

2023 G2E MEDIA BADGE TYPES AND QUALIFICATIONS

Editorial Media Badges:

- Editorial media from accredited publications, newspapers, and broadcast media outlets (editor, reporter, blogger, podcaster, photographer, producer, and writer) can register for an editorial media badge.
- Editorial media badge holders receive access to:
 - o Approved G2E education sessions.
 - o The Expo Hall all three (3) days (Tuesday, October 10 – Thursday, October 12).
 - o The G2E Media Lounge.
 - o Entry to all G2E keynotes.

Social Media Influencer Badges:

- Social media influencers from Instagram, TikTok, YouTube and other platforms can register with the new G2E influencer badge. To qualify for this badge you must meet the following criteria:
 - o Social media content creators who produce original content regularly.
 - o Can demonstrate relevant coverage of products within the gaming industry over a period of at least one year.
 - o Have followers on YouTube greater than 5,000 individuals. TikTok, Instagram, and other social platform followings which are commensurate with this number will be reviewed and are subject to media team discretion.
 - o Influencer produces relevant and appropriate content to the casino gaming industry. Demonstrates commitment to promoting vendor products at the show.
 - o Influencer can commit to promotion of exhibitor products NOT promotion of G2E.
- Social media influencer badge holders receive access to:
 - o The Expo Hall all three (3) days (Tuesday, October 10 – Thursday, October 12).
 - o Entry to all G2E keynotes.

Advertising, Marketing, and Sales Representative Badges:

- Advertising media and sales representatives including CEOs, publishers, and custom publishers can register for an advertising, marketing, and sales representative badge.
- Advertising, marketing, and sales representative badge holders receive access to:
 - o The Expo Hall all three (3) days (Tuesday, October 10 – Thursday, October 12).
 - o Entry to all G2E keynotes.

If you are providing or soliciting marketing services/agency work to exhibitors, you do not qualify as media and will not be granted a media badge. You must register as an exhibitor with the company you are representing.

Upon collecting media credentials, members of the media must show two (2) forms of identification including: government issued photo identification and business card with proof of title or masthead with name and title. Freelance writers must have a letter from the publication stating the reason they are covering G2E 2023.

Contact LSG with any questions at g2e@locuststreet.com.

GLOBALGAMINGEXPO.COM