



MEDIA RELEASE
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Thousands attend Australasian Gaming Expo 2011

At yesterday's close of the 2011 Australasian Gaming Expo (AGE), hospitality delegates and exhibitors unanimously agreed that the 22nd AGE event has grown from strength to strength. As the premier gaming technology exhibition in Australasia, the very best of the industry attended in force to exhibit their products and network with the nation's leading hospitality executives.

This year, 15,000 square metres of exhibition space hosted 183 exhibitors who displayed the very latest in gaming machines, equipment and hospitality products and services for the hotel, club and casino markets – with exhibitor space was a healthy 8% up on 2010.

Attendance to the exhibition was also energetic with strong visitor numbers from all Australian states as well as visitors from the Asia Pacific region, the Americas and Europe being well represented.

Over 700 new gaming machines were on show, as well as a host of new games, software, gaming systems and a huge range of the latest in hospitality equipment, products and services.

Visitor feedback indicated that the approved products displayed were both innovative and plentiful with the depth and range of products being both diverse and exciting. Given the ongoing challenges for the Australian hospitality industry over the next twelve months, visitors indicated that new product would be a key strategic differentiator for the industry moving forward and that the AGE (and its exhibitors) had more than delivered in partnering with venues to meet this need.

Host organisation GTA's Chief Executive Officer Ross Ferrar commented, "*Executives seeking to access the latest gaming products and innovations were genuinely enthused by the vast range of new products available and approved for the region's hospitality market.*"

It was fabulous to see such strong delegate attendance from the Australian hospitality industry and to see the 22nd annual AGE once again be the cornerstone event for the display of gaming technology to the hospitality market."

In a departure from tradition the 2012 AGE will for the first time be held mid-week. 21-23 August 2012 will see the 23rd Australasian Gaming Exhibition fall on a Tuesday, Wednesday and Thursday, with a new brand and image to match the new days. Mark your calendar now!

The Gaming Technologies Association's full members include [Ainsworth Game Technology](#), [Aristocrat Technologies](#), [Aruze Gaming Australia](#), [Bally Technologies](#), [IGT Australia](#), [Konami Gaming Australia](#), [Shufflemaster Australasia](#) and [WMS Gaming Australia](#).

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