

OUR APPROACH TO G2E

Each package is built across the full marketing funnel – from awareness to the booked booth meeting.



Option 1
\$7,250 net

G2E Pre-Show Primer

Get on the radar and open conversations before the floor does.

Option 2
\$11,800 net

G2E Show Presence

Full-funnel presence - print, email, web and editorial.

The Package

Two bundles drawn from the GGB 2026 rate card, offered at a single package price.

Awareness





Reach the market in the weeks before the show.





Consideration

Give buyers something to engage with.

Conversion

Turn interest into booked booth meetings.

-  **P3 - Full Page**
The official G2E annual, mailed to subscribers in time for the show
-  **GGB.com Leaderboard**
728x90 banner on ggbmagazine.com – one month
-  **GGB Weekly Banner**
Newsletter banner, slot 3-5 – one month
-  **Showcase Email**
A dedicated email to GGB's 13.5k engaged subscribers

-  **P3 - Full Page**
The official G2E annual, mailed to subscribers in time for the show
-  **GGB October - Full Page**
The post-show Global Games issue
-  **GGB.com Leaderboard**
728x90 banner, spot 2-5 – two months
-  **Showcase Email, Feature and video support**
A dedicated email to GGB's 13.5k engaged subscribers

 **GGB Ones to Watch** (Included in both packages)

Our six-week editorial countdown on LinkedIn ranking the studios, payments names and debutants worth meeting at G2E. It places your brand inside trusted GGB editorial in the exact weeks buyers decide who to see - with a direct line to your booth.



GGB Ones to Watch

A six-week editorial countdown across the GGB LinkedIn page, X and promoted on newsletters – curated and ranked by the GGB editorial team. Each week we name the brands buyers should put on their G2E route, with a direct line to your booth and meeting CTA.



WEEK 1

5 Slot Studios to Watch

DELIVERABLES

- Social graphic with company logos on paid & organic
- Video with company logos & commentary
- Email showcase

WEEK 2

5 Payments & Fintech Names

DELIVERABLES

- Social graphic with company logos on paid & organic
- Video with company logos & commentary
- Email showcase

WEEK 3

5 New Companies / Debutants

DELIVERABLES

- Social graphic with company logos on paid & organic
- Video with company logos & commentary
- Email showcase

WEEK 4

5 Floor Innovations

DELIVERABLES

- Social graphic with company logos on paid & organic
- Video with company logos & commentary
- Email showcase

WEEK 5

The G2E Hot List + meetings

DELIVERABLES

- Social graphic with company logos on paid & organic
- Video with company logos & commentary
- Bespoke email

All commercial content ideas undergo a thorough validation process to ensure maximum impact.

TERRI BRADY

Director of Sales US

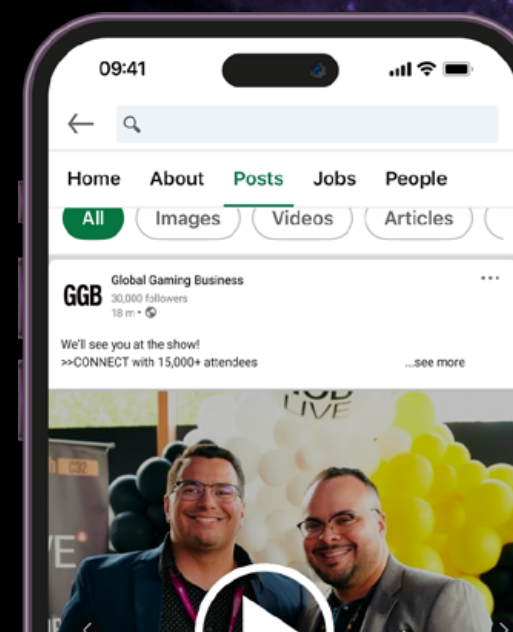
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WHAT WE NEED FROM YOU

Please provide us with your company logo in png or jpg format AND your stand number.



ABOVE AND BEYOND G2E'S OWN

G2E publishes an A-Z exhibitor directory; we publish a verdict. We can always change the names if we don't sell the quota.

Each exhibitor will have their video promoted on LinkedIn both organically and paid through a grouped promotion and showcased on our newsletter.