing the interests of casino operators, gaming equipment manufacturers and related segments of the industry. AGA's mission is to act as the single most effective advocate for gaming.

AGA POLICY PRINCIPLES

The guiding policy principles outlined below serve to define and shape our approach to advocating for our members and the industry at large:

- ◆ Advocate for public policies that enable the casino gaming industry to reinvest in our product, innovate and meet the changing demands of our customers;
- ◆ Promote the value of the regulated casino gaming industry in the United States and share the casino industry's story as an innovative, economic driving force in communities across the country; and
- ◆ Vigorously oppose illegal and/or unregulated gaming activities; defend the industry against policies that impede growth and bring facts to tired debates about the value and impact of casinos.



FEDERAL AFFAIRS AND PUBLIC POLICY

As the premier gaming trade association with decades of senior experience on Capitol Hill and in Washington, members will benefit from a strong federal presence through direct engagement with bipartisan Congressional champions, policymakers, opinion leaders and key influencers.

As a member of the AGA, join with other industry leaders on the following committees and working groups:

- ◆ Policy Committee: Develops and discusses recommended positions on key gaming issues.
- ◆ Legal & Regulatory Committee: Gathers legal and compliance executives across gaming to discuss legal, operational and regulatory challenges and provide guidance to the BSA and Regulatory Reform Working Groups.
- ◆ Bank Secrecy Act Working Group: Works with the Financial Crimes Enforcement Network (FinCEN) to educate regulators about the industry's culture of compliance and addresses emerging challenges.
- ◆ Tax and Financial Policy Working Group: Promotes sound, fair tax policy that protects gaming's investments in communities around the country.
- ◆ Regulatory Reform Working Group: Drives a more streamlined, modernized approach to gaming regulation.
- ◆ AGA also convenes our members to share expertise and collaborate on issues that require immediate focus:
 - IRS Task Force: Comprised of tax, floor operations and finance experts to research, analyze and advise AGA on IRS/Treasury regulatory proposals.
 - Sports Betting Task Force: Brings board-company executives together to research, analyze and provide recommendations on sports betting positioning for the Association.
 - Off-Reservation Gaming Task Force: Helps to modernize industry recommendations on off-reservation tribal gaming.
 - Japan Task Force: Highlights the modern, regulated approach to casino gaming here in the United States with a focus on educating the Japanese diet and other key stakeholders.



PUBLIC AFFAIRS

No organization is more focused on promoting the gaming industry. Our public affairs team believes playing defense is not enough – we must be proactive in telling our story using fact-based arguments and the latest social and digital platforms. Whether it’s on Capitol Hill, in the media or in the states, we will be the central clearinghouse for economic trends, gaming industry data and public-opinion research.



GAMING RESEARCH

Access to cutting-edge industry research and insider reports that dispel stereotypes and demonstrate gaming’s broad economic value are critical to the long-term success of our industry. We must have the ability to counter our critics’ claims in a consistent and timely fashion in order to grow, reinvest and innovate.

BENEFITS INCLUDE:

- ◆ Access to a dedicated research team with decades of gaming industry experience.
- ◆ Comprehensive comparative research that highlights the state of the industry through a commissioned annual report.
- ◆ Sound, fact-based reports that convey the many dynamic facets of the industry, including: careers and job growth, direct and indirect economic contributions and impacts in local communities.
- ◆ Easy access fact sheets and toolkits that enable companies to advance and defend business interests.
- ◆ Access to consumer research designed to assist AGA members in making more informed, data-driven business decisions.



ALLY DEVELOPMENT AND MOBILIZATION

As AGA continues to plant seeds for long-term regulatory reform, build Congressional champions, and utilize key channels and platforms to change the perception of gaming, external partnerships with key stakeholders, such as Attorney Generals, Mayors and Chiefs of Police, are critical and members will benefit from these unique and valuable relationships.

BENEFITS INCLUDE:

- ◆ Participation in Commercial Facilities Information Sharing Analysis Center (ISAC) to help manage risk and support the security of U.S. gaming facilities.
- ◆ Access to credible third-party gaming validators, experts and researchers.
- ◆ Participation on AGA’s security and surveillance working group that works in conjunction with national law enforcement and safety organizations.
- ◆ Ability to participate in multiple events and meetings with other associations representing stakeholders of the gaming industry.
- ◆ Access to high-level former law enforcement officials who help advise AGA on initiatives to thwart illegal gambling.



COMMUNICATIONS

As the focal point for all strategic communications, message development and aggressive promotion of the industry, the AGA will actively work with members to ensure they have access to all key content and programs, including the industry-wide “Get to Know Gaming” campaign to help educate the public and dispel myths about the gaming industry.

- ◆ Campaign-style communication materials available in cutting-edge platforms that are easy to share, including affiliation with the AGA through LinkedIn, Facebook and Twitter.
- ◆ Creation of regulatory database where members can access prominent gaming laws and rules in each of the 24 states where commercial casinos operate.
- ◆ Discounted responsible gaming education materials and collateral for dissemination.



PROGRAMS, EDUCATION, NETWORKING AND INDUSTRY RELATIONS

AGA will connect gaming executives around the globe to develop the industry's next generation of innovators, thinkers and leaders. Supporting gaming's stakeholders through meetings and events will enable companies to perform better. Through CEO roundtables and the AGA's executive and innovation committees, the association will pave the way to removing barriers and creating opportunities to achieve for the industry what individual members cannot do alone.



GATHERING INDUSTRY LEADERS

- ◆ The AGA Board of Directors will convene twice a year and bring together executives from across the gaming industry to discuss industry trends, challenges and opportunities.
- ◆ Ability to participate in the CEO Roundtable delivering in-depth discussions on the future of the gaming industry and high-level networking.
- ◆ Participation on Industry Initiatives Committee which is comprised of a diverse group of gaming professionals from communications, marketing, research & development, public relations, operations and others as determined by AGA Board representatives to discuss the programming educational and event portfolios for the AGA.



FACILITATING BUSINESS

Global Gaming Expo (G2E): The premier gaming industry annual event attracts top leaders, talent and companies from around the globe. For AGA members, this is a must attend event where membership truly has privileges.

- ◆ Exclusive access to prime booth locations at G2E and G2E Asia.
- ◆ Exhibition discounts and significant priority point allocation.
- ◆ Ability to participate in and shape the direction of G2E's platform through participation on G2E's Program Committee.
- ◆ Elevated communications and PR opportunities, including opportunities to launch new products to media.



DIVERSITY

- ◆ AGA builds, maintains and facilitates third-party alliances with national diversity organizations in order to facilitate partnerships with AGA member companies.
- ◆ Corporate Social Responsibility (CSR) Committee gathers human resources, communications and CSR professionals to focus on key areas including diversity and inclusion, corporate philanthropy and community investment, environmental sustainability, and responsible gaming.
- ◆ Facilitator of premier networking opportunities for women in the gaming industry, Global Gaming Women (GGW), which seeks to connect women gaming professionals around the world through events and mentoring programs, including hosting events and providing scholarships to industry events.