

FOR AGA MEMBERS

Marketing Professionals

This exclusive AGA member-only guide is for those looking to explore casino marketing at G2E 2024. Check out education sessions, on-site activations and networking opportunities, and exhibitor recommendations curated specifically for you.



Experience

Check out on-site activations and networking opportunities to make meaningful connections, find business partners, and connect with experts ready to take your business to the next level.

AGA Member Lounge

Member companies have access to the AGA Member Lounge, a dedicated space outside the Expo Hall for members to connect and hold private meetings in a quiet environment.

[EXPLORE HERE](#)

The AGA Commons

Back again this year, The AGA Commons showcases this year's Gaming Hall of Fame inductees and visualizes the latest AGA research about gaming's positive economic impact.

[EXPLORE HERE](#)

The Lab

As the launching pad for emerging trends for the entire gaming ecosystem. The Lab serves as a hub for thought leadership and networking opportunities that explore the future of gaming.

[EXPLORE HERE](#)

Learn

G2E's education program is curated by the industry for the industry, providing actionable insights into today's trends and challenges. Expand your knowledge with these curated sessions for marketing professionals.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<p>9:00 AM–9:50 AM Future proofing Casinos: Brand Relevance, Digital Marketing, and Influencer Strategies</p>	<p>8:30 AM–10:00 AM Tuesday Keynote</p>	<p>8:30 AM–10:00 AM Wednesday Keynote</p>	<p>8:30 AM–10:00 AM G2E WORKSHOP* Customer Journey Mapping for Casino Marketing</p>
<p>10:10 AM–11:00 AM The Power of IP: Extending Player Loyalty to Digital</p>	<p>10:30 AM–11:00 AM The Power of Predicting Guest Behavior</p>	<p>10:30 AM–11:00 AM Visionary Leadership: CEO's Transformative Strategies for Cross-Platform Success</p>	
<p>11:20 AM–12:10 PM Unlocking Omnichannel Excellence: BetMGM's Strategy in Game Creation and Customer Retention</p>	<p>11:40 AM–12:30 PM The Art & Science of Storytelling for Gaming Professionals</p>	<p>11:40 AM–12:30 PM Cashless Casino Driving Growth and Player Loyalty: Graton Casino's Success Story</p>	
<p>1:30 PM–2:20 PM Explore the AGA Lobby</p>	<p>2:00 PM–4:00 PM Explore the Expo Hall</p>	<p>2:00 PM–2:50 PM Placemaking, AI, and Creating Entertainment Experiences in Gaming Properties</p>	
<p>2:40 PM–3:30 PM Women in AI: Pioneering the Next Generation of Casino Tech</p>		<p>3:10 PM–4:00 PM The Role of Disruption and Innovation in Gaming</p>	

*G2E Workshops require separate fee to participate.

Discover

Visit the Expo Hall and discover the latest technologies and innovations.

[VIEW MAP >](#)

[VIEW ALL EXHIBITORS >](#)