



**CASINO AFFILIATE CONVENTION**  
**www. C A C 2 0 0 4 .com**

**CASINO AFFILIATE CONVENTION**  
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### **CASINO AFFILIATE CONVENTION**

- October 3-4, 2004 – Excalibur Resort & Casino – Las Vegas, Nevada

#### **INCREASING TRAFFIC AND CONVERSION RATES.....**

There Casino Affiliate Convention will focus on marketing and affiliate marketing for internet casinos and sportsbooks.

The Las Vegas 2004 event will focus on global marketing of an online gaming operation. It precedes the Global Gaming Expo, which commences the following day.

Delegates can expect presentations from high caliber professionals that will discuss methods of increasing traffic and increasing conversion rates. Previous speakers include: Nielsen/Netratings, eSpotting, FindWhat.com, Overture, eValiant, Sina, William Hill Casino, Sportsbook.com, BetOnSports, Silverpop, Sage Metrics, Random Logic, Kanoodle, and many others.

Registration costs are low for Gaming Portal Webmasters and affiliates, as their attendance is desired. Gaming operators, affiliate software companies and marketing firms will also be attending this event.

#### **GOALS**

Both events were designed so that casino operators, gaming portal webmasters, affiliate software companies and marketing firms can achieve the following:

- Network.
- Increase and diversify income via webmasters (affiliates).
- Learn new techniques to Increase web traffic.
- Improve Conversion Rates.
- Develop new business ideas.

#### **SEMINARS**

Each morning session will consist of 30 minute presentations. Each presentation will discuss marketing strategies for online gaming and nothing else. Delegates can both network and learn from the convention as well. That's a big plus when considering sponsoring, exhibiting or attending.

## WORKSHOPS

The afternoons will consist of intensive workshops. The workshops are for both affiliates and operators to interact with the presenter and interject traffic and conversion rate related questions in order to achieve better marketing campaigns. Each workshop is scheduled to be 1 ½ hours in length. These workshops have proven to be the most effective part of previous Casino Affiliate Conventions.

## CONCLUSION

The event concludes with a 90 minute panel session of industry experts. All delegates are encouraged to participate. The subjects cover a myriad of issues within the gaming industry, It is designed to debate and understand different points of view so more cohesion can exist between industry executives. We've added 2 kegs of beer to the room to make sure everyone leaves happy!

## REGISTRATION

Registration fees are low to encourage both portal webmasters and all casino affiliate professionals to attend. Space is limited. We have included discounts for those that register. The registration fee schedule is as follows:

All registration fees below are in US Dollars:

<b>Register Before</b>	<b>Las Vegas OCTOBER 3-4</b>
July 31, 2004	\$450
September 30, 2004	\$550
After September 30, 2004	\$625

We have packages of 10 passes for affiliate programs to invite their affiliates. Please e-mail info@cac2004.com with your inquiry.

## LAYOUT / EXHIBITORS

The event has a separate exhibit room, which will contain the booths for exhibitors. There are 25 booths total. Booths are on a first come first serve basis. Each exhibitor is provided with 2 conference passes for their company employees.

In order to attract more affiliates to the event, each exhibitor is also provided with an additional 4 passes for the event AND hotel rooms for 8 room-nights (4 rooms x 2 nights). This has been placed in the exhibitor package so that you can invite your affiliates and not incur additional travel expenses for them.

The standard exhibitor rate at the events are as follows:

Casino Affiliate Convention – LAS VEGAS  
OCTOBER 3-4 Booth Rate: US \$4,600

Sponsorships and additional opportunities for promotion are listed on the following page.

**FEES AND SCHEDULES - LAS VEGAS - OCTOBER 3-4, 2004**  
(All Amounts are in US Dollars)

<p>Las Vegas  Platinum Sponsor <b>\$18,000</b></p>	<p>15 Convention admissions for affiliates (4 for sponsor) 30 Hotel Room Nights (15 rooms x 2 nights – includes Sat night) Signage at Event – seminar room, lunches and registration desk 20 minute speech/presentation at Sunday October 3 luncheon Booth – 20' x 10' Premium Space Full Page ad in Convention binder (first page) Logo on Convention Binder Cover Full page text description of company in Convention brochure Logo on Every page of CAC2004 Las Vegas website Distribution of Promotional Items in Convention Package</p>
<p>Las Vegas  Gold Sponsor <b>\$14,000</b></p>	<p>10 Convention admissions for affiliates (4 for sponsor) 20 Hotel Room Nights (10 rooms x 2 nights – includes Sat night) Signage at Event – seminar room and registration desk Booth 10' x 10' Choice location Full Page ad in Convention binder (second page) Full page text description of company in Convention brochure Logo on Every page of CAC2004 Las Vegas website 10 minute Speech at Monday October 4 luncheon</p>
<p><del>Las Vegas</del>  <del>Silver Sponsor</del> <del><b>\$8,500</b></del>  <b>SOLD</b></p>	<p>6 Convention admissions for affiliates (3 for sponsor) 12 Hotel Room Nights (6 rooms x 2 nights – includes Sat night) Signage at Event – registration desk Booth 10' x 10' Full page ad in Convention binder (third page) Half page text description of company in Convention brochure Logo on Every page of CAC2004 Las Vegas website</p>
<p>Las Vegas  Exhibitor <b>\$4,600</b></p>	<p>4 Convention admissions for affiliates (2 for exhibitor) 8 Hotel Room Nights (4 rooms x 2 nights – includes Sat night) Booth 10' x 10' Text description of company in Convention brochure Logo on Exhibitors/Sponsors page of CAC2004 Amsterdam website</p>
<p>Pay Per Click Sponsor <b>\$2,000</b></p>	<p>Full page ad in Convention binder Full page text description of company in Convention brochure Logo on Every page of CAC2004 Las Vegas website *Sponsor Must be a Pay Per Click Service Provider</p>

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Internet Sponsor <b>\$2,000</b>	-Home page for 3 computers at Internet Station -Allowed to distribute materials on desk or hang sign above Internet Station
Delegate Bag Sponsor <b>\$2,500</b>	Provides bags with company logo which will be used to distribute to all delegates at the event.
Mud-Wrestling Sponsor <b>\$15,000</b>	Sponsor of the CAC2004 Mud-Wrestling Competition taking place Monday, October 4 <sup>th</sup> . Sponsor will also provide a prize for contestant that is not pinned after 4 minutes in ring with 5 women as opponents.
Portal Sponsor <b>\$2,000</b>	Full page ad in Convention binder Full page text description of company in Convention brochure Logo on Every page of CAC2004 Las Vegas website *Sponsor Must be a Gaming Portal
Beer Sponsor <b>\$1,600</b>	Listed as beer sponsor on the website Allowed to provide custom mugs for final session. Allowed to distribute materials in room for final session.
<del>Pen/Pad Sponsor</del> <del><b>\$1300</b></del> <b>SOLD</b>	Allowed to distribute pens and pads for all tables during morning and afternoon sessions
Distribution In Delegate Bags <b>\$1,000</b>	One (1) Item for distribution in all delegate bags Note: No two items can be the same in the same bag. (ex: Only one pen, one baseball cap, etc).
Advertisement <b>\$850</b>	One Page full color advertisement in conference booklet.
Rear Cover Sponsor <b>\$2200</b>	Full color advertisement on rear of conference booklet

LAYOUT - LAS VEGAS - OCTOBER 3-4, 2004

**CASINO AFFILIATE CONVENTION**  
**OCTOBER 3-4, 2004 - EXCALIBUR RESORT & CASINO**  
**EXHIBIT LAYOUT**

