

FOR AGA MEMBERS

Marketing Professionals

This exclusive AGA member-only guide is for those looking to explore casino marketing at G2E 2025. 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.

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.

G2E Dealer Championship

This exciting new addition will bring together the finest casino dealers from the U.S. to compete for the coveted title of best dealer.

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
9:00 AM-9:50 AM Strategic Approaches to Omnichannel Game Launches	9:00 AM-10:00 AM Tuesday Keynote	9:00 AM-10:00 AM Wednesday Keynote
10:10 AM-11:00 AM AI on Casino Floors: How New Tools Help Casinos Maximize Marketing ROI and Unlock Revenue	10:30 AM-11:00 AM Building Brand Value Through Responsible Gaming Education	10:30 AM-11:00 AM The Evolution of Loyalty Programs: Beyond Comps and Points
11:20 AM-12:10 PM The Loyalty Equation: Emotional Drivers, Operational Delivery, and Brand that Sticks	11:40 AM-12:30 PM Omnichannel iGaming Strategies for Enhanced Player Engagement	11:40 AM-12:30 PM Engaging a Younger Demographic Through Digital Content
1:30 PM-2:20 PM Strengthening Brand Identity in Expanding Regional Gaming Markets	2:00 PM-4:00 PM The Future is Social: Amenities That Attract Tomorrow's Players	2:00 PM-2:50 PM AI and the Future of Betting: Personalization, Engagement, and the Next-Gen Fan Experience
2:40 PM-3:30 PM Explore the AGA Commons	3:10 PM-4:00 PM Rethinking Engagement: Data-Driven Casino Communications	3:10 PM-4:00 PM Explore the Expo Hall

Discover

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

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