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FROM THE PUBLISHER

This month, we are pleased to present a preview of the game technology companies' latest products and innovations set to be unveiled at this year's Global Gaming Expo (G2E) in Las Vegas. This editorial feature provides a great roadmap of the strategic priorities of each company, and the end results of the hard work and extraordinary talent of so many game designers and technologists working in the industry today. We will follow up this feature next month by spotlighting companies providing exceptional products and services to the industry. For those attending the show, both of these editorial features provide excellent overviews to help make a gameplan for the booths you want to visit to hit the ground running in Las Vegas.

If you have not yet registered to attend G2E 2019 and would like to do so, a link to register is at the bottom of this page. In addition to a bonus distribution of September and October issues at G2E, Editor Rob Burke will be moderating a panel titled, *Case Study: The Hidden Value of Secondary Play on the Casino Floor*. The discussion will revolve around enticing players to generate additional revenues outside of the game or amenity that initially brought them to a property. Their increased spend means increased revenues. Service, data, and maximization are the key to extracting the true value of a patrons visit. Be sure and check this panel out for what will certainly be an informative discussion.

NIGA will hold their 2019 Mid-Year Conference & Expo September 17-19, 2019 at Mohegan Sun in Uncasville, CT. The conference will feature education sessions with topics including the upcoming 2020 election, sports betting updates, leadership changes at the National Indian Gaming Commission, and more. In this issue, NIGA Chairman Ernie Stevens, Jr. writes on the important fall Congressional strategy in an excellent Speak Out feature.

If you are able to attend this year's G2E, please be sure to stop by our Booth #3811 and say hello!



Steve Burke, Publisher

global gaming expo

PRESENTED BY:
AMERICAN GAMING ASSOCIATION

REGISTER TODAY AT:
G2E2019.COM/INDIAN-GAMING

NIGA Associate Member • G2E Show Publication

September 2019 - Volume 29 • No. 9 ©2019 All rights reserved. *Indian Gaming* magazine is published monthly by ArrowPoint Media, Inc., 1324 N. Liberty Lake Rd., Ste. 254, Liberty Lake, WA 99019. Phone (425) 885-6006, email info@indiangaming.com. Guest editorials or columns do not necessarily reflect the opinion of *Indian Gaming* magazine's executives, advisory board or staff. No part of this issue may be reproduced by any mechanical, photographic or electronic process without written permission by the publisher. Subscription rates (per year): U.S. \$85.00; Canada \$99.00; Overseas \$215.00. All rates are payable in U.S. funds only. **Postmaster** send address changes to: *Indian Gaming Magazine*, 1324 N. Liberty Lake Rd., Ste. 254, Liberty Lake, WA 99019.