

# Public Gaming Research Institute, Inc.

Mailing: 218 Main Street, #203, Kirkland, Washington 98033 USA  
Tel. 800-493-0527 or 425-985-3157 Fax 800-657-9340 or 425-378-2748  
Web address: [www.publicgaming.org](http://www.publicgaming.org) E-mail: [duaneburke@aol.com](mailto:duaneburke@aol.com)

Dear Associate:

PGRI's annual SMART-Tech conference is coming up soon at the Bellagio Hotel in Las Vegas, February 28 to March 3.

The conference this year will have an expanded program content to encompass all of the growth areas of the gaming industry around the world.

The focus of SMART-Tech will be to help all of the organizations participating to see new paths to increased sales and product growth.

There will be both sponsorship and exhibit opportunities available to help you best highlight and promote your company's products and services. Sponsors receive many valuable benefits. Exhibitors have the benefit of the exhibits being in the same room with the presentations and the food functions thus ensuring maximum exposure for your exhibit. All sponsors and exhibitors have the major benefit of qualifying to be on the professional program. We hope that you take advantage of this important opportunity.

SMART-Tech has been characterized by past attendees as the most profitable single meeting that they attend because of the range of revenue- growth ideas that they go home with. We hope that you will join us and have a similar experience this year.

Registration, sponsorship and exhibitor details are enclosed.

We look forward to seeing you there.

Please contact one of our representatives or myself to help you plan your participation in SMART-Tech 2005.

Sincerely,



Duane V. Burke

CEO & Publisher

E-mail: [duaneburke@aol.com](mailto:duaneburke@aol.com)

Tel: 425-985-3157

Enclosures



## **SMART-TECH 2005 - LAS VEGAS**

### **Platinum Sponsor : \$30,000 - SELECT THIS OPTION \_\_\_\_\_**

- Logo included on following:**
  - Direct mail promotion**
  - Signage at Keynote Lunch - First Lunch**
  - Opening Night Welcome Reception Signage**
- EXTRA LARGE DELUXE BOOTH**
- Table Top Display area Opening Night Reception**
- Opportunity to handout literature or gift on Opening Night Reception**
- Opportunity to introduce Keynote Speaker**
- Opportunity to handout literature or gift to attendees at hotel check in**
- One time use of SMART-TECH 2005 attendee list**
- Banner at conference registration**
- Ten (10) complimentary Conference registrations**
- Banner on homepage of SMART-TECH 2005 Web site, with link to your company's Web site**
- Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site**

### **Title Sponsor: \$15,000 -**

- Logo included on following:**
  - Direct mail promotion**
  - Signage at Keynote 2nd Lunch**
- EXTRA LARGE DELUXE BOOTH**
- Table Top Display area at 2nd Lunch**
- One time use of SMART-TECH 2005 attendee list**
- Signage at conference registration**
- Two (2) complimentary Conference registrations**
- Banner on sponsor page of SMART-TECH 2005 Web site, with link to your company's Web site**
- Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site**



Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033

**Gold Sponsor: \$10,000 -**

- \_\_ Logo included on following:
  - \_ Direct mail promotion
  - \_ Event Guide placement on sponsor section
- \_\_ **EXTRA LARGE BASIC BOOTH**
- \_\_ Sponsor of Networking Breaks and Registration with signage
- \_\_ Pre-Show Email Blast
- \_\_ Two (2) complimentary Conference registrations
- \_\_ Logo on home page and in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site

**Silver Sponsor: \$7,500 -**

- \_\_ Logo included on following:
  - \_ Direct mail promotion
  - \_ Signage at Morning Coffee & Danish
  - \_ Sponsor of Morning Coffee & Danish
- \_\_ **BASIC BOOTH**
- \_\_ Two (2) complimentary Conference registrations
- \_\_ Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site

**Bronze Sponsor: \$5,000**

- \_\_ Logo included on following:
  - \_ Direct mail promotion (providing mail piece has not already been mailed)
  - \_ Event Guide placement on sponsor section
- \_\_ Table-top display
- \_\_ Two (2) complimentary Conference registrations
- \_\_ Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site

**Listing Sponsor: \$3,500**

- \_\_ Logo with hot link on SMART-TECH 2005 Web site
- \_\_ Table-top display
- \_\_ One (1) complimentary Conference registrations
- \_\_ Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site

**EACH BOOTH INCLUDES ELECTRICITY, 2 CHAIRS AND A TABLE, CARPET,  
PIPE AND DRAPING**

Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033  
Phone: 425-985-3159 Fax: 206-232-2564



**SMART-TECH 2005 – Bellagio Hotel, February 28 – March 3, 2005,  
Application and Contract, *Space is limited! Reserve yours today!***

Please fill out this form and fax back to 206-232-2564. Please mail original and payment to:  
Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033, or  
charge to American Express, MasterCard, or Visa (see below).

Contact/Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State/Prov./ \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_  
Signature: \_\_\_\_\_

**PROGRAM-CO-SPONSOR : \$2500 \_\_\_\_\_**

- ✓ **Participation on the program as a Sponsor**
- ✓ **Logo with hot link on SMART-TECH 2005 Web site,**
- ✓ **One (1) complimentary Conference registration**
- ✓ **Logo in Sponsor Section of SMART-TECH 2005 Web site, with link to your company’s Web site**
- ✓ **Includes all food and entertainment events including continental breakfasts, luncheons, cocktail receptions, musical events and off-site events.**

**Payment Terms and Options:**

Please charge to my credit card \_\_\_\_\_ Please invoice me \_\_\_\_\_

**Full payment is due with your application for SMART-Tech. Full refund if space is cancelled 90 days before event.**

Payment is accepted by American Express, MasterCard or Visa credit cards.

Fill-in below for charges.

Amount: \_\_\_\_\_  
Card Number: \_\_\_\_\_ Exp. date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_

**HOTEL RESERVATIONS: CONFERENCE ROOM RATE \$159/ ROOM  
Bellagio, 3600 S. Las Vegas Blvd., Las Vegas, NV 89109 \_\_\_\_\_  
Contact Room Reservations Department at (888) 987-6667, (702) 693-7444  
or on the website at [www.bellagio.com](http://www.bellagio.com) under the PUBLIC GAMING / SMART-  
TECH 2005 to get special room rate.**



**SMART-TECH 2005 – Bellagio**  
**February 28 – March 3, 2005**  
**Exhibit Booth Application and Contract**  
*Space is limited! Reserve yours today!*

Please fill out this form and fax back to 206-232-2564. Please mail original and payment to: Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033, or charge to American Express, MasterCard, or Visa (see below).

Contact/Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Prov./ \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Signature: \_\_\_\_\_

<b>Platinum Sponsor :</b>	<b>\$30,000</b>	<b>SELECT THIS OPTION</b> _____
<b>Title Sponsor:</b>	<b>\$15,000</b>	<b>SELECT THIS OPTION</b> _____
<b>Gold Sponsor:</b>	<b>\$10,000</b>	<b>SELECT THIS OPTION</b> _____
<b>Silver Sponsor:</b>	<b>\$7,500</b>	<b>SELECT THIS OPTION</b> _____
<b>Bronze Sponsor:</b>	<b>\$5,000</b>	<b>SELECT THIS OPTION</b> _____
<b>Listing Sponsor:</b>	<b>\$3,500</b>	<b>SELECT THIS OPTION</b> _____
<b>Basic Booth:</b>	<b>\$2,995</b>	<b>SELECT THIS OPTION</b> _____
<b>Program Sponsor:</b>	<b>\$2,500</b>	<b>SELECT THIS OPTION</b> _____

**Payment Terms and Options:**

Please charge to my credit card \_\_\_\_\_ Please invoice me \_\_\_\_\_

Payment is accepted by American Express, MasterCard or Visa credit cards.

Fill-in below for charges.

Amount: \_\_\_\_\_  
 Card Number: \_\_\_\_\_ Exp. date: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_

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**Contact Room Reservations Department at (888) 987-6667, (702) 693-7444**  
**or on the website at www.bellagio.com**  
**under the PUBLIC GAMING / SMART-TECH 2005 to get special room rate.**

SMART-TECH 2005

MEETING AREA

BELLAGIO CASINO HOTEL  
TOWER BALLROOM 6,7,8

THE CONFERENCE  
PRESENTATIONS AND  
ALL PANEL DISCUSSIONS  
WILL BE HELD IN THIS AREA

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FOOD AND BEVERAGE AREA

FOOD AND BEVERAGE AREA

ENTRANCE