



EDUCATION OCTOBER 6–9, 2025
EXPO HALL OCTOBER 7–9, 2025
THE VENETIAN EXPO, LAS VEGAS

2025

Post-Show Report



Show Overview

G2E's 25th edition welcomed approximately 25,000 industry leaders and professionals from over 120 countries, regions, and territories, underscoring G2E's role as the premier industry event driving innovation, collaboration, and growth across the gaming industry. The show floor featured nearly 400 exhibitors showcasing the latest global gaming technologies, over 100 education sessions and expanded its reimagined iGaming Hub within the iGaming Zone. This year also marked the U.S. debut of the highly successful G2E Dealer Championship, where 34 dealers from around the country competed for the coveted title of "Best Dealer in America."

[Watch our 2025 event recap >](#)

“

Las Vegas is synonymous with gaming, and G2E serves as the central hub for industry professionals from around the world to come together to drive their businesses forward. Each year, we elevate the event to match the evolving landscape of gaming. G2E continues to be the ultimate destination to explore the future of the global gaming industry—all in one place.

— Korbi Carrison, Event Vice President, G2E

”

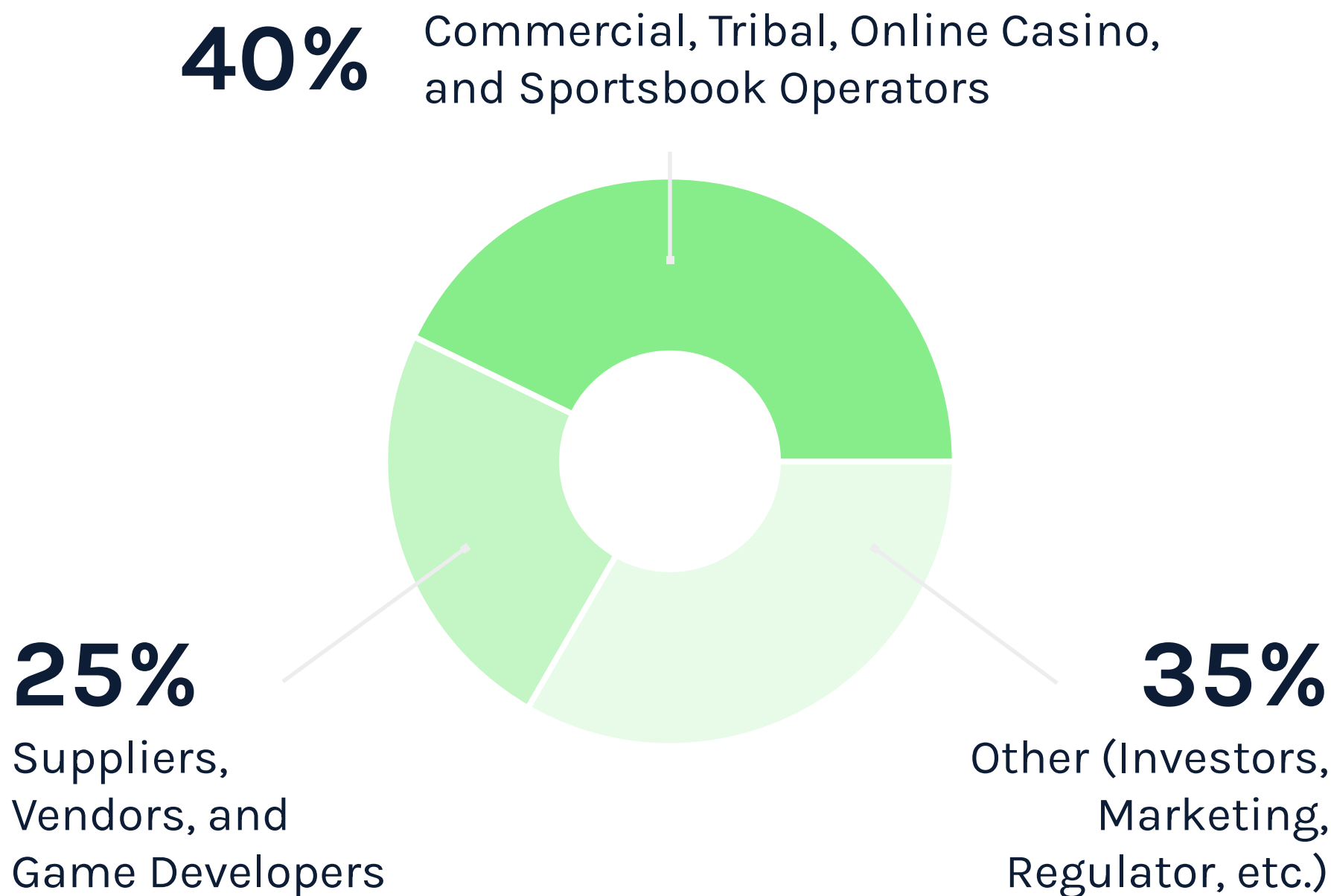


Attendee Demographics

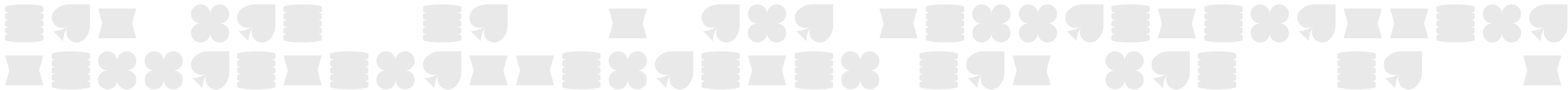
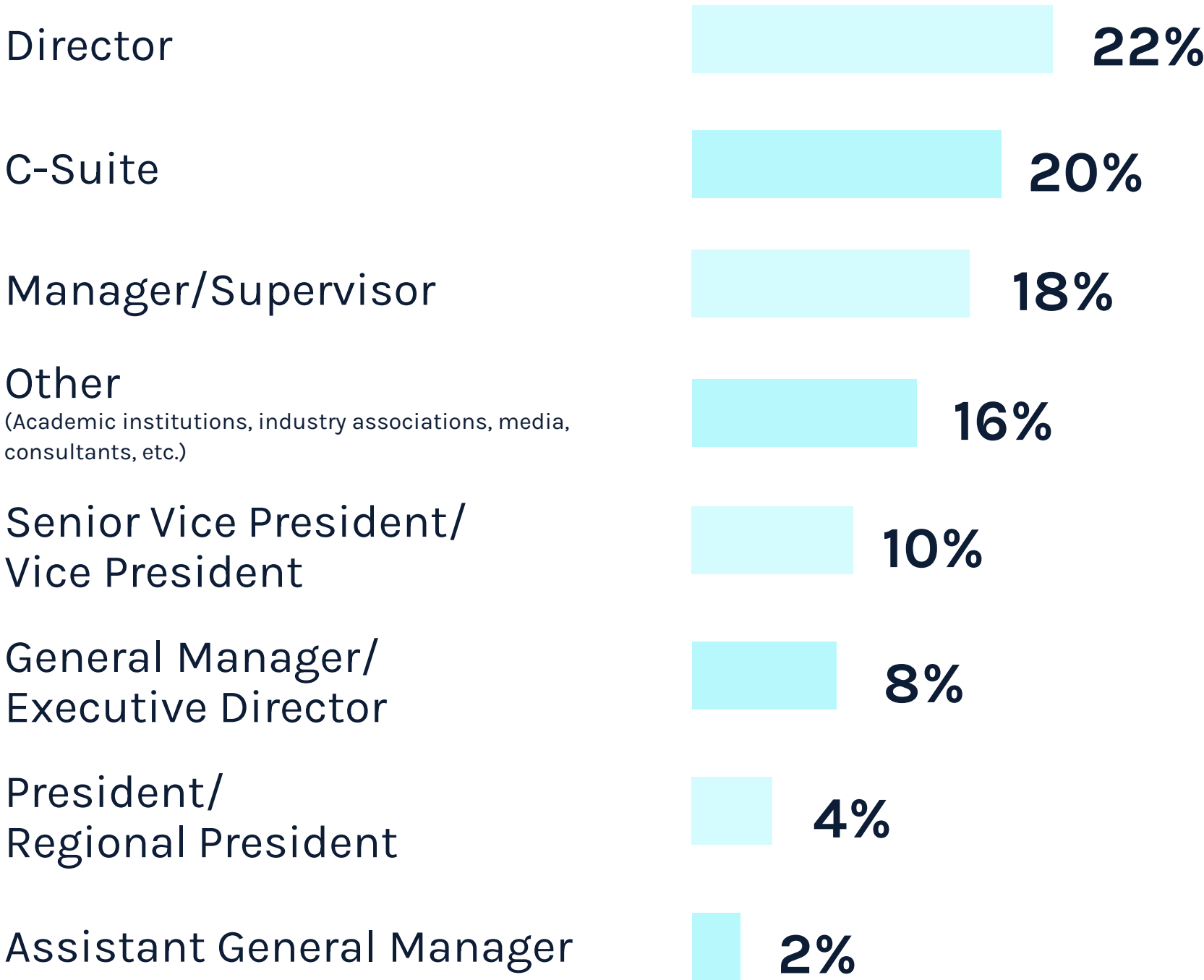


From tribal, commercial, online casino, and sportsbook operators to investors and regulators, G2E convenes the entire global gaming community like no other event.

INDUSTRY AFFILIATION



ATTENDEES BY TITLE



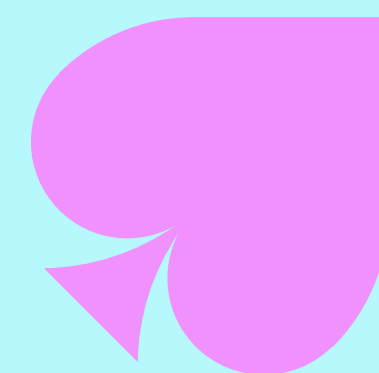
Attendee Demographics



TOP ATTENDEE BUSINESS CATEGORIES

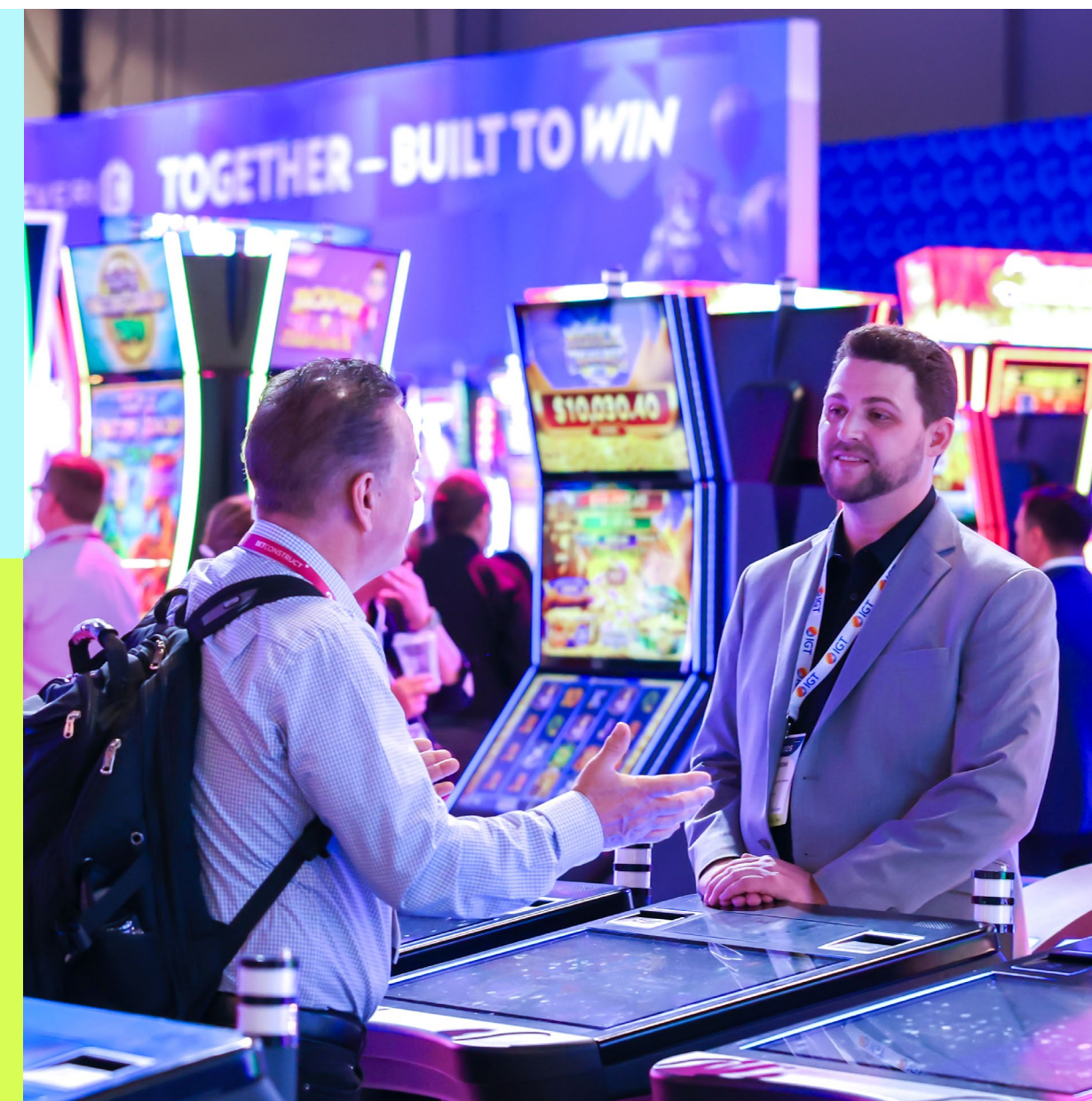


- Casino Operations
- Consulting
- Finance/Payments Modernization
- iGaming
- IT
- Marketing
- Regulator
- Sports Betting



75%

of attendees have purchasing power
or influence decision-making



Attendee Demographics



TOP ATTENDING U.S. STATES



- | | |
|--------------|--------------|
| 1 Nevada | 6 Florida |
| 2 California | 7 Oklahoma |
| 3 New York | 8 Washington |
| 4 Texas | 9 Arizona |
| 5 Illinois | 10 Minnesota |

TOP ATTENDING COUNTRIES, REGIONS, AND TERRITORIES



- | | |
|------------------|---------------|
| 1 Canada | 6 Malta |
| 2 United Kingdom | 7 Puerto Rico |
| 3 Mexico | 8 Japan |
| 4 Australia | 9 Argentina |
| 5 Taiwan | 10 Spain |

THE GLOBAL GAMING INDUSTRY

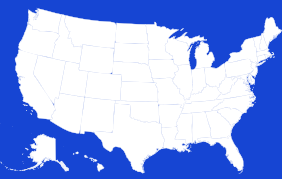
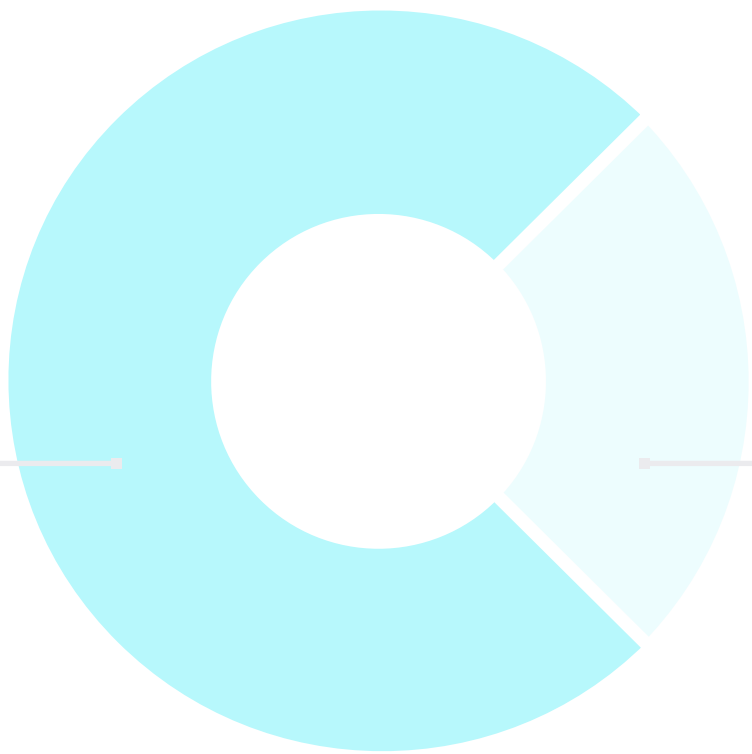


77%

Domestic U.S.

23%

International



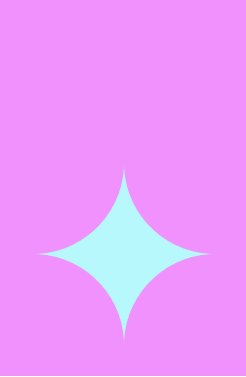
50 U.S. States



120+ Countries, regions, & territories



Press & Media

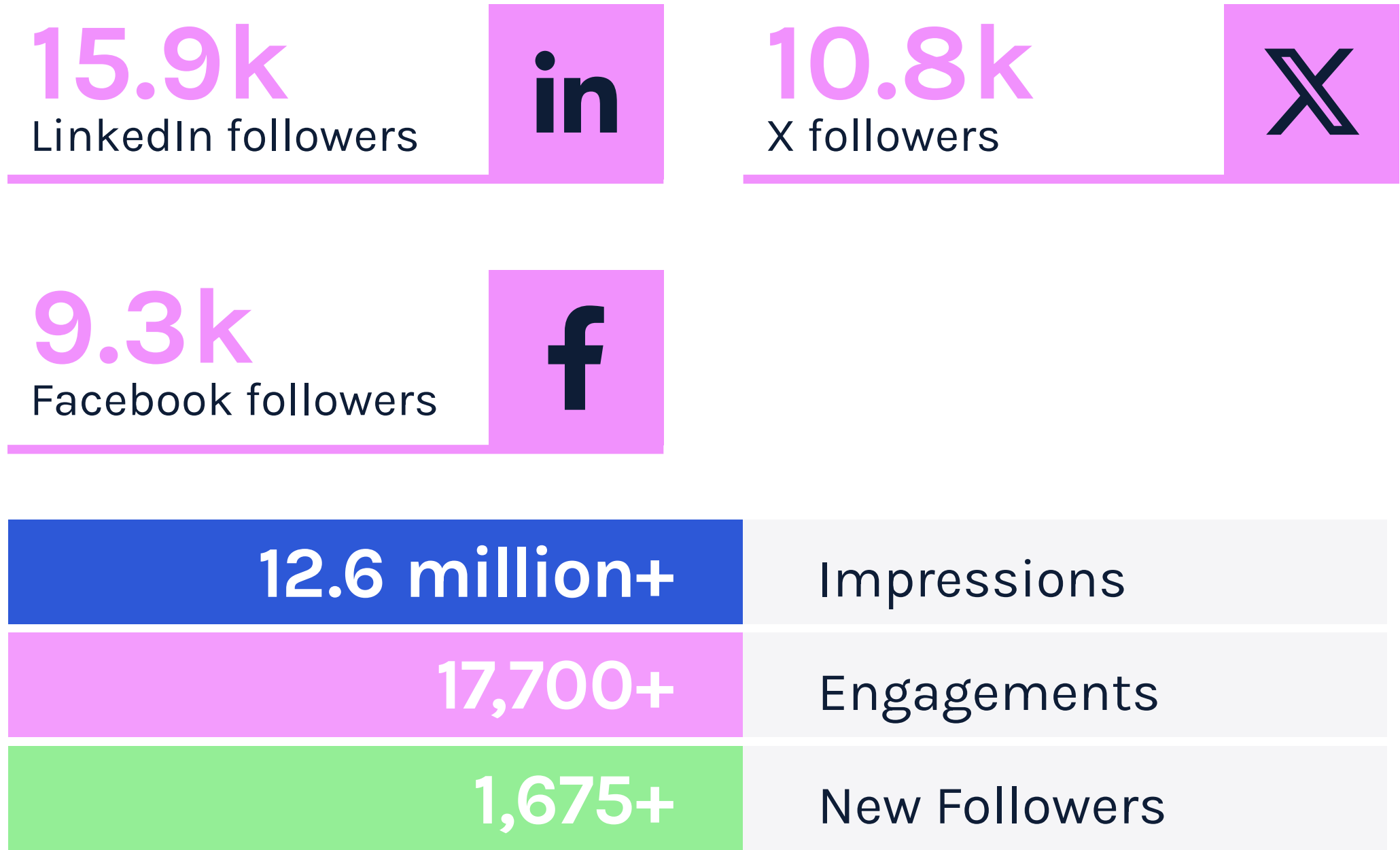


TOP MEDIA OUTLETS

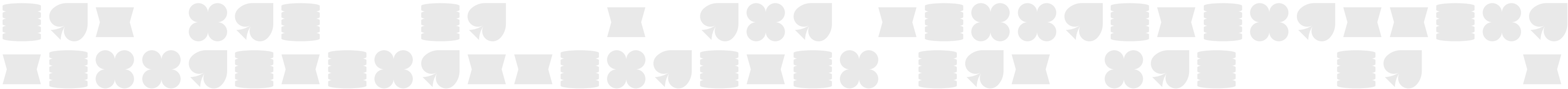
- AP News
- CBS News
- Yahoo Finance, Yahoo Sports
- ESPN
- Business Insider
- Slate
- CDC Gaming
- Las Vegas Weekly
- Las Vegas Sun
- Las Vegas Review-Journal
- Local Broadcast - KVVU-FOX, KSNV-NBC, KLAS-CBS, KSNV-NBC
- The Nevada Independent

G2E had an editorial reach of **10.1 billion** people from editorial and print media.

SOCIAL FOLLOWING



ALL DATA COLLECTED FROM JUNE 2025 – OCTOBER 2025



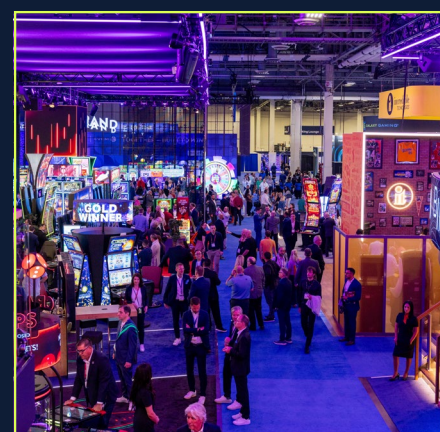
Key Statistics



25,000+
Industry Professionals



100+
Education Sessions



263,000+
Square Feet in Exhibit Space



330+
Speakers

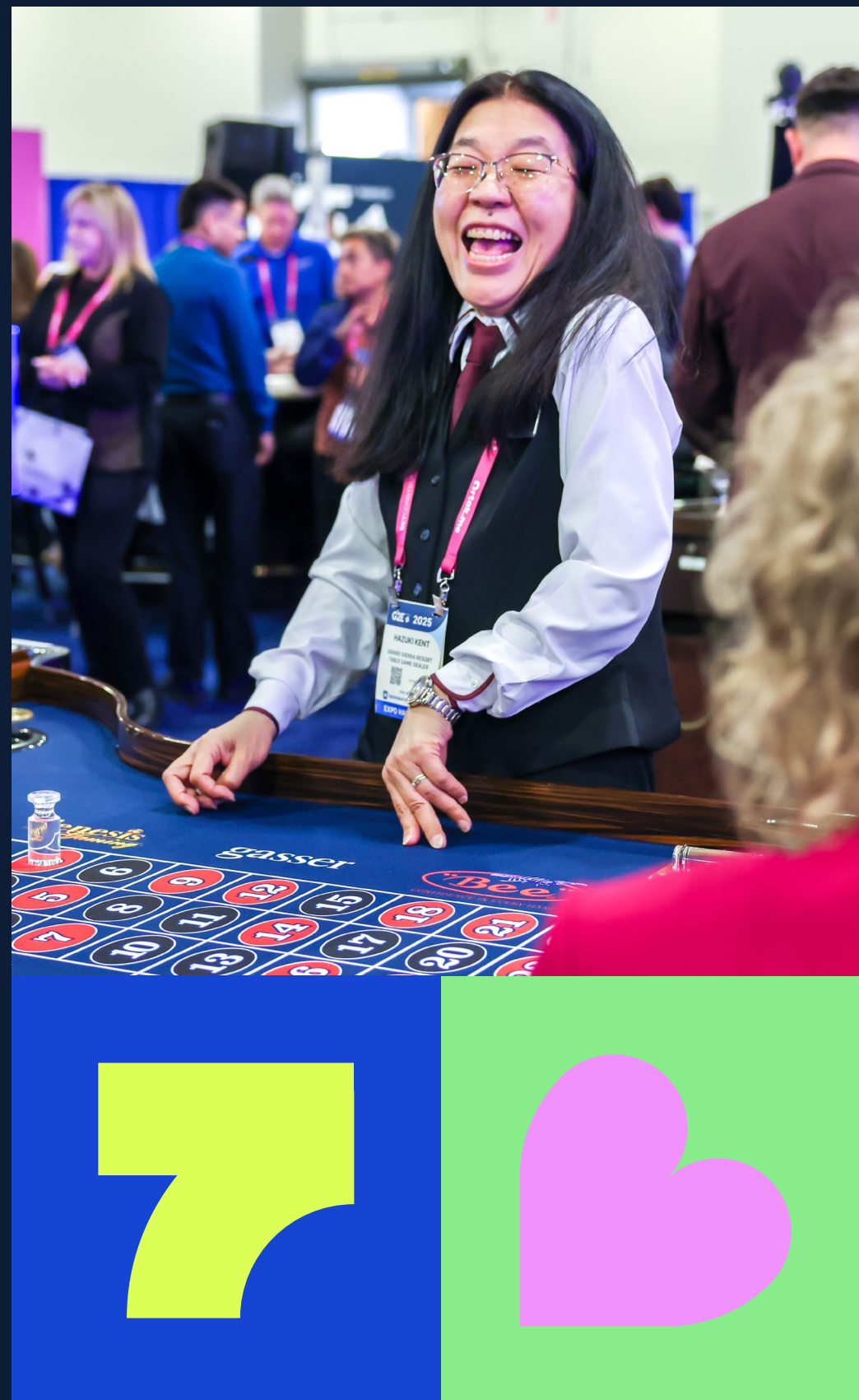


400
Exhibitors



15+
Events & Networking Opportunities





13,055 leads
generated at G2E

37 average leads
per exhibitor

55% of attendees
became leads

“The value that we get from this show is so uncompromised. It’s unbelievable the amount of traffic and the amount of visitors. Every year it gets better – every year there’s more high quality attendees, more excitement, and energy.”

Kathleen McLaughlin
Novomatic

“G2E is the premier gaming show in the world. It’s where all the big players come to display their latest and greatest. It’s where all the best customers come to make sure they’re keeping current with the best available games. We’re very proud to have been here 25 years since the inception in 2001 of G2E. This is the place to be if you want to see the latest and greatest in the gaming space.”

Sean Evans
Ainsworth Game Technology



Show Highlights



G2E™ DEALER CHAMPIONSHIP

TITLE SPONSORS



ADVISORY SPONSOR



SUPPORTING SPONSORS



G2E 2025 marked the U.S. debut of the highly successful G2E Dealer Championship, where 34 dealers from around the country competed for the coveted title of “Best Dealer in America.”



POST-SHOW
REPORT

Show Highlights



G2E'S 25TH ANNIVERSARY

G2E marked its 25th anniversary at this year's event, celebrating a quarter-century of innovation and connection in the gaming industry. The milestone was honored with special activations and experiences that highlighted gaming's evolution and future.



Designed to capture the spirit of Las Vegas, The Strip is where innovation, entertainment, and connection converged. From dynamic showcases and interactive activations to exclusive networking opportunities, The Strip was the centerpiece of G2E.



G2E[™] NETWORKING LOUNGE

Featured networking events crafted to facilitate engagement and connections with the entire G2E community.



G2E[™] iGAMING HUB

Expert-led thought leadership and curated networking came to center stage at the debut of the iGaming Hub - where the future of online gaming came to life.





Save The Date

SEPTEMBER 28 - OCTOBER 1, 2026
THE VENETIAN EXPO, LAS VEGAS

BUILT BY:

