



**The Leading Exhibition for Gaming and Entertainment Industry
Gathers the Leading Experts for Its 5th Anniversary**

BEGE Expo 2012

16-18 October

Inter Expo Center, Sofia, Bulgaria

**BEGE Expo - The Exhibition by which you will enter in the world of
entertainment and games!**

- **For young entrepreneurs** - a meeting point with the experts in the industry and a venue for exchanging experience.
- **For the experts in the gaming industry** - a chance to find new partners and to get in touch with the latest innovations in the gaming industry
- **For the people working in the industry** - an opportunity to set their clock with the competitors in the industry
- **For everyone else** - a chance to get in touch with the latest innovations in the entertainment industry

We have already a number of exhibitors including: Alfastreet, SPILEO International, Abbiati, Casino Technology, EGT, Suzo, CGI, Intergames, Proxima 3, Decart, Wizzy cast, ISU/ SEGA, Rodiz, JPL/ WMS, Microintellect, Innovation BG, Fininvest d.o.o., Future Gaming, Simonas Cards, Quixant, BetConstruct, Sial Gmbh, Investem, ACT, Microgaming.

You can register online here:

<http://www.balkangamingexpo.com/content/registration>

This year's 5th anniversary edition of **BEGE Expo** is an excellent **opportunity to advertise your products effectively** - you can see our marketing options here - <http://www.balkangamingexpo.com/content/marketing-opportunities>

Contact our Marketing Manager at milena@balkangamingexpo.com or +359 28129474

For more information, write to our sales coordinator at

detelina@balkangamingexpo.com , or drop us an email at info@balkangamingexpo.com or call +359 2 8129481; +359 885 880 518.

Official Lobby bar sponsor of BEGE Expo - SBTECH “We Know Sports”

The company is a leading provider of interactive sport betting solutions and services to traditional and regulated markets. The complete offering includes an innovative, dynamic and highly customizable suite of turnkey and fully managed online, mobile and land based solutions which push the frontiers of interactive betting.

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EiG’s conference program features regulatory, business and marketing sessions that will present best practices adopted by the European experts when launching iGaming, entering new markets, defining their lobbying approach and developing new propositions, such as mobile or social gaming. Acknowledging an intensified interest from the USA, organizers have also prepared a program designed specifically for American companies that includes presentations and discussions by the top experts from the Nevada Gaming Control Board, Illinois Lottery, Pechanga Indian Reservation, Spectrum Gaming Group, IGT, Bally and ShuffleMaster. Additionally, a special US iGaming ‘Happy Hour’ networking session has been scheduled, aimed at bringing together organisations from both sides of the Atlantic to network and discuss partnerships.

Details and registrations on the event and the US-focused sessions are available at www.eigexpo.com.

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