



July 2, 2009 – July 5, 2009
Rio All-Suite Hotel and Casino
Las Vegas, NV

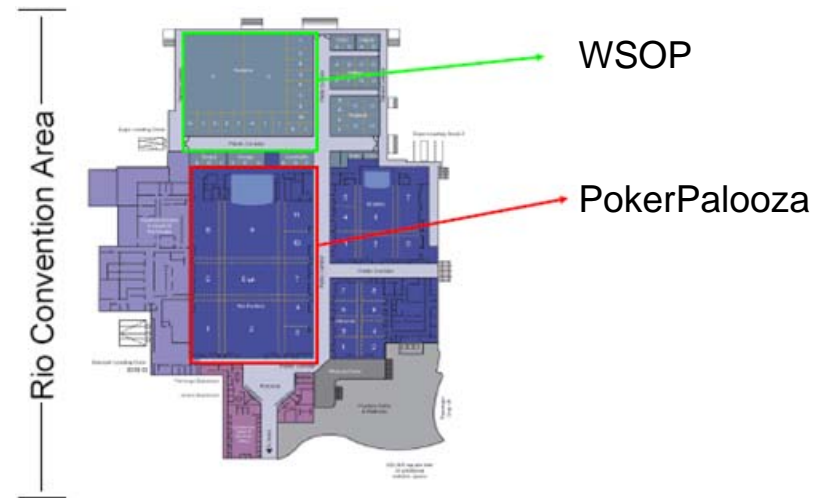
The World's Largest Poker Expo: 2008 GLE ReCap

- 50,000 in attendance during the first four days of WSOP
- 165 booths representing poker retail, gaming, and men's lifestyle products and services
- 55,000 square feet of convention space
- ESPN Radio broadcasted live from within the show
- Poker legends in attendance: Doyle Brunson, Scotty Nguyen, Phil Hellmuth, Daniel Negreanu, and Johnny Chan
- Daily appearances and autograph signings by Mixed Martial Arts superstars, Josh Burkman and Grey Maynard, from the Ultimate Fighter television show



Part of the Largest, Richest Gaming Event in the World!

- Positioned at the entrance to the WSOP
- Nearly 150,000 in total traffic over 47 days
- 59,767 total participants over 55 events
- \$190,644,177 in total prize money
- Main Event participation was 6,844
- 600+ credentialed media members



Attended By Targeted, Attractive Demo

Domestic

Gender	
Male	89%
Female	11%
Age	
21-35	26%
36-44	34%
45-54	22%
55-64	15%
Over 65	3%

Household Income	
Less than \$30K	1.67%
\$30K-\$50K	6.97%
\$50K-\$70K	12.27%
\$75K-\$100K	24.24%
\$100K-\$150K	26.52%
Prefer not to answer	11.67%



Attended By Targeted, Attractive Demo

International – nearly 31% of all Main Event entrants were non-US citizens

Gender	
Male	97%
Female	3%
Age	
21-35	57%
36-44	27%
45-54	13%
55-64	4%
Over 65	1%

Top 5 Countries Represented	
Canada	21.88%
United Kingdom	17.35%
Sweden	9.59%
Germany	7.42%
France	6.37%



2009 GLE: PokerPalooza!

Where?

- Rio All-Suite Hotel and Casino Pavilion Convention Area

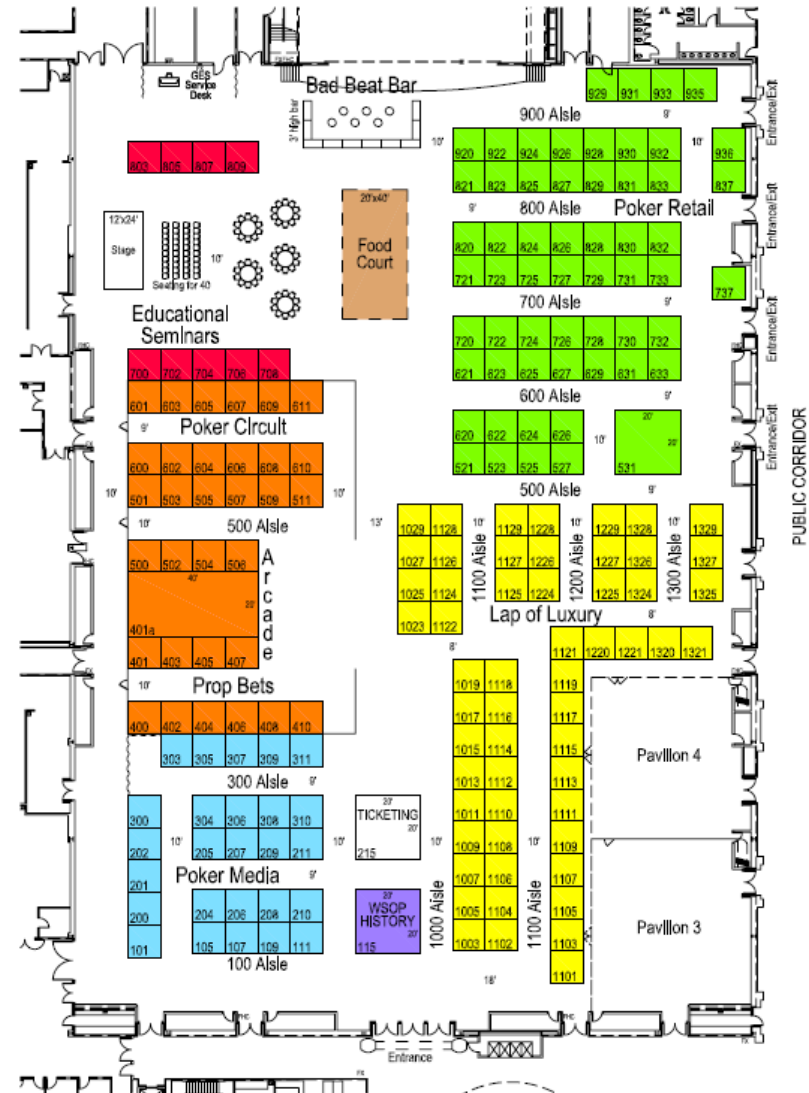
When?

Thursday, July 2 nd	11am – 8:30pm
Friday, July 3 rd	11am – 8:30pm
Saturday, July 4 th	11am – 8:30pm
Sunday, July 5 th	11am – 6pm



GLE Redefined – POKERPALOOZA!

- The redefined PokerPalooza! will provide the same great tradeshow experience while better catering to the World Series of Poker fan by creating interactive zones
- Interactive zones designed to touch all aspects of the poker industry



Interactive Zones

Poker Media

- All poker endemic publications, radio, and television
- News booth to commentate WSOP shows

Poker Education

- How-to Seminars
- Pro Tutorials

“Prop Bets”

- An interactive gambling experience for the poker enthusiast
- Includes different competitions and games to challenge friends and build your bankroll



Interactive Zones

Poker Retail

- WSOP Shop front and center
- All endemic retail: poker products, merchandise, clothing
- Poker/ Gaming artwork

Poker Circuit

- Poker tournament circuit
- Card Rooms
- Poker events

WSOP History

- WSOP Champions photos available for sale
- WSOP Memorabilia
- Old Las Vegas photos



Interactive Zones

“Lap of Luxury”

- The Champions experience, “lifestyles of the rich and famous”
- Affluent, Crème de la Crème
- High end cars, masseuses, jewelry retailers, excess
- Photo op area with prize money

“Bad Beat Bar”

- Bar and daily entertainment
- Presenting sponsorship by restaurant/bar/alcohol distributor

Food/Beverage

- F&B retailers have the opportunity to showcase their products
- Harrah’s restaurants



Contact

For information on reserving a booth at PokerPalooza! or branding opportunities associated with the event, please contact Sharon Wayne at swayne@lvrio.harrahs.com or (702)777-2310

