

2016 Southern Gaming Summit-BingoWorld Feedback Study

June 2016



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Study Overview



Background and Objectives

■ Background

The Southern Gaming Summit-BingoWorld was held on May 3-5, 2016 in Biloxi, MS. Although the Events Group received informal feedback during the event, attendees were asked to complete an online survey which asked about their experience after attending the event. The Events Group will use the findings from this study to explore ways to further improve the event and ultimately increase repeat attendance.

■ Objectives

The key objectives for this study are to:

- Determine overall satisfaction with the event
- Determine likelihood of attending/recommending future events
- Determine approaches to further improve the event

Sampling and Methodology

Study Details

Target Audience: Registrants of the 2016 Southern Gaming Summit-BingoWorld

Sample Selection: All registrants' email addresses provided by the Events team

Survey Method: Web

Incentive: Two (2) \$50 American Express gift cards

Fieldwork Dates: May 6-20, 2016

Fieldwork Summary	Web
Number Contacted	1,874
Undeliverable/Opt Out	113
Usable Base	1,761
Attempted Surveys ¹	149
Response Rate ²	8.46%
Usable Completes ³	149
Incidence ⁴	100%

Data Tabulation and Presentation

All closed-ended numerical data is tabulated using SPSS (a statistical software package), while open-ended questions are either summarized, coded or included as written by respondents, as appropriate.

Sample sizes may vary throughout the report due to skip logic, data cleaning or missing responses. Some totals may not equal 100% due to rounding.

Be sure to consult with the Market Research group before using results from this study for external purposes (i.e. sales, promotional materials, etc.).



¹ Total number of respondents who have either completed or did not qualify for the research

² Percentage of usable base that responded to the survey

³ Total number of completed surveys after data cleaning

⁴ Percentage of the total attempted surveys that qualified for the research

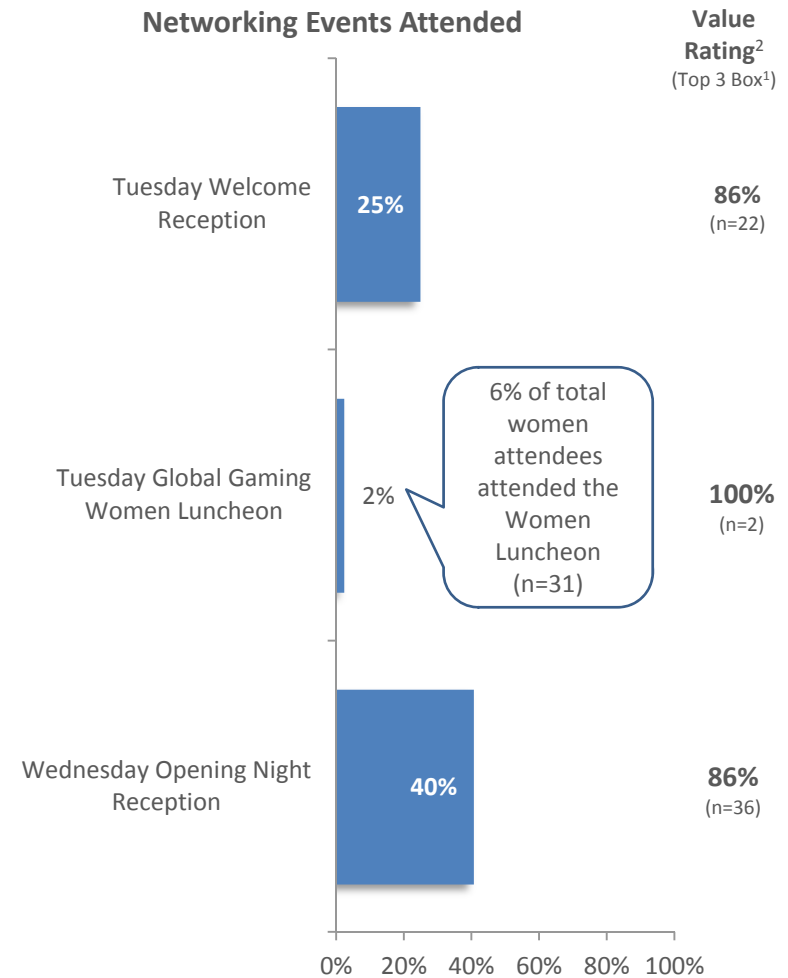
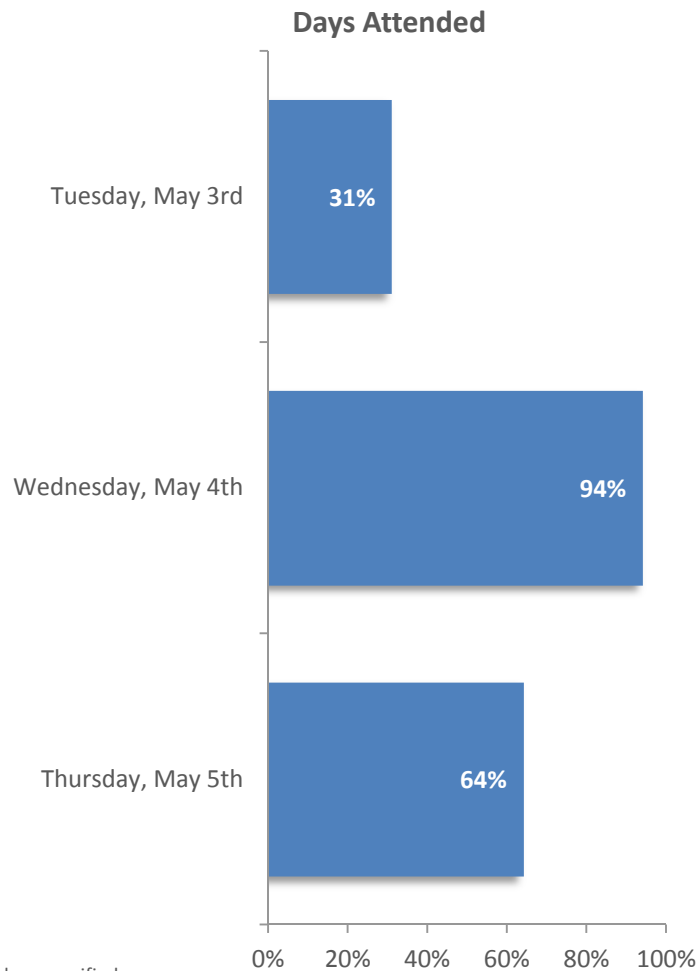
Attendee Overall Feedback

Results are based on responses from event attendees



Event Elements Attended

Nearly all attended the event on Wednesday, May 4th. While the Global Gaming Luncheon attracted few women attendees, 40% attended the opening night reception on Wednesday.



n=89, unless specified

¹Top 3 Box (8, 9, 10 Excellent)

²Among those who attended it

Q198. Which of the following days did you attend the 2016 Southern Gaming Summit-BingoWorld? (Select all that apply)

Q199. Did you attend the following networking events?

Q905. Please rate the overall quality of the following networking events.

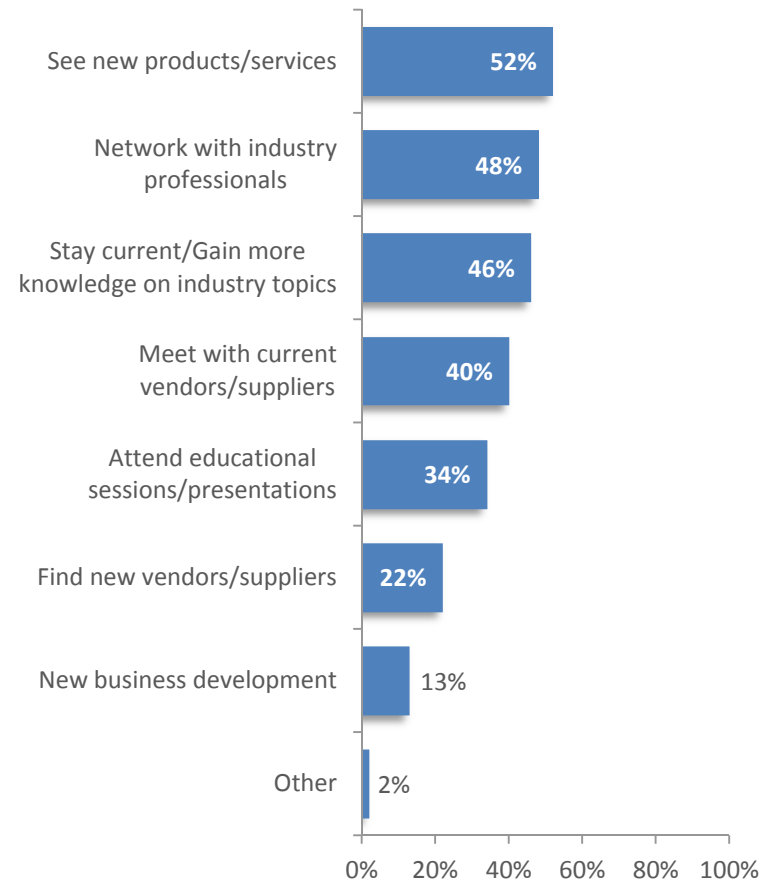
Attendance

The majority of Summit attendees this year have attended in the past. About half of attendees come to the event to see new products/services, network and/or gain industry knowledge.

Past Attendance



Attendance Drivers

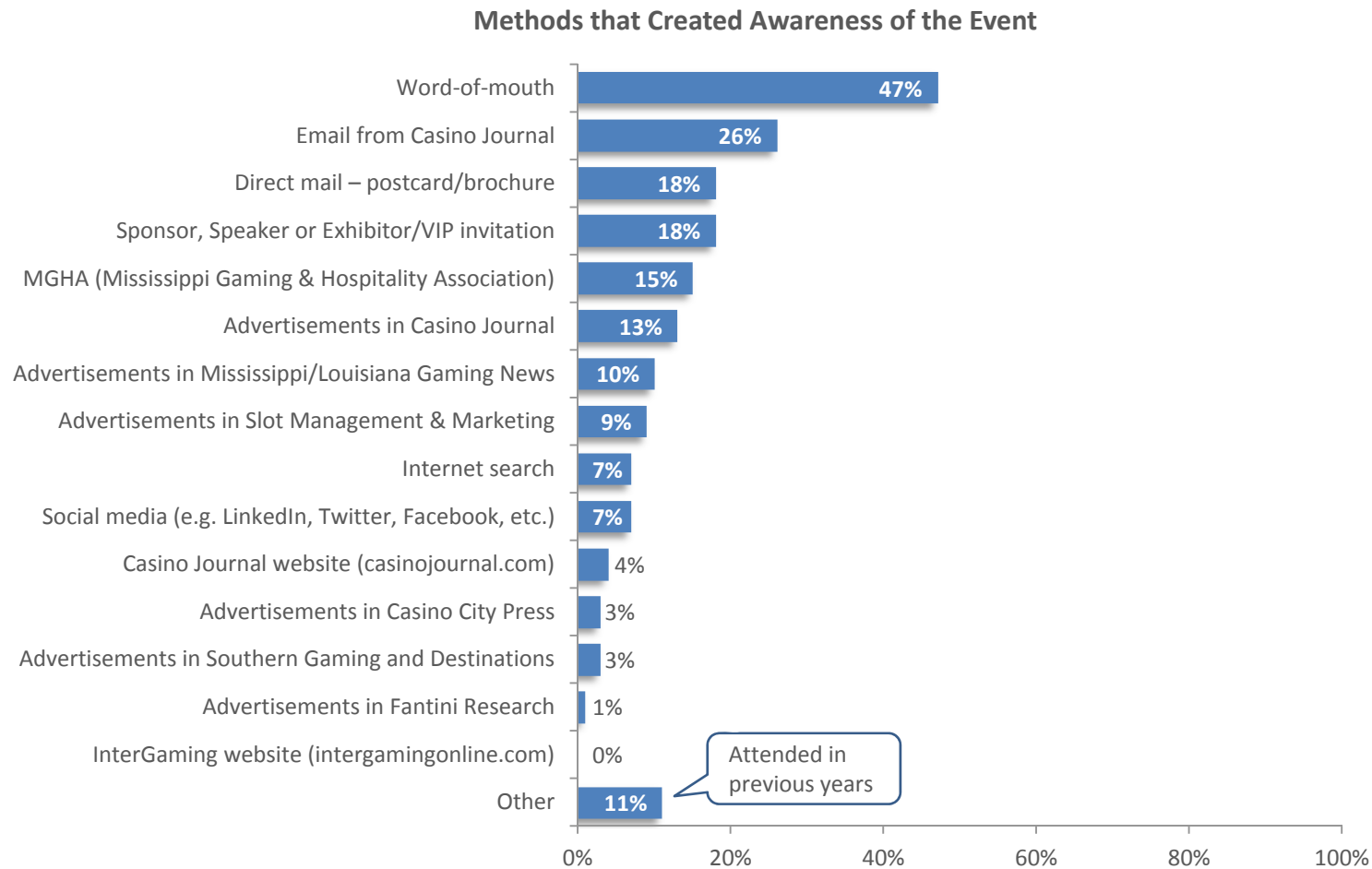


n=89

Q160. Have you attended a previous Southern Gaming Summit-BingoWorld in the following format(s)? – In-person event
Q165. What are the primary reasons that you attended the 2016 Southern Gaming Summit-BingoWorld? (Select up to three)

Promotional Effectiveness

About half of attendees learnt about the event through word of mouth and 26% recalled email from *Casino Journal* as the source of knowing about the Summit.

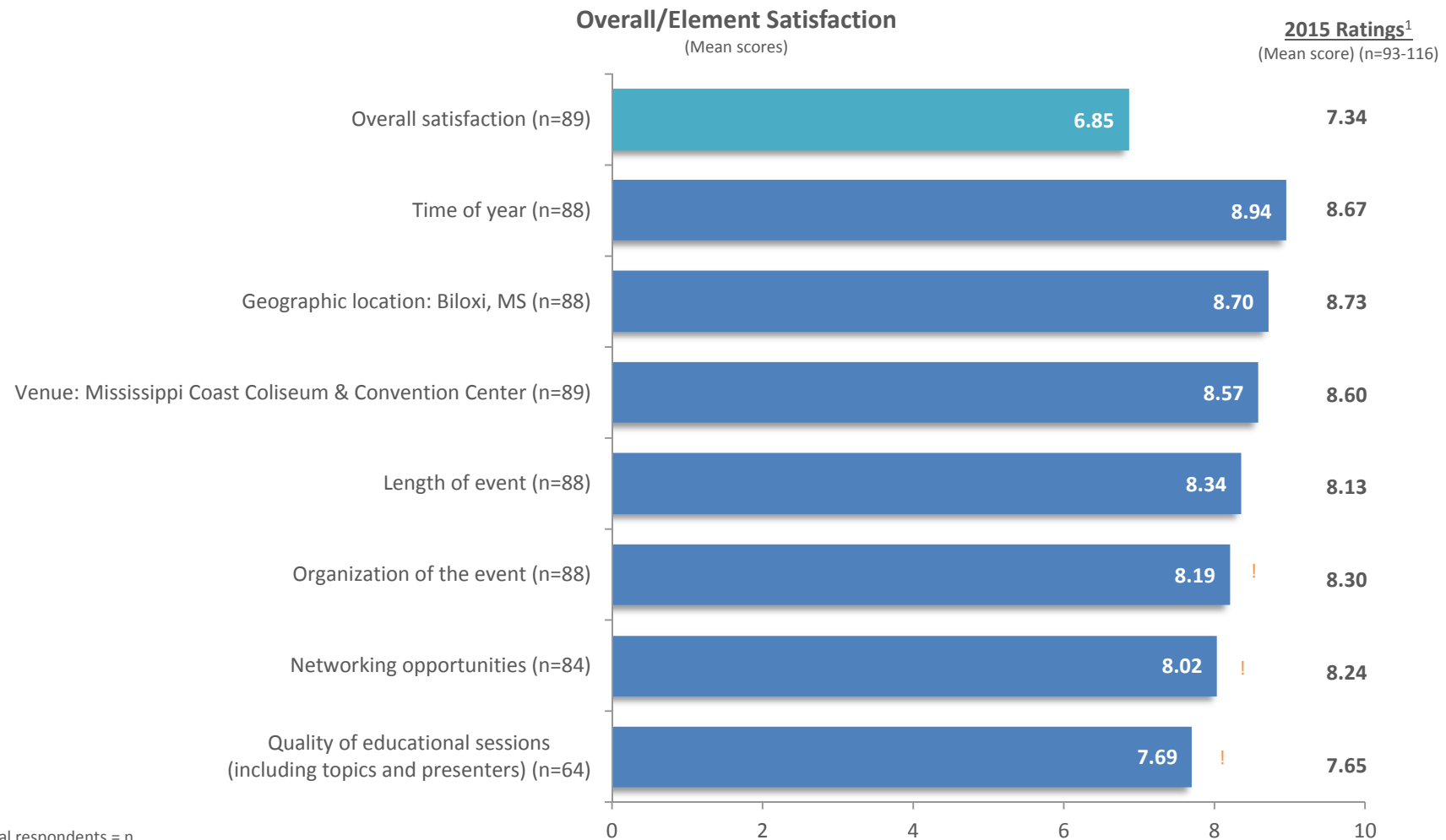


n=89

Q150. How did you hear about the 2016 Southern Gaming Summit-BingoWorld? (Select all that apply)

Overall/Element Satisfaction

Overall, attendees rate their satisfaction at 6.85, out of 10. While on average, most aspects are rated above 8.0, quality of educational sessions receives the lowest rating.



Total respondents = n

¹Where applicable, ratings from the 2015 study are presented

! Denotes a component that has a high correlation (.650 or higher) with overall satisfaction

Q105. Overall, how satisfied were you with the 2016 Southern Gaming Summit-BingoWorld?

Q110. Overall, how satisfied were you with each of the following elements of the 2016 Southern Gaming Summit-BingoWorld?

Most & Least Liked Aspects/Additional Comments

Attendees mainly liked the networking aspect of the event. The shrinking size of the event in terms of fewer exhibitors/vendors concerns many of the attendees.

Most Liked Aspects

- Networking (22)
- Vendors/Exhibits (15)
- Educational sessions (8)
- Location (6)
- Speakers (5)
- Receptions (4)
- Venue (4)
- Attendee mix (3)
- Location and timing (3)
- Food (2)

Least Liked Aspects

- Lack of exhibitors/vendors (19)
- Educational sessions-related (18)
- Shrinking size of event (9)
- Lack of gaming vendors (4)
- Session timing (4)
- Location (3)
- Speakers (3)

Additional Comments

- Enjoyable (8)
- Get more vendors (7)

n=89

Note: Most common mentions reported | All mentions included in Appendix

Q115. What did you like most about the 2016 Southern Gaming Summit-BingoWorld?

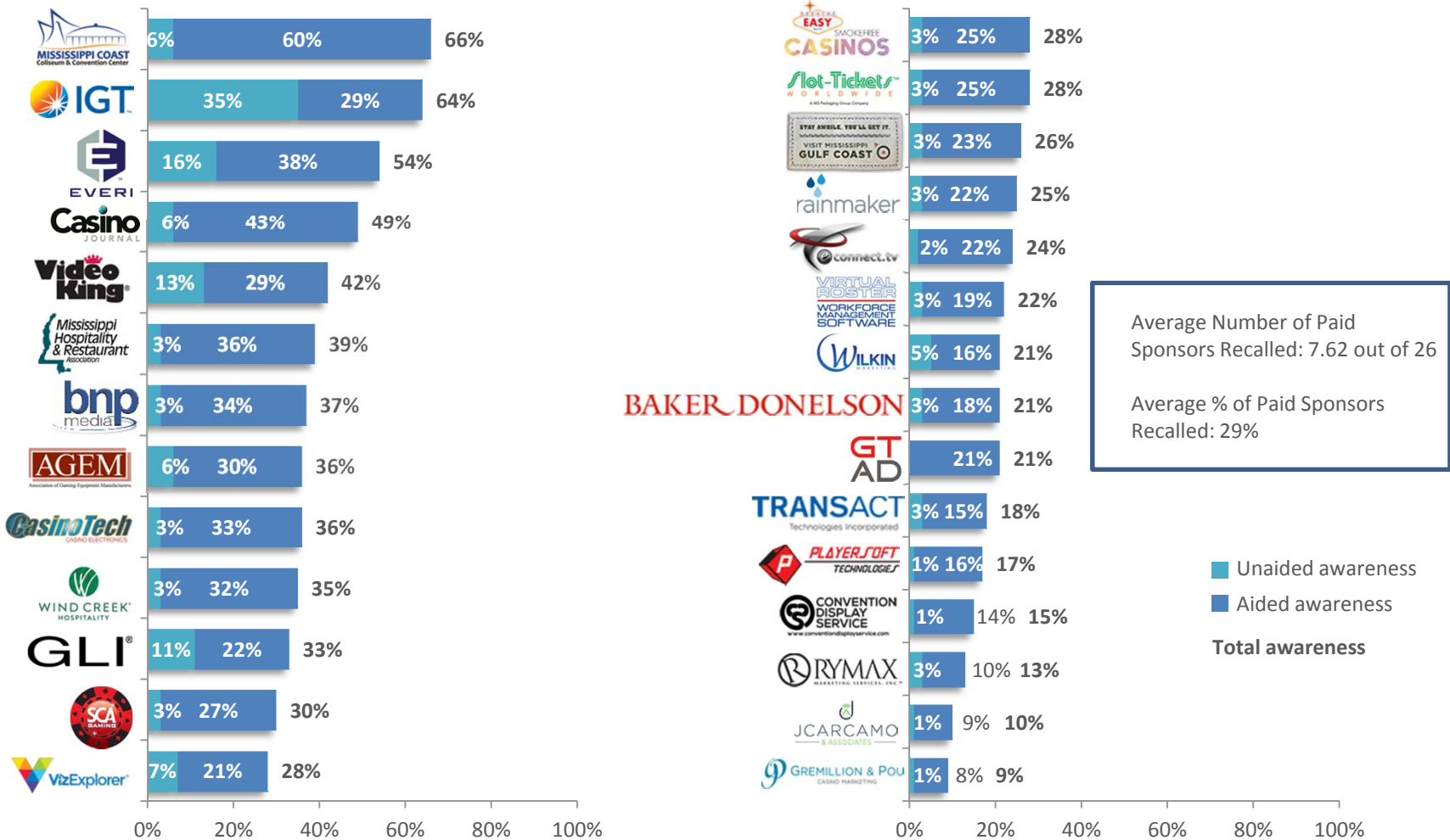
Q120. What did you like least about the 2016 Southern Gaming Summit-BingoWorld?

Q515. Please share any additional comments about the 2016 Southern Gaming Summit-BingoWorld in the space below:

Sponsor Awareness

Mississippi Coast Coliseum & Convention Center was recalled by two-thirds of attendees. IGT received the highest unaided recall.

Unduplicated Sponsor Recall

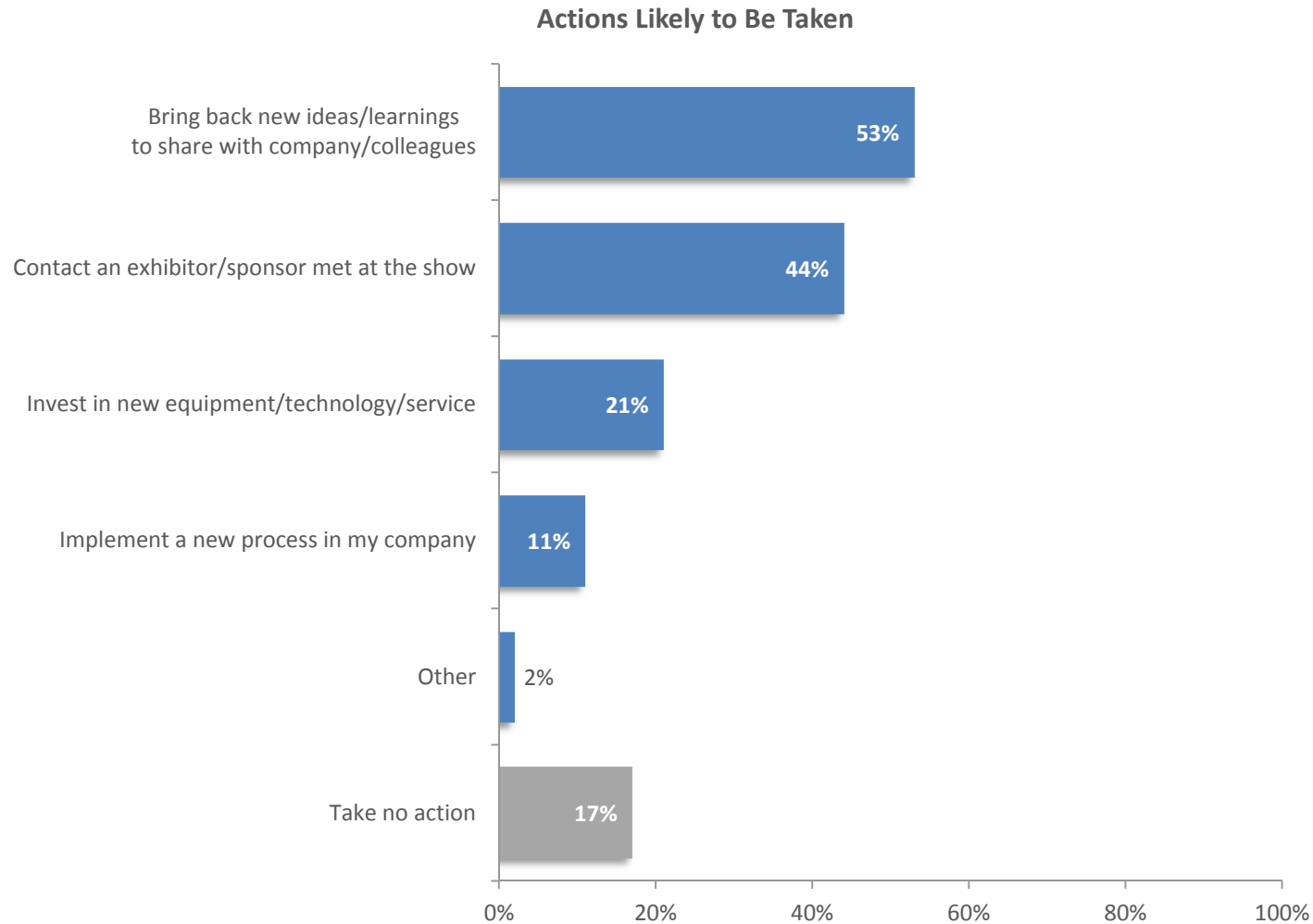


n=89

Q125. Please list, if any, sponsors of the 2016 Southern Gaming Summit-BingoWorld of which you are aware.
 Q130. Which of the following companies are sponsors of the 2016 Southern Gaming Summit-BingoWorld? (Select all that apply)

After Event Actions

About half of attendees are likely to bring back new ideas/learnings to share with their company and/or contact an exhibitor/sponsor they met at the show.



n=89

Q400. What actions are you likely to take after the 2016 Southern Gaming Summit-BingoWorld? (Select all that apply)

Session Feedback

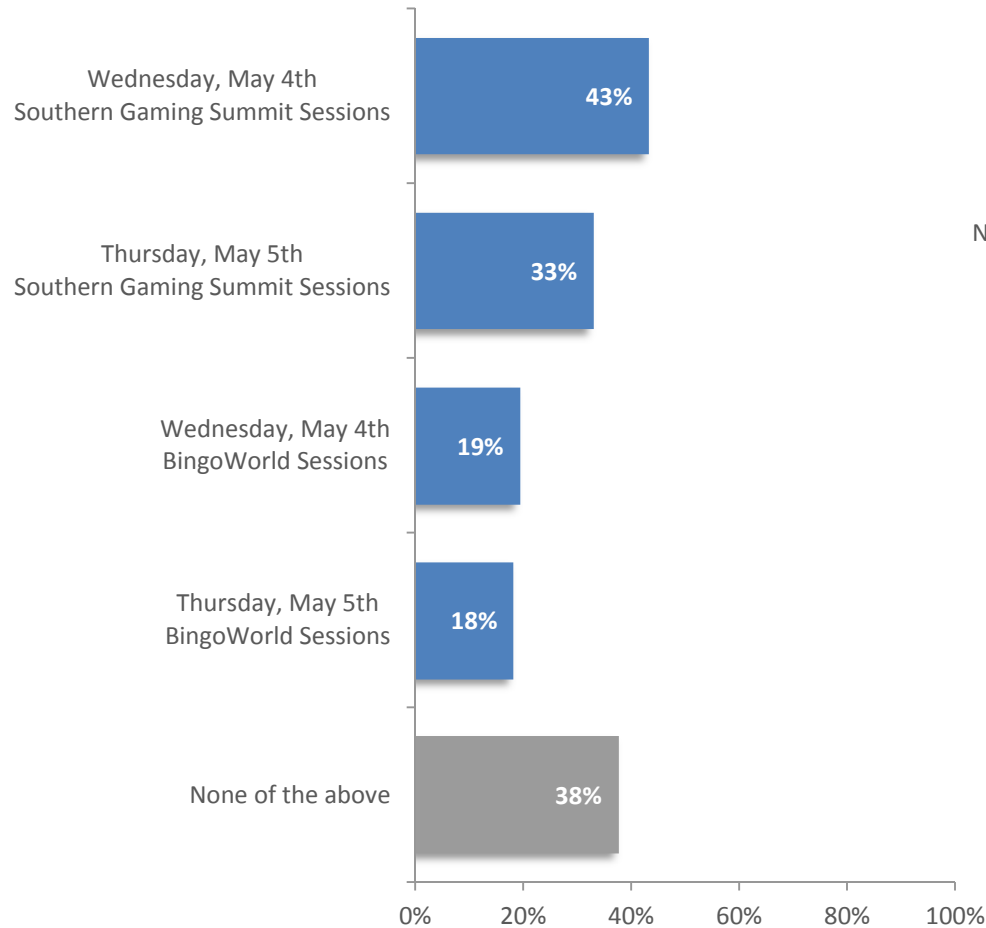
Results are based on responses from event attendees



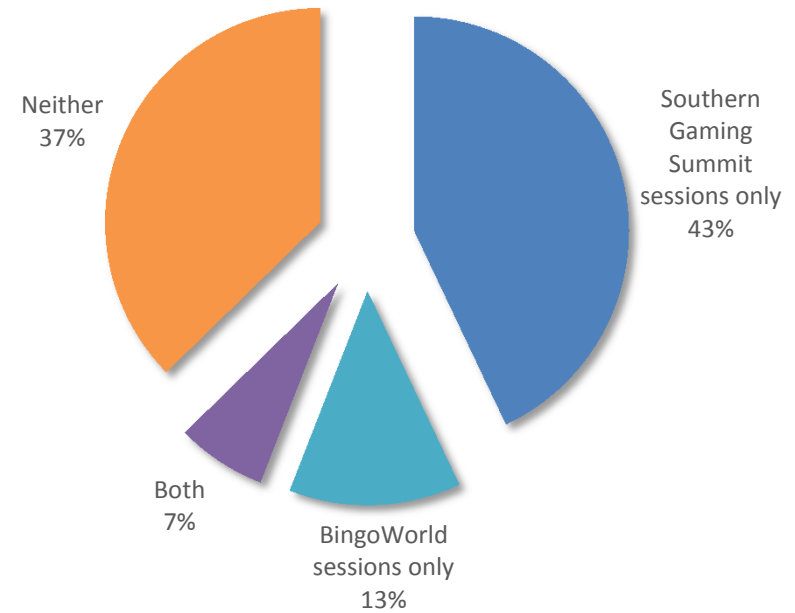
Dates and Types of Sessions Attended

Southern Gaming Summit sessions are more popular than BingoWorld sessions, 38% indicated not going to either.

Session Day Attendance



Types of Sessions Attended

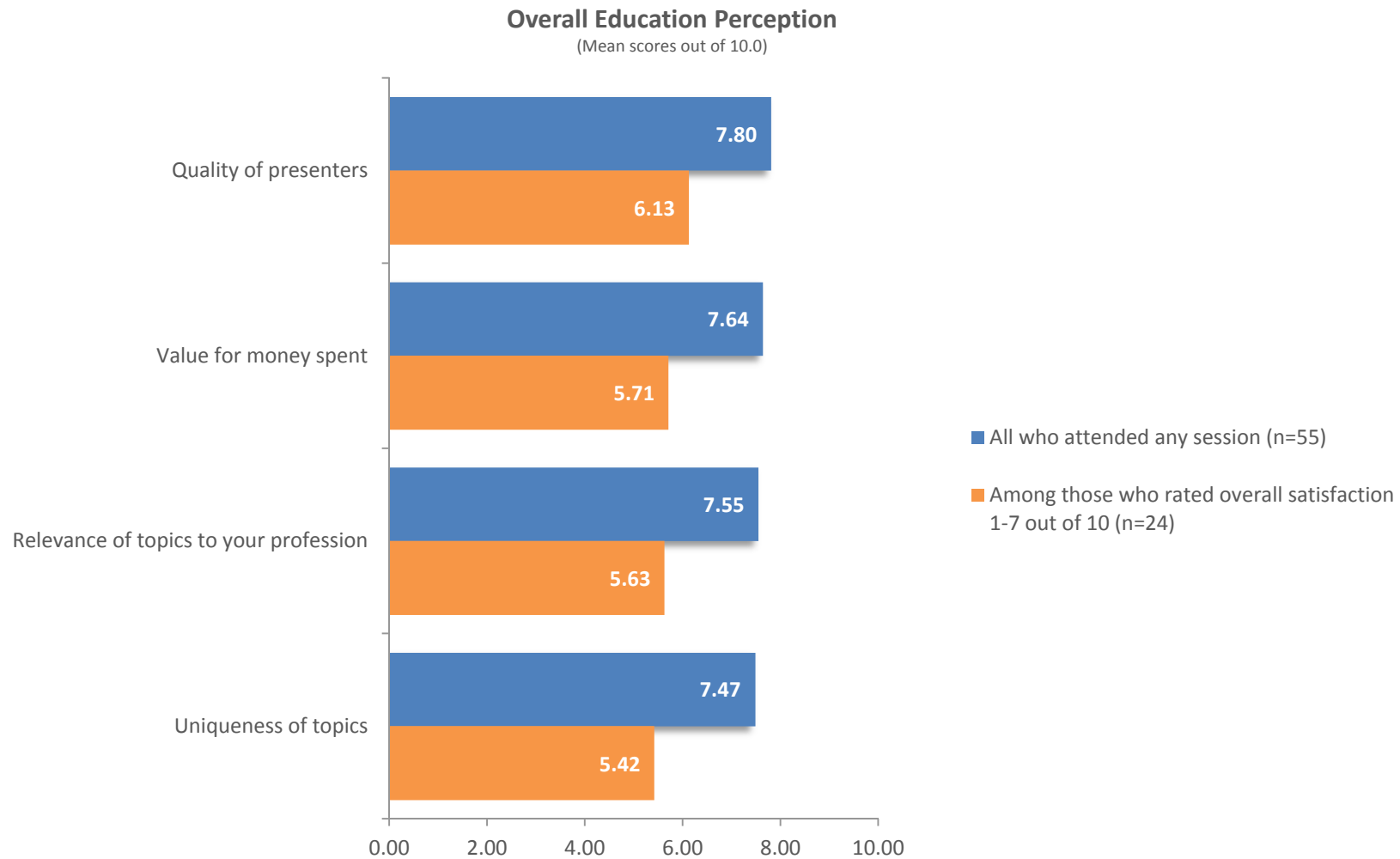


n=88 (One attendee attended on Tuesday only, therefore not included in the session-related analysis)

Q200. Which of the following days did you attend sessions at the 2016 Southern Gaming Summit-BingoWorld? (Select all that apply)

Overall Education Perception

Overall on average, all education-related components get rated highly. However, those less satisfied overall, rate the relevance, uniqueness of topics and value perception the lowest.

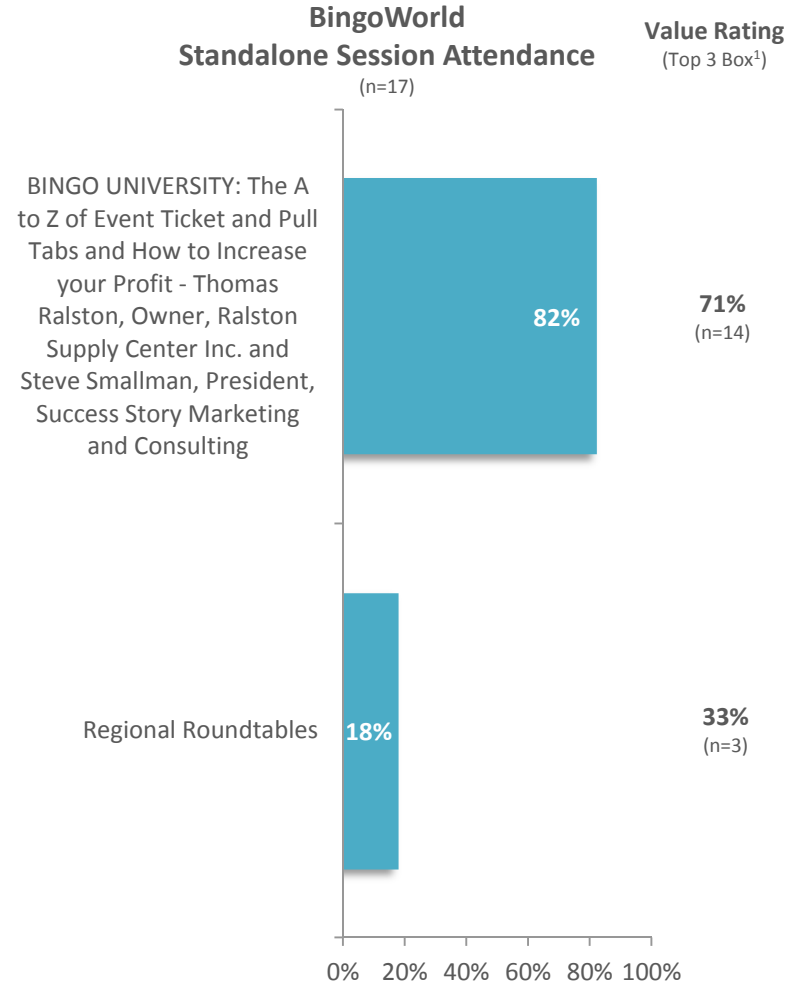
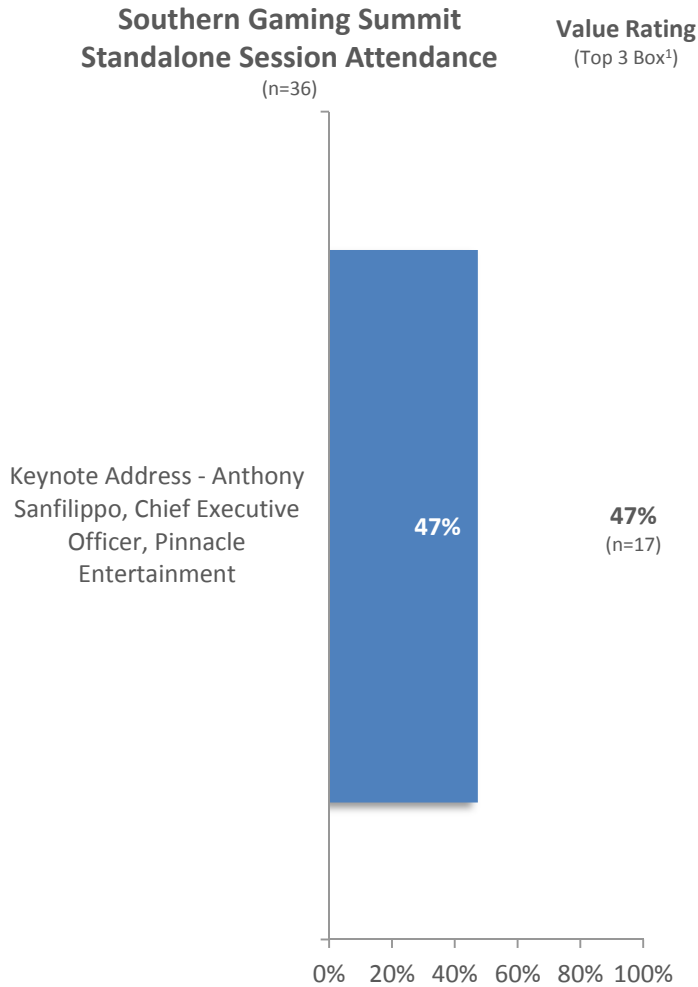


Total respondents=n

Q105. Overall, how satisfied were you with the 2016 Southern Gaming Summit-BingoWorld?
 Q910. Overall, how would you rate the educational sessions of the 2016 Southern Gaming Summit-BingoWorld?

Wednesday, May 4th: Standalone Sessions Attended, Value

Bingo University, offered as part of the BingoWorld series, drew high attendance and received a high value rating from the majority.



Total respondents=n

Among attendees who attended sessions on Wednesday, May 4th

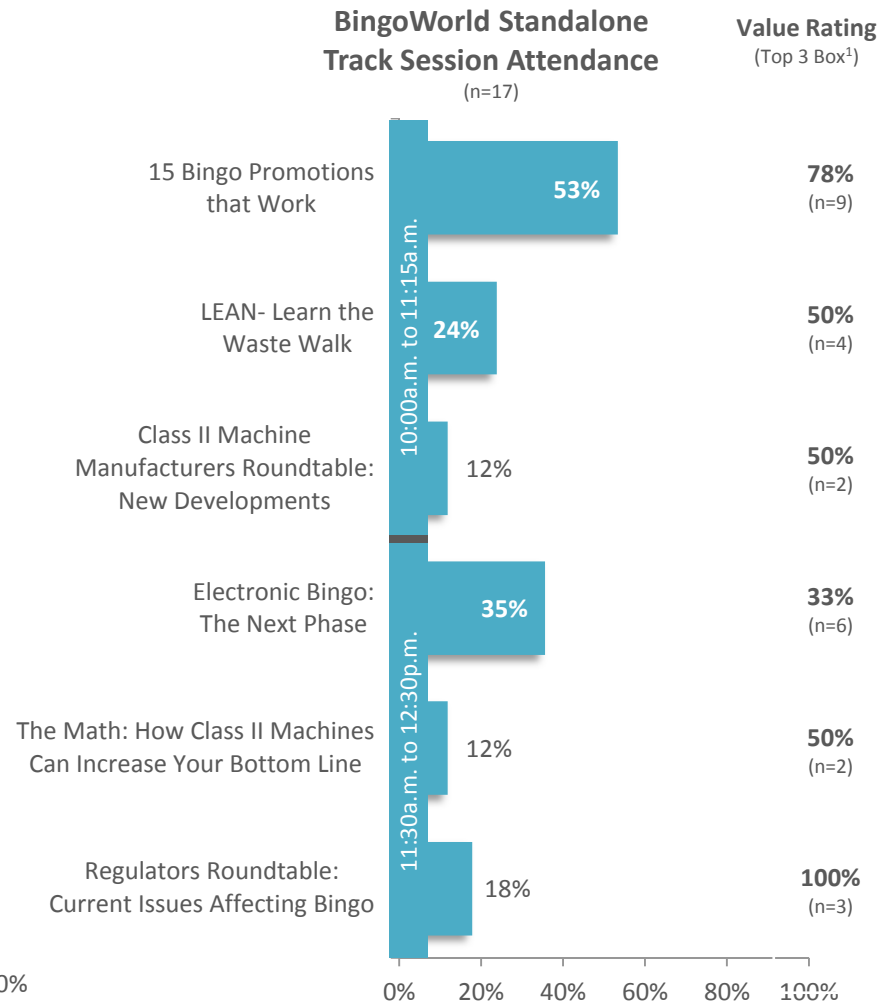
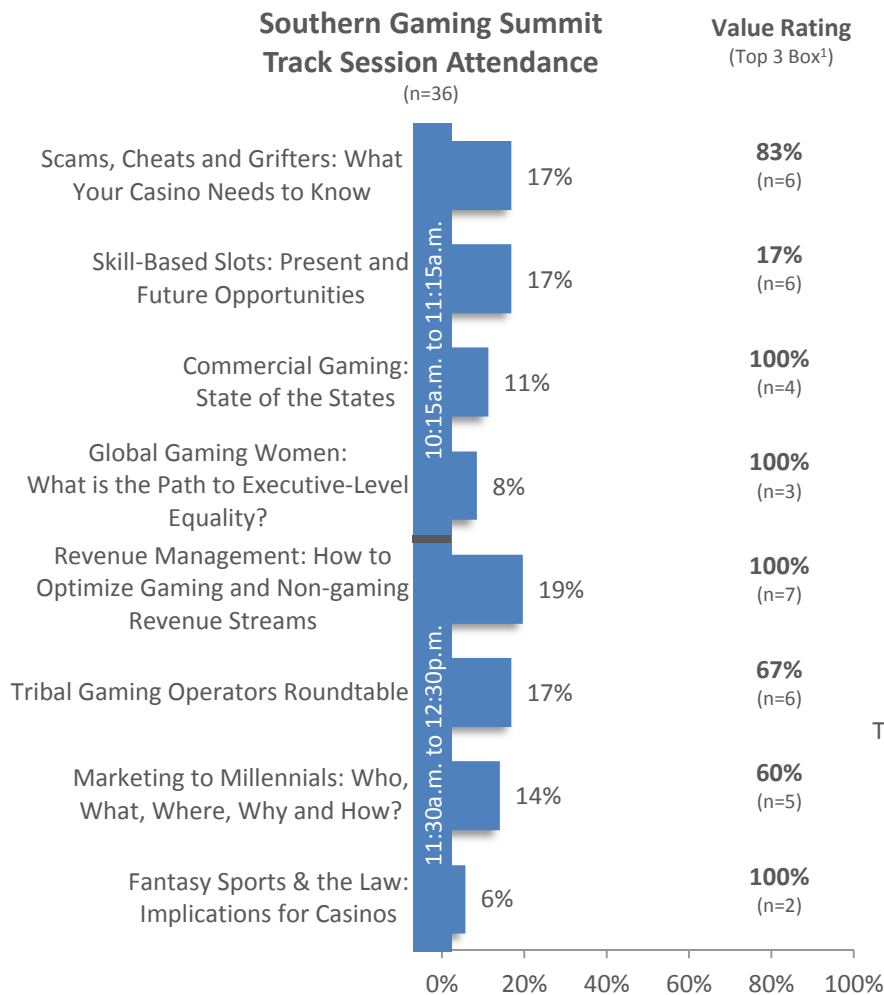
¹Top 3 Box (8, 9, 10 Extremely valuable)

Q205. Which of the following sessions did you attend on Wednesday, May 4th? (Select all that apply)

Q305. How valuable did you find the following sessions?

Wednesday, May 4th: Track Sessions Attended, Value

“15 Bingo Promotions that Work” session and the “Electronic Bingo” track sessions received the highest attendance, and high value ratings.



Total respondents=n

Among attendees who attended sessions on Wednesday, May 4th | All are panel discussions

¹Top 3 Box (8, 9, 10 Extremely valuable)

Q205/215. Which of the following sessions did you attend on Wednesday, May 4th? (Select all that apply)

Q305/315. How valuable did you find the following sessions?

Wednesday, May 4th: Additional Comments

Southern Gaming Summit Sessions:

Keynote Address – Anthony Sanfilippo, Chief Executive Officer, Pinnacle Entertainment

- I have great respect for Anthony Sanfilippo; however, I was disappointed on his topic; I would imagine that the keynote speaker would have a topic that applies to general topic of gaming that all attendees would take away something from it; instead, I felt that he used it as a way to plug in Pinnacle Properties; I am not interested in hearing about the pillars of his organization and their guest and employee approach; if every CEO stood up to talk about their own organizations from that perspective, 99% would give the same speech; I would encourage the Summit staff to make sure that next year's keynote speakers actually have a gaming topic
- It was a little hard to stay focused because he wasn't loud enough
- Too much about Pinnacle, not enough about Southern Gaming

Commercial Gaming: State of the States – Panel discussion

- No comments

Scams, Cheats and Grifters: What Your Casino Needs to Know – Panel discussion

- Speakers were very knowledgeable of the topics and presented the topics well; I always attend this session

Skill-Based Slots: Present and Future Opportunities – Panel discussion

- No comments

Global Gaming Women: What is the Path to Executive-Level Equality? – Panel discussion

- This was by far, the best panel I attended; the women on the panel could not have been better; all were so insightful, inspiring and articulate; each brought something to the panel; I was so impressed with this topic and the thoughtfulness that each panelist brought to the discussion

Fantasy Sports & the Law: Implications for Casinos – Panel discussion

- No comments

Revenue Management: How to Optimize Gaming and Non-gaming Revenue Streams – Panel discussion

- Great discussions about revenue management; I enjoyed the Q&A format which allowed three very strong strategies to present feedback
- Wish there was more non-gaming revenue talk other than hotel

Tribal Gaming Operators Roundtable – Panel discussion

- Interesting to see how other casinos operate; Coughatta was represented, so we enjoyed it
- Need to invite tribal casino leaders from Harrah's Cherokee Properties to speak as well

Marketing to Millennials: Who, What, Where, Why and How? – Panel discussion

- Great panel - very insightful

All provided comments reported

Continued on the next page...

Q305. How valuable did you find the following sessions? - Comments

Wednesday, May 4th: Additional Comments (Cont.)

BingoWorld Sessions:

15 Bingo Promotions that Work – Panel discussion

- Clyde and Kathy were awesome as usual
- Clyde is a great speaker

Class II Machine Manufacturers Roundtable: New Developments – Panel discussion

- Speakers were good, the topic did not apply to me, but I was able to gain knowledge of Class II machines

LEAN- Learn the Waste Walk – Panel discussion

- Really enjoyed Janique's speaking style and content

Regulators Roundtable: Current Issues Affecting Bingo – Panel discussion

- No comments

Electronic Bingo: The Next Phase – Panel discussion

- No comments

The Math: How Class II Machines Can Increase Your Bottom Line – Panel discussion

- No comments

BINGO UNIVERSITY: The A to Z of Event Ticket and Pull Tabs and How to Increase your Profit – Thomas Ralston, Owner, Ralston Supply Center Inc. and Steve Smallman, President, Success Story Marketing and Consulting

- Needed to do a little more explaining on basics and not assuming attendees know everything
- Pretty good, new topic; recommend this one again

Regional Roundtables

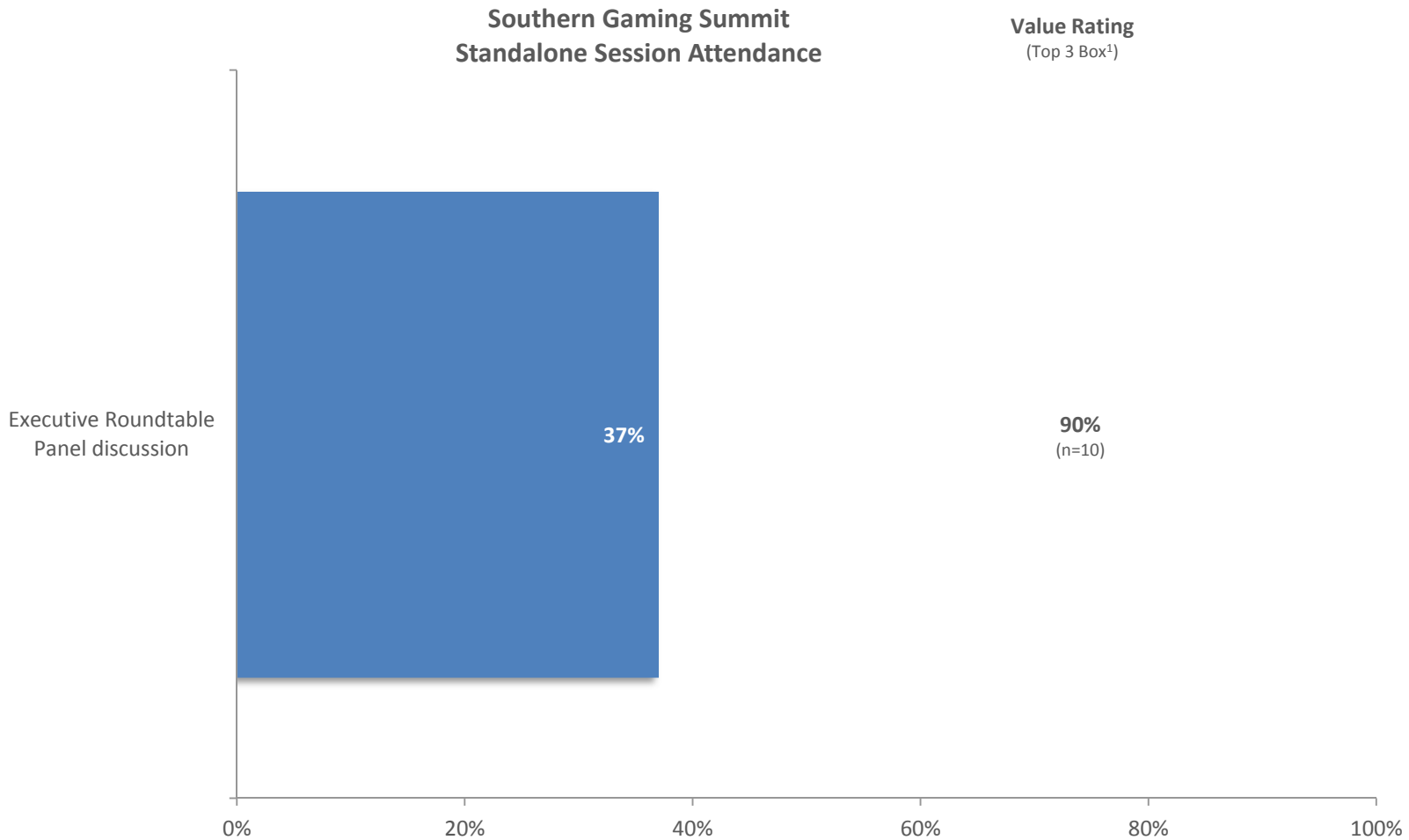
- No comments

All provided comments reported

Q305. How valuable did you find the following sessions? - Comments

Thursday, May 5th: Standalone Sessions Attended

The Executive Roundtable was rated highly by the majority of those who attended it on Thursday.



n=27

Among attendees who attended sessions on Thursday, May 5th

Note - No standalone sessions offered for BingoWorld on Thursday

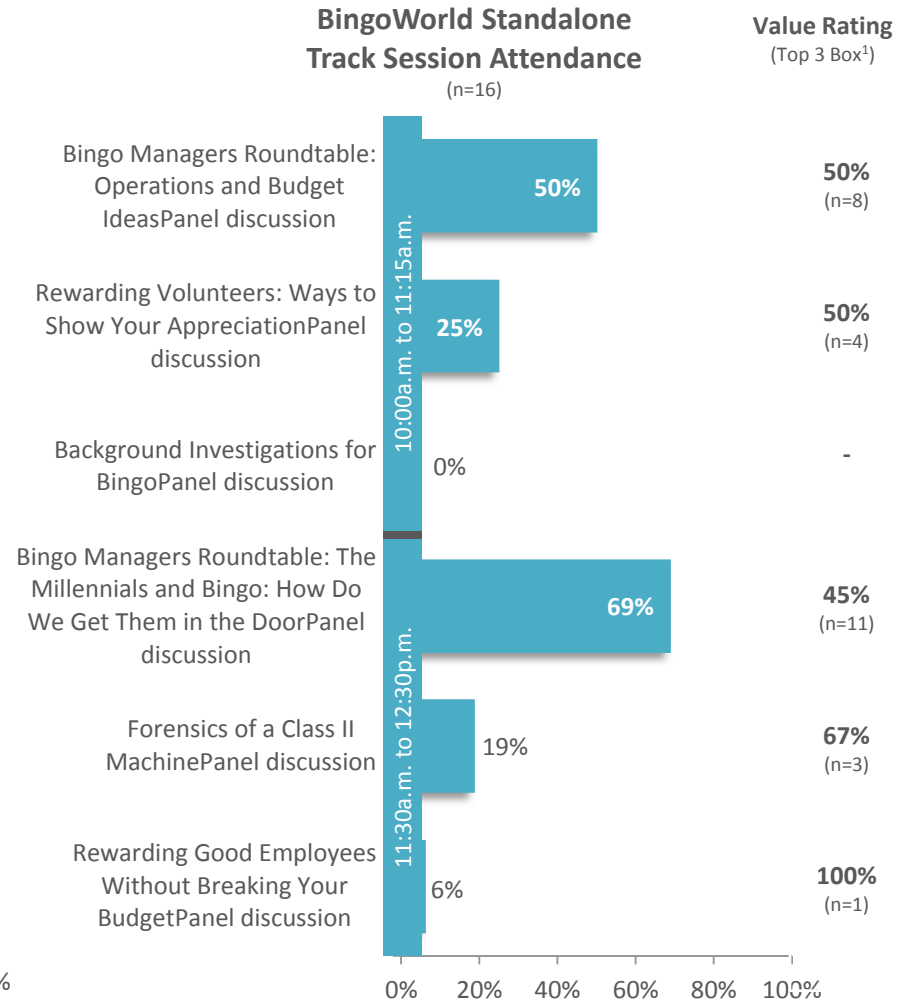
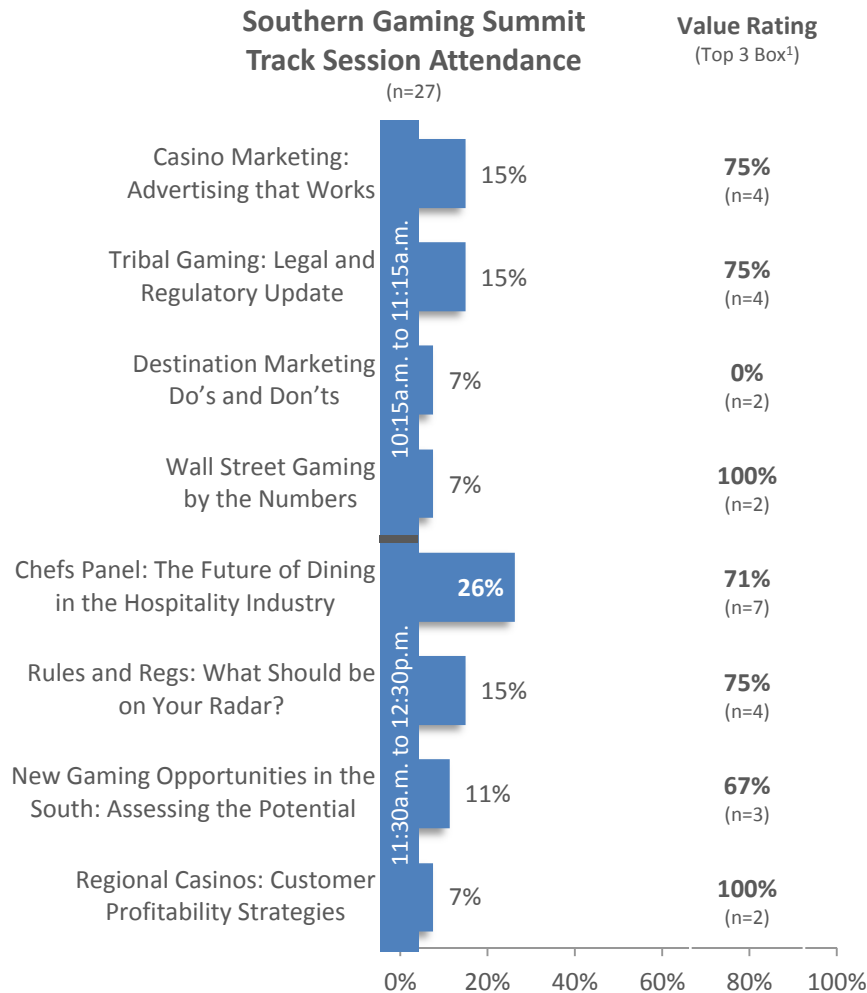
¹Top 3 Box (8, 9, 10 Extremely valuable)

Q210. Which of the following sessions did you attend on Thursday, May 5th?

Q305. How valuable did you find the following sessions?

Thursday, May 5th: Track Sessions Attended

Bingo Managers Roundtable session received the highest attendance among Thursday BingoWorld sessions, and about half rated it highly valuable.



Total respondents=n

Among attendees who attended sessions on Thursday, May 5th | All are panel discussions

¹Top 3 Box (8, 9, 10 Extremely valuable)

Q210/220. Which of the following sessions did you attend on Thursday, May 5th? (Select all that apply)

Q305/320. How valuable did you find the following sessions?

Thursday, May 5th: Additional Comments

Southern Gaming Summit Sessions:

Tribal Gaming: Legal and Regulatory Update – Panel discussion

- Being a tribal casino, it is nice to actually see the NIGC representation; graphs and numbers are not my thing, I like to hear about potential problems and the resolutions for them

Wall Street Gaming by the Numbers – Panel discussion

- No comments

Destination Marketing Do's and Don'ts – Panel discussion

- Great panel - lots of great information shared; I was a little confused by the overall value of the panelist speaking about marathons; this group had a hard time bringing this back to the gaming industry; a little odd but still informative
- Would prefer more casino representation than agency representation on panel

Casino Marketing: Advertising that Works – Panel discussion

- No comments

Executive Roundtable – Panel discussion

- Hearing from top leaders in the industry could not disappoint, Marcus Glover blew me away, I enjoyed hearing their professional opinion and insights into our market and industry, along with personal tidbits

Rules and Regs: What Should be on Your Radar? – Panel discussion

- No comments

Regional Casinos: Customer Profitability Strategies – Panel discussion

- The session speaker was awesome; very knowledgeable and very entertaining while delivering presentation content

New Gaming Opportunities in the South: Assessing the Potential – Panel discussion

- No comments

Chefs Panel: The Future of Dining in the Hospitality Industry – Panel discussion

- The most lighthearted of all panels; this group of Chefs was knowledgeable, insightful and funny; I loved the way they interacted with one another and the crowd; the cooking demo that followed was awesome as well

All provided comments reported

Q305. How valuable did you find the following sessions? - Comments

Continued on the next page...

Thursday, May 5th: Additional Comments (Cont.)

BingoWorld Sessions:

Bingo Managers Roundtable: Operations and Budget Ideas – Panel discussion

- Not as applicable for my charitable game, but not bad

Rewarding Volunteers: Ways to Show Your Appreciation – Panel discussion

- No comments

Background Investigations for Bingo – Panel discussion

- No comments

Bingo Managers Roundtable: The Millennials and Bingo: How Do We Get Them in the Door – Panel discussion

- Became more about tribal vs. charity at times
- The speakers made this amazing

Rewarding Good Employees Without Breaking Your Budget – Panel discussion

- No comments

Forensics of a Class II Machine – Panel discussion

- No comments

All provided comments reported

Q305. How valuable did you find the following sessions? - Comments

Future Forum Preferences/Expectations

Results are based on responses from event attendees



Preferences for Future Companies/Topics

“New products” emerges as a popular topic of interest for 2017.

Topics of Interest

- New products (10)
- Marketing (6)
- New equipment/technology (4)
- New games (4)
- Slots, SAS (3)
- Table games (3)
- Customer service (2)
- Food and Beverage (2)
- Guest service/Guest service principles and practices (2)
- Industry trends (2)
- Millennials/Millennial games (2)
- New slot machines/products (2)
- Promotions (2)
- Pull tabs (2)
- Regulation/IRS regulations (2)
- Security/Games security (2)
- Staffing (2)
- Systems (2)
- Technology (2)
- Tourism/Travel (2)

Companies of Interest

- Scientific Games (9)
- Aristocrat (7)
- IGT (5)
- Bally (4)
- Konomi (4)
- Pull tabs/Paper and Pull tab (4)
- Aruze (3)
- Slot machines/slot manufacturers/vendors (3)
- Video King (3)
- Caesars Entertainment (2)
- Dauber company (2)
- Food and Beverage vendors (2)
- New vendors/suppliers (2)
- Roundtable (2)
- Women in the industry/More on women in leadership roles (2)

n=89

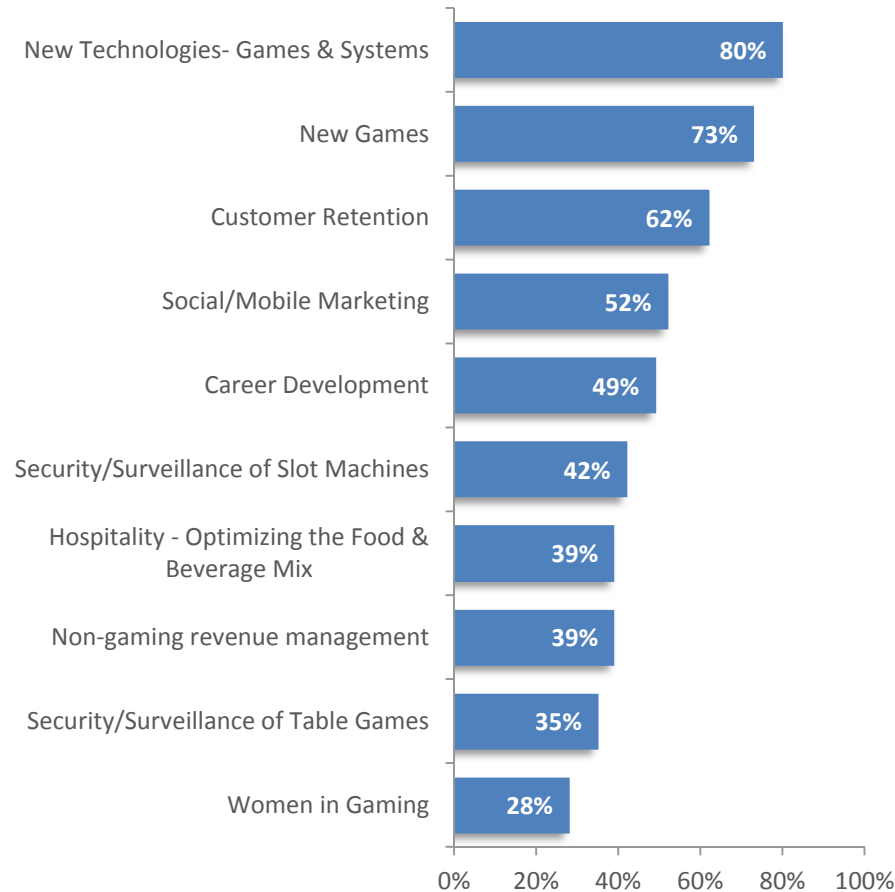
Note: Most common mentions reported

Q420. What companies/topics would you like to see covered at the 2017 Southern Gaming Summit-BingoWorld?

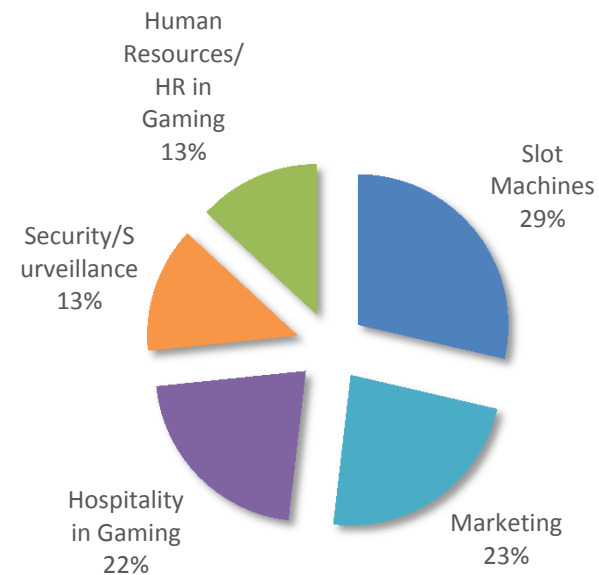
Future Topics of Interest

Three-quarters or more attendees are highly interested in hearing about new technologies – games and systems, and new games during the 2017 Summit.

Future Topics of Interest
(Top 2 Box)¹



Topic Category Allotment Preference²
(Mean percent of time desired for each category)



n=89

¹Top 2 box (Very/Extremely interested)

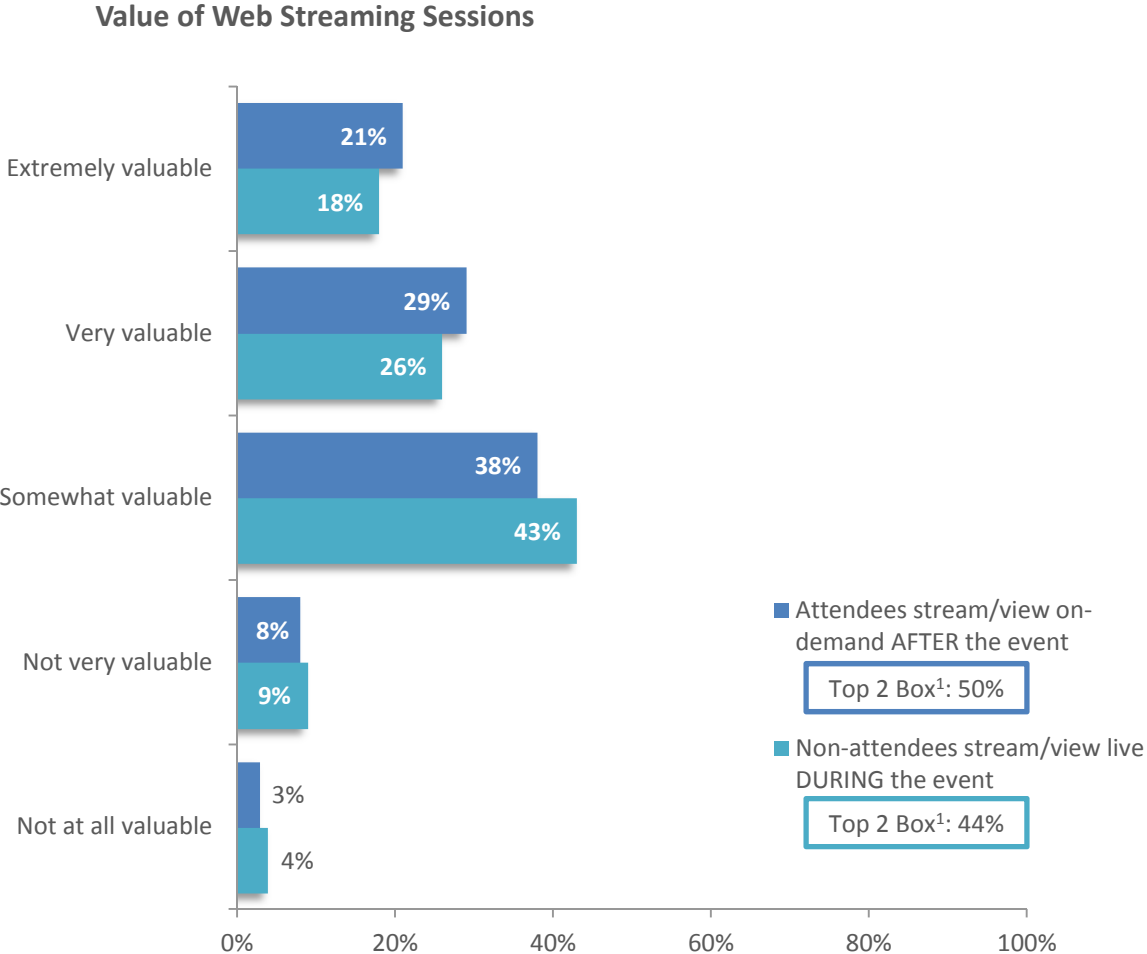
²'Not applicable/No preference' responses have been removed for analysis purposes

n=71

Q425. How interested would you be in hearing about the following topics at the 2017 Southern Gaming Summit-BingoWorld?
Q430. How many sessions would you expect to attend within each category?

Broadcasting Live

About half of attendees perceive on-demand and/or live streaming of sessions highly valuable.



n=89
¹Top 2 box (Very/Extremely valuable)

Q655. Overall, how valuable would you find it if Southern Gaming Summit-BingoWorld’s educational sessions were recorded and made available online only to event attendees (people who physically attended the event) to stream/view on-demand AFTER the event?
 Q656. Overall, how valuable would you find it if Southern Gaming Summit-BingoWorld’s educational sessions were made available live online to event attendees’ co-workers (people who could not attend the physical event) to stream/view live DURING the event?

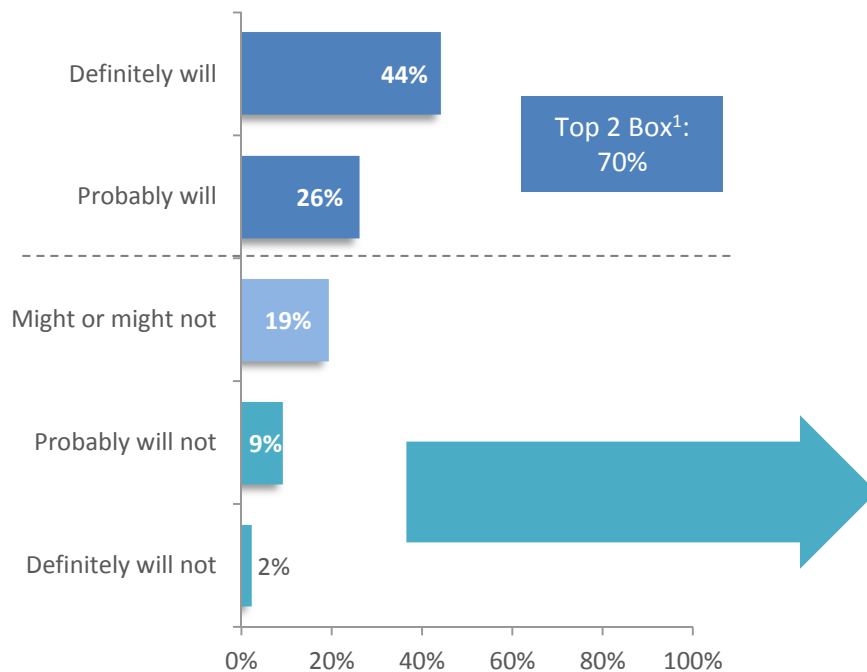


Future Attendance

Though the majority of attendees are highly likely to recommend the Summit and/or attend it next year, barriers to attending include weak value perception.

75% Likely to recommend the event to a co-worker
(Top 2 Box)¹

Likelihood to Attend In-Person 2017 Southern Gaming Summit-BingoWorld



Reasons for Future Non-Attendance

(Among 27 respondents who probably/definitely/might or might not attend the 2017 Southern Gaming Summit-BingoWorld)



n=89, unless otherwise specified
¹Top 2 box (Probably/Definitely will)

Q405. How likely are you to recommend the Southern Gaming Summit-BingoWorld to a colleague/co-worker?
Q412. How likely are you to attend next year's Southern Gaming Summit-BingoWorld in each of the following formats if offered?
Q415. Why are you not more likely to attend the 2017 Southern Gaming Summit-BingoWorld in-person? (Select all that apply)

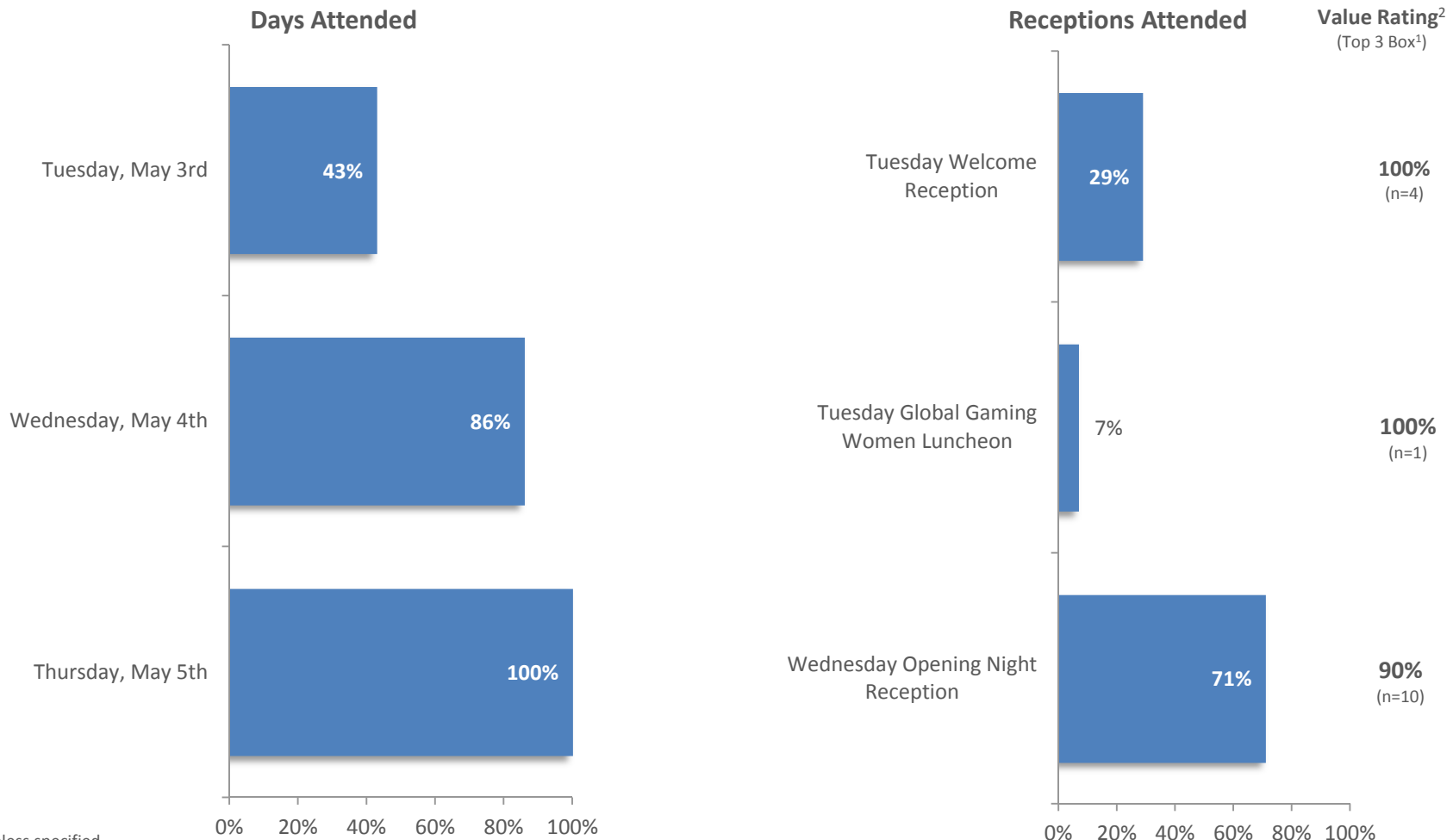
Speaker/Presenter Overall Feedback

Results are based on responses from event speakers/presenters



Event Elements Attended

The majority of speakers/presenters attended the Wednesday opening night reception, while all speakers/presenters were at the Summit on Thursday.



n=14, unless specified

¹Top 3 Box (8, 9, 10 Excellent)

²Among those who attended it

Q198. Which of the following days did you attend the 2016 Southern Gaming Summit-BingoWorld? (Select all that apply)

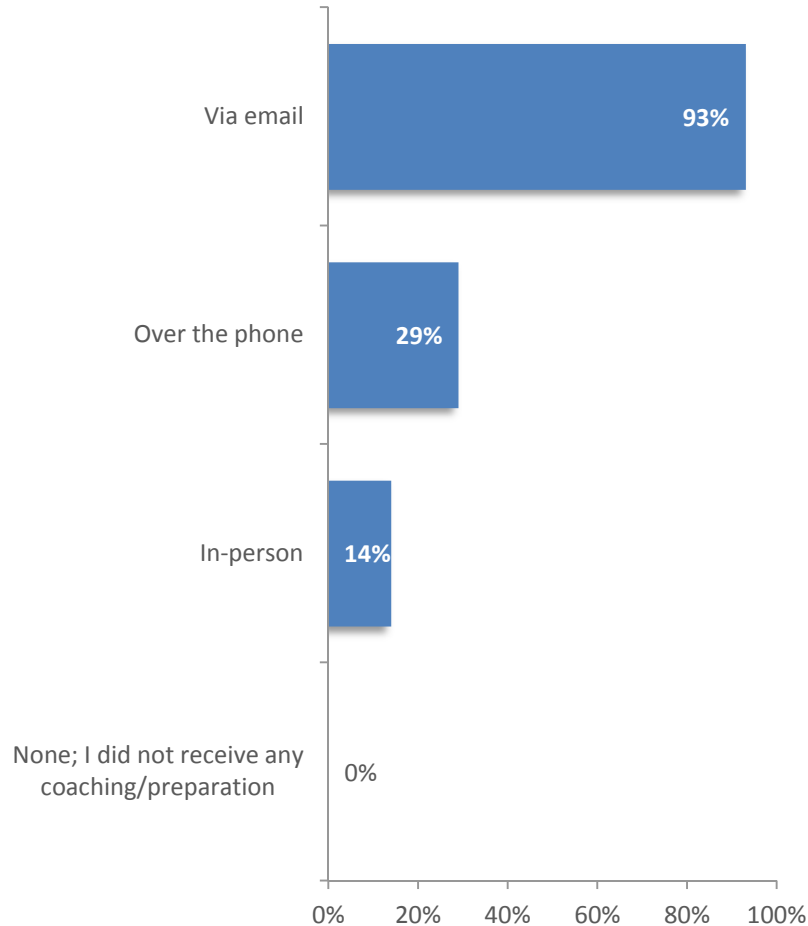
Q199. Did you attend the following networking receptions?

Q905. Please rate the overall quality of the following networking events.

Overall Preparation and Future Improvements

Nine out of ten speakers/presenters recalled receiving event-related coaching via email.

Types of Coaching/Preparation Received



Ways to Improve Session Presentation Experience

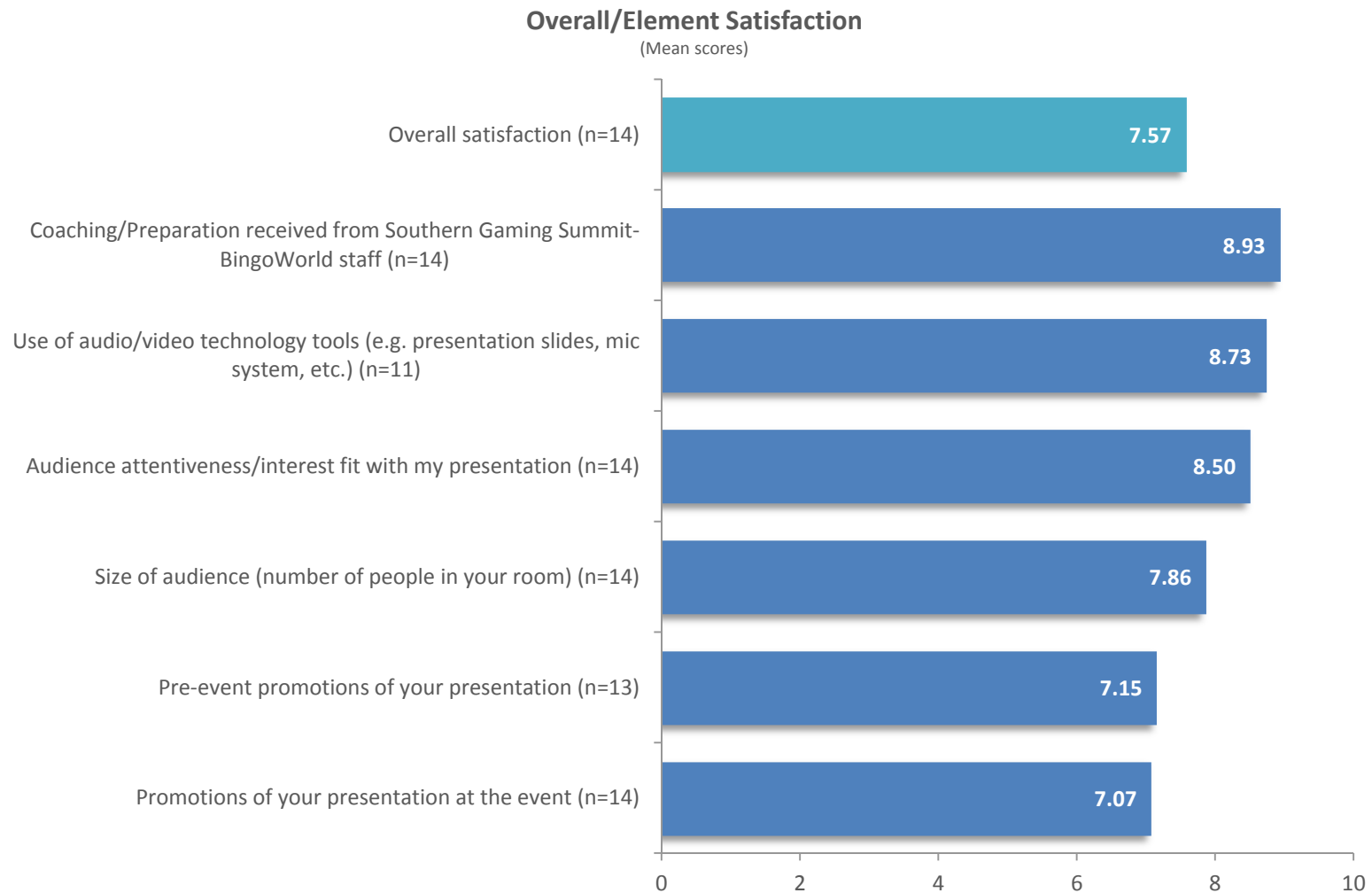
- Advertise the session a little, especially as it includes high level federal government officials
- All good, Heidi did a great job
- Give feedback from attendees after the show
- Good job
- I had a 9am slot and it's always tough to fill it; it might need more promotion or more pre-show interaction
- More people attend
- Organize a conference call between all presenters and organizers so we are all on the same page in regards to what the presentation should be, and we have separate information
- Perhaps announcements could be made before sessions begin and if they were, I missed them
- Promotion
- There were some sessions that didn't interest many that ran concurrently than some of high interest that competed with each other; better scheduling
- Was disappointed with audience interest and engagement

n=14
All mentions presented

Q201. In which of the following ways did you receive coaching/preparation from Southern Gaming Summit-BingoWorld event staff for your session/presentation?
(Select all that apply)
Q203. What one thing could Event Management do to improve your session/presentation experience?

Overall/Element Satisfaction

Overall, speakers/presenters gave a 7.57 satisfaction rating out of 10. Promotion of their presentation before and during the event could help strengthen their satisfaction.



Total respondents = n

Q105. Overall, how satisfied were you with the 2016 Southern Gaming Summit-BingoWorld?
Q202. Overall, how satisfied were you with the following elements of your session/presentation?

Most & Least Liked Aspects

Networking was one of the most liked aspects of the event. However, some speakers are concerned by the shrinking size of the event.

Most Liked Aspects

- All good
- Everything
- Great opportunities to network
- It has a good exhibit floor and full seminar agenda, but it is still manageable; I can have time to do my work and not fall behind
- Locale
- Networking at the receptions
- Opportunity to meet operators from around the state
- Opportunity to network with gaming officials (from MS) and later start time on Wednesday
- Show floor, food court and parties
- Staff
- Size of the audiences
- The parties
- The opportunities for networking
- The session I was included on; the opening day reception/party

Least Liked Aspects

- Attendance or lack thereof
- Audience was small and seemed disinterested
- Chef's presentation at 1pm on Thursday (wishing it had been earlier)
- Expo is a little small; could use a little more Native American presence
- Floor booths were small and had limited products
- Losing my iPhone
- Size of the audiences; they were more than previous years, which is good; I feel there would be greater attendance in Las Vegas
- The continued decline in slot machine manufacturer attendance
- The event seems to be getting smaller each year
- The sessions were not very informative/cutting edge

n=14

Note: All mentions reported

Q115. What did you like most about the 2016 Southern Gaming Summit-BingoWorld?

Q120. What did you like least about the 2016 Southern Gaming Summit-BingoWorld?

Additional Comments

- Happy with the event, but feel the BingoWorld event would be better attended in Las Vegas
- Heidi Buss did a great job as she continues to bring fresh ideas and speakers along with previous speakers who are experts in charitable gaming to the conference; I always learn something
- I think you need to be bolder about what topics you cover in your session; more future-oriented, and you could benefit from some more innovative/forward thinking speakers; there were some great speakers this year, but I would like to see more of that
- Prefer Vegas
- Seems with HB 1523, some Mississippi operators passed on coming to the event; some not pleased on how Mississippi has handled the situation; especially the Casino Operators Association etc.
- The presentation was awesome along with having Mike Edmonson join
- The staff has always been great; they deserve credit for a job well done; I think the costs for manufacturers to put on shows has got out of control so they simply don't participate in all of them; how about holding the show at one of the casinos in Biloxi, MS?
- This is one of my favorite conferences each year!
- This used to be and could be a great show. In order for you to re-attract the big vendors, you need attendance and a reason to attend / display; we need to find a draw that makes a compelling business reason

n=14

Note: All mentions reported

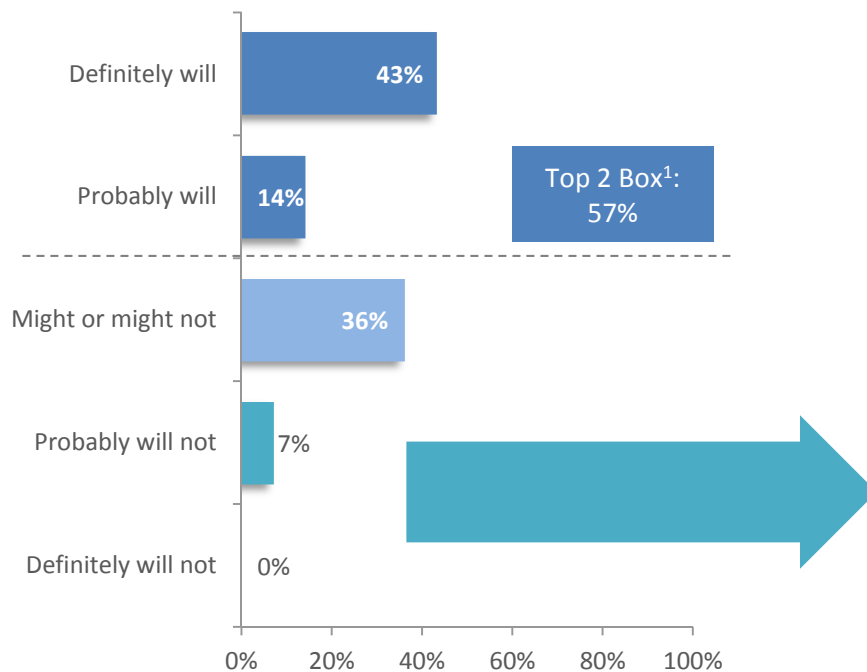
Q515. Please share any additional comments about the 2016 Southern Gaming Summit-BingoWorld in the space below:

Future Attendance

Over half of speakers/presenters are likely to recommend and/or attend the 2017 Summit. Among those who are not, redundancy of content/information emerges as a barrier.

57% Likely to recommend the event to a co-worker (Top 2 Box)¹

Likelihood to Attend
2017 Southern Gaming Summit-BingoWorld in-person



Reasons for Future Non-Attendance

(Among 6 respondents who probably/definitely will not attend the 2017 Southern Gaming Summit-BingoWorld)

- Content/Information is not unique from what is covered at other industry events (2)
- Irrelevant vendors represented at the event (2)
- Content/Information/Speakers are not different from previous years
- Did not find value in attending
- Travel costs are too high

n=14, unless otherwise specified
¹Top 2 box (Probably/Definitely will)

Q405. How likely are you to recommend the Southern Gaming Summit-BingoWorld to a colleague/co-worker?
Q412. How likely are you to attend the 2017 Southern Gaming Summit-BingoWorld in each of the following formats if offered? – In-person
Q415. Why are you unlikely to attend the 2017 Southern Gaming Summit-BingoWorld? (Select all that apply)

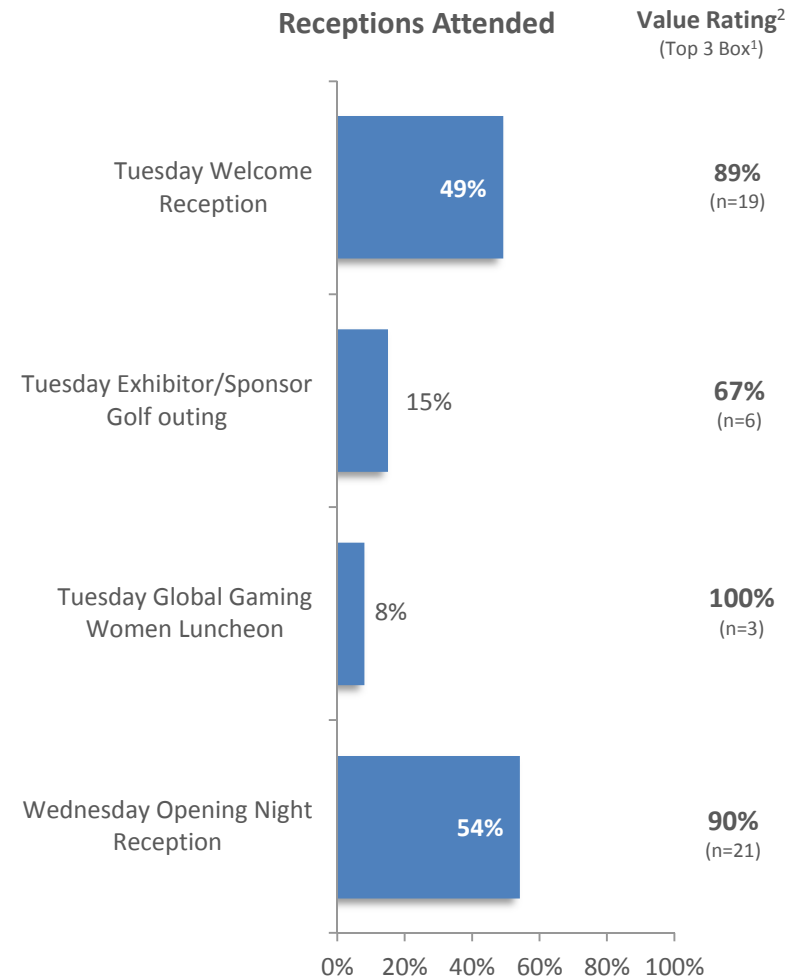
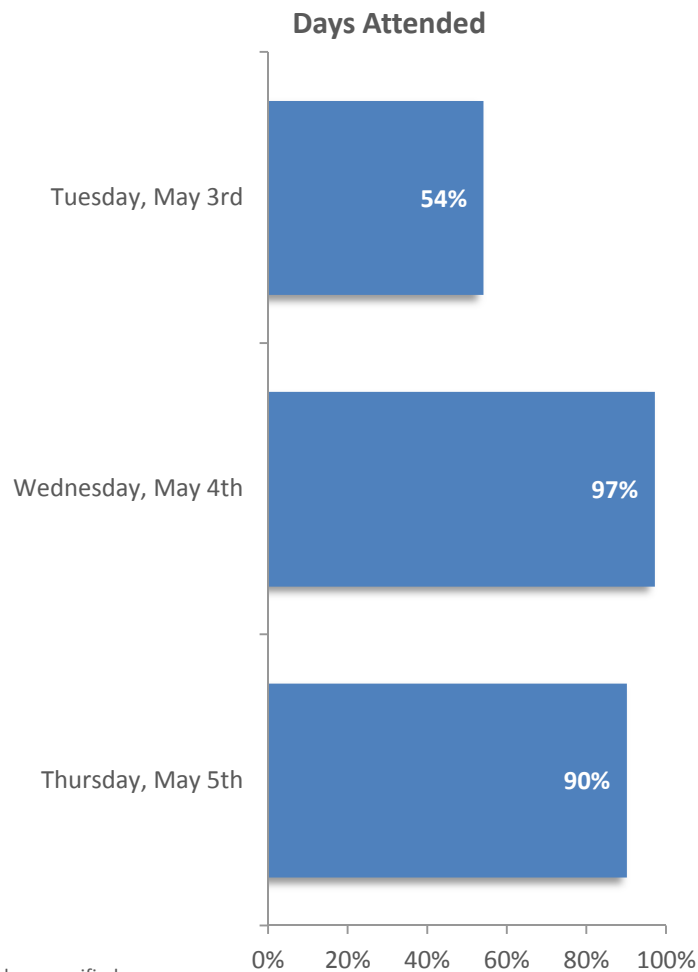
Exhibitor/Sponsor Overall Feedback

Results are based on responses from event exhibitors/sponsors



Event Elements Attended

Nearly all exhibitors/sponsors were at the event on Wednesday and Thursday. About half attended the Summit on Tuesday, which could have affected the low attendance at the Golf Outing.



n=39, unless specified

¹Top 3 Box (8, 9, 10 Excellent)

²Among those who attended it

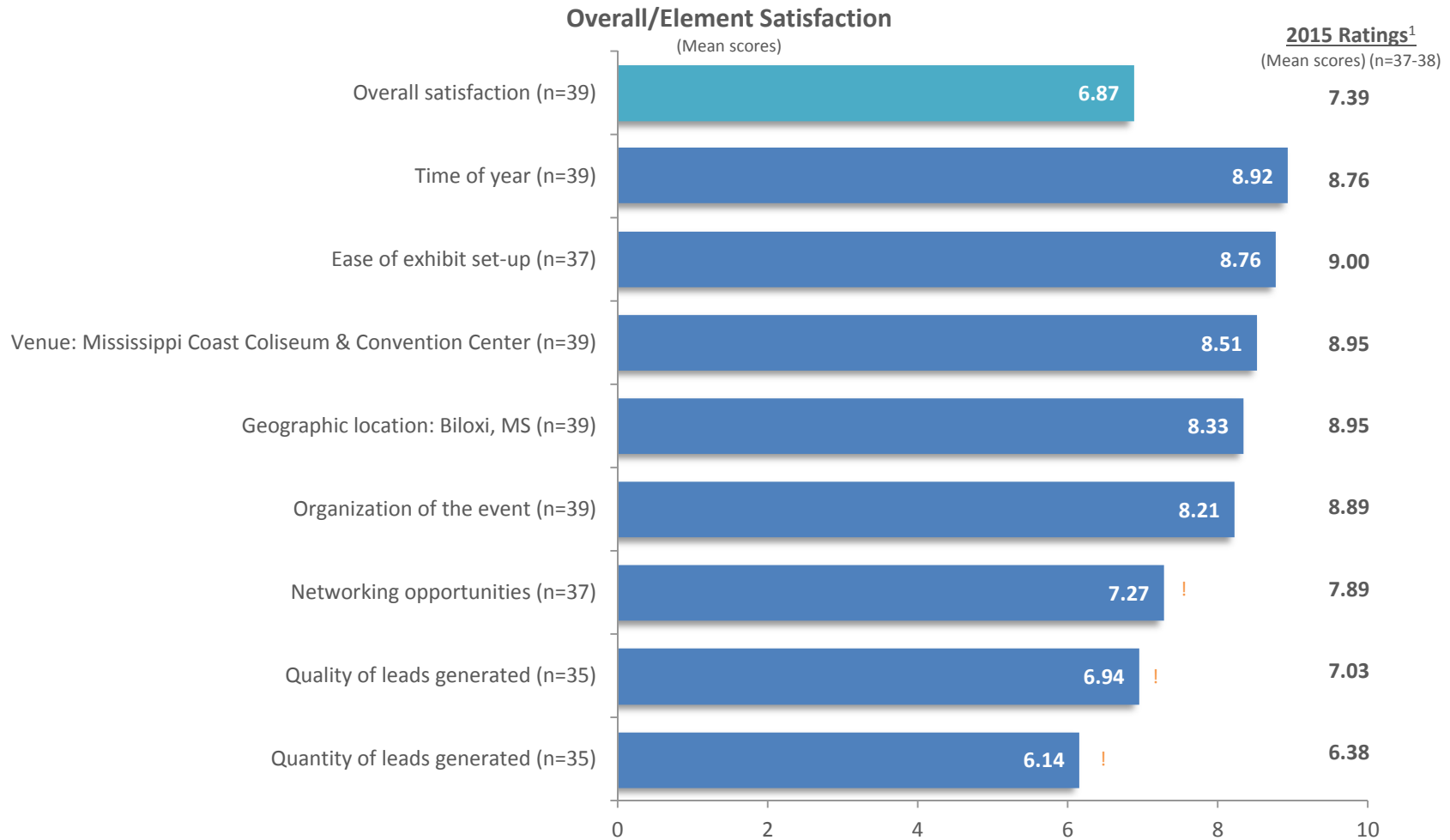
Q198. Which of the following days did you attend the 2016 Southern Gaming Summit-BingoWorld? (Select all that apply)

Q199. Did you attend the following networking receptions?

Q905. Please rate the overall quality of the following networking events.

Overall/Element Satisfaction

Compared to attendees and speakers/presenters, exhibitors/sponsors gave a lower overall satisfaction rating on average. Networking and lead generation were rated the lowest.



Total respondents = n

¹Where applicable, ratings from the 2015 study are presented

! Denotes a component that has a high correlation (.600 or higher) with overall satisfaction

74% Were visited by Event Staff n=39

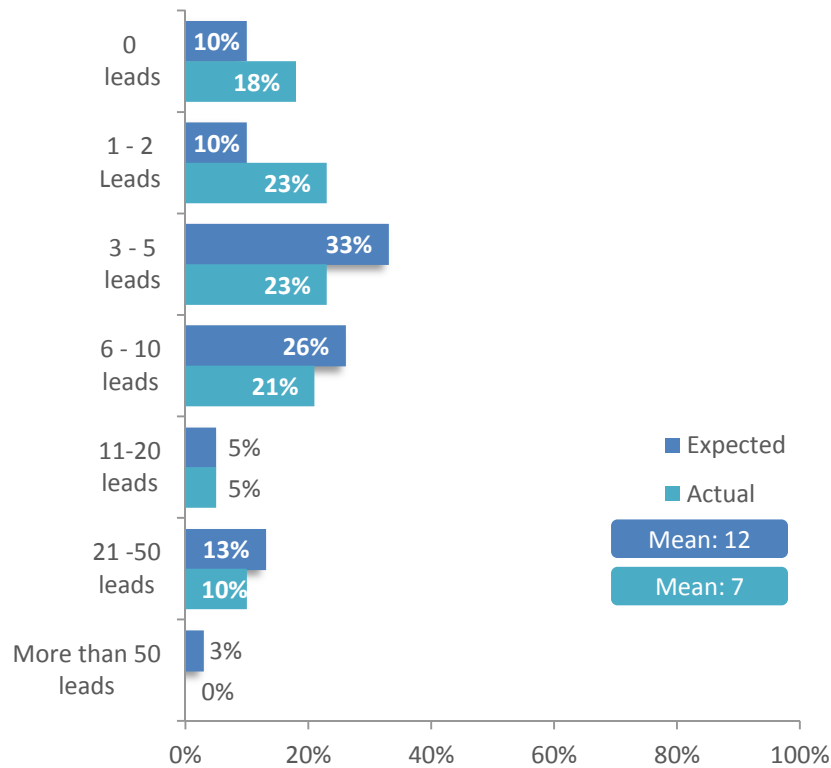
Q805. Overall, how satisfied were you with the 2016 Southern Gaming Summit-BingoWorld?
 Q810. Overall, how satisfied were you with the following elements of the 2016 Southern Gaming Summit-BingoWorld?
 Q813. Did a staff member from Southern Gaming Summit-BingoWorld or Casino Journal visit your exhibit?



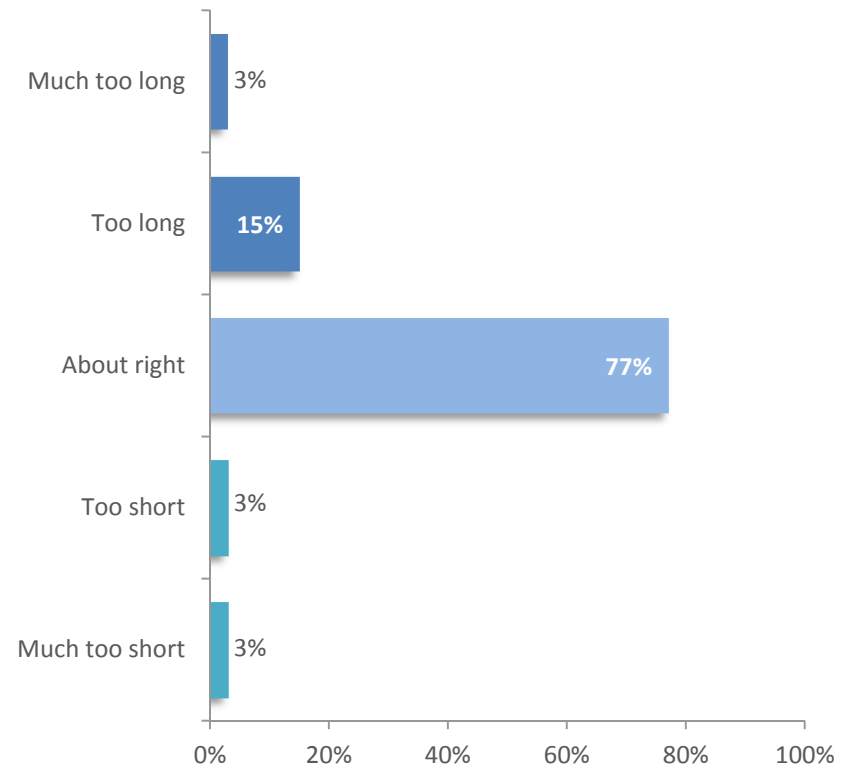
Floor Hours/Leads

Expected number of leads on average, was about twice the number of expected leads.

Leads Generated



Floor Hour Satisfaction

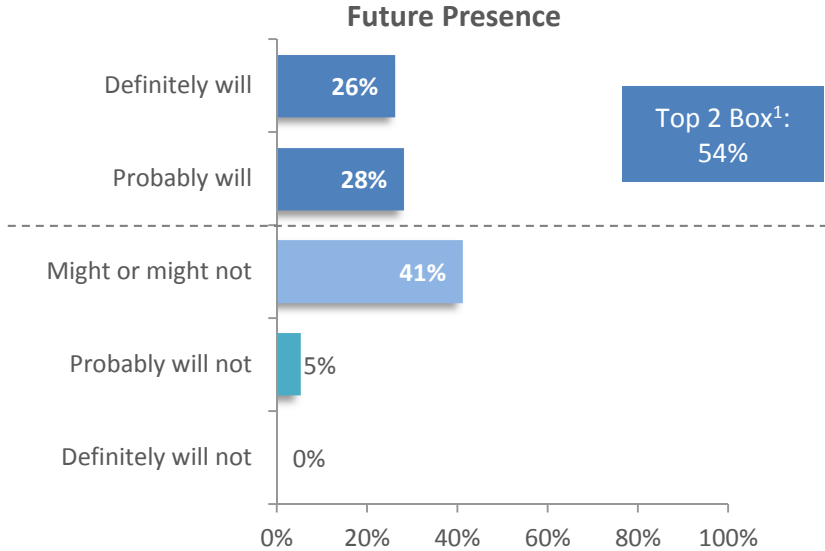
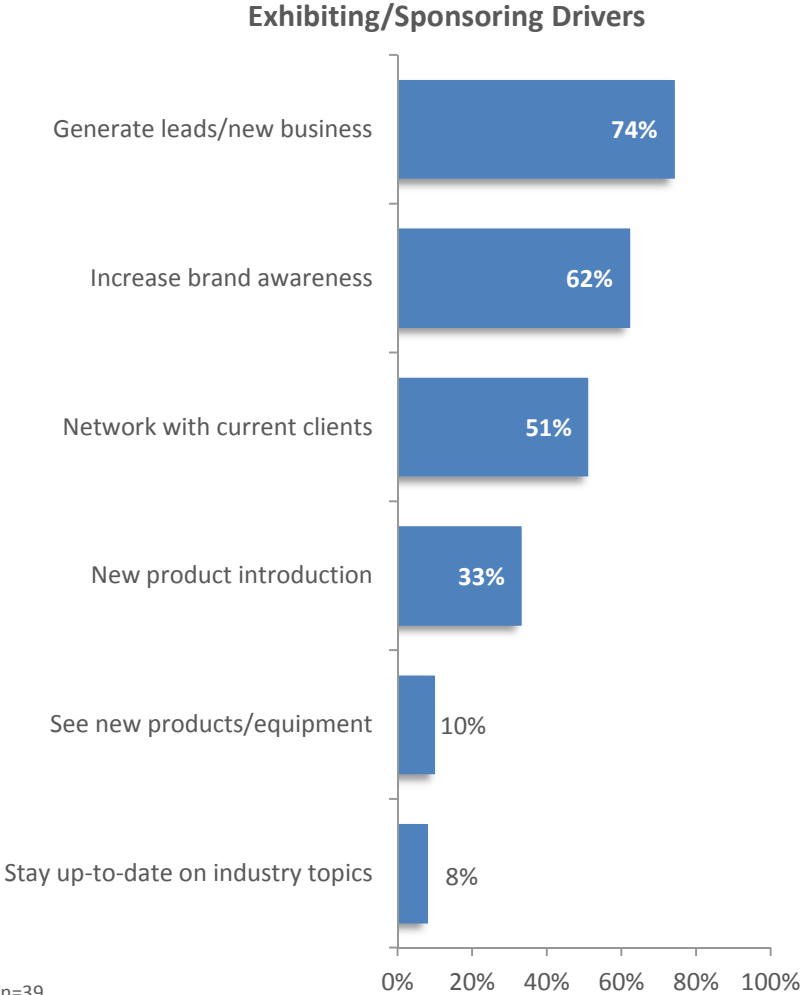


n=39

Q806. Prior to the event, how many leads did you expect to gain during the 2016 Southern Gaming Summit-BingoWorld?
 Q811. How many leads did you actually gain during the 2016 Southern Gaming Summit-BingoWorld?
 Q815. Do you feel the exhibit floor hours were...?

Likelihood for Future Presence

About half of exhibitors/sponsors are likely to exhibit at/sponsor the event next year, which is consistent with the speakers' likelihood to attend.



- ### Ways to Improve Experience Comments²
- More decision makers (3)
 - More exhibitors (3)
 - More major manufacturers (3)
 - Reduce student traffic (3)
 - Food (2)
 - More attendees (2)
 - More vendors (2)

n=39
¹Top 2 box (Probably/Definitely will)
²Common mentions presented, All mentions included in Appendix

Q818. Which of the following are your primary reasons for exhibiting in/sponsoring the 2016 Southern Gaming Summit-BingoWorld? (Select up to three)
 Q820. How likely is your company to exhibit/sponsor at the 2017 Southern Gaming Summit-BingoWorld?
 Q830. What one thing could Event Management do to make the Southern Gaming Summit-BingoWorld a better event for your company?

Non-Attendee Feedback

Results are based on responses from registrants that did not attend



Registration and Non-Attendance

Most non-attendees could not be at the event due to time constraints/schedule conflict. All are likely to attend next year.

Reasons for Registering



14% Had someone else attend in their place

Reasons for Not Attending

Time constraints/
Conflicting schedule (43%)

100% Likely to attend the 2017 Southern Gaming Summit-BingoWorld¹

n=7

¹Top 2 box (Probably/Definitely will)

Q688. What were the primary reasons you registered for the 2016 Southern Gaming Summit-BingoWorld? (Select up to three)

Q690. Did someone else attend the 2016 Southern Gaming Summit-BingoWorld in your place?

Q695. For what reasons did you not attend the 2016 Southern Gaming Summit-BingoWorld? (Select all that apply)

Q699. How likely are you to attend the 2017 Southern Gaming Summit-BingoWorld?

Demographics

Results are based on responses from all event registrants



Respondent Profile

Attendance Type	
Attendee	60%
Speaker/Presenter	9%
Exhibitor/Sponsor	26%
Did not attend	5%
n	149

Industry Experience ¹	Attendee	Speaker/Presenter	Exhibitor/Sponsor	Non-attendee
Less than 1 year	1%	0%	0%	0%
1 - 3 years	15%	7%	13%	0%
4 - 10 years	24%	0%	16%	0%
11 - 20 years	20%	21%	42%	43%
21 - 30 years	36%	57%	21%	43%
31 - 40 years	3%	14%	5%	14%
41 - 50 years	1%	0%	3%	0%
More than 50 years	0%	0%	0%	0%
n	89	14	38	7

Gender	Attendee	Speaker/Presenter	Exhibitor/Sponsor	Non-attendee
Male	65%	71%	72%	57%
Female	35%	29%	28%	43%
n	89	14	39	7

Age	Attendee	Speaker/Presenter	Exhibitor/Sponsor	Non-attendee
18-29 years old	13%	0%	10%	0%
30-39 years old	16%	7%	18%	14%
40-49 years old	24%	50%	13%	14%
50-59 years old	25%	29%	46%	43%
60-69 years old	18%	14%	5%	14%
70 years old or older	4%	0%	8%	14%
Mean Age	48	50	50	55
n	89	14	39	7

Purchase Influence	Attendee	Speaker/Presenter	Exhibitor/Sponsor	Non-attendee
Approve/Authorize	42%	50%	28%	43%
Recommend	27%	14%	54%	14%
Select/Specify	2%	14%	0%	0%
Involved in other ways	13%	0%	8%	14%
Not involved	16%	21%	10%	29%
n	89	14	39	7

Total respondents=n

¹"Don't know/Prefer not to answer" responses have been removed for analysis purposes

Q705. In what year were you born? | Q710. Please indicate your gender.

Q730. Which of the following describes your usual involvement in your company's purchases?

Q735. How many years of experience do you have in the industry you are currently operating in?

Q510. Which one of the following best describes your attendance type for the 2016 Southern Gaming Summit-BingoWorld?

Continued on the next page...



Respondent Profile (continued)

Job function	Attendee	Speaker/ Presenter	Exhibitor/ Sponsor	Non- attendee
Other Management (Operations, Security/Surveillance, Government Relations, Purchasing, Sales/Marketing, Human Resources)	37%	7%	51%	29%
Executive/Corporate/ Financial Management (Owner, Partner, President, Vice President, C-level)	24%	50%	31%	29%
Gaming Management/ Slot Technician	16%	21%	10%	14%
Hospitality Management	8%	0%	5%	0%
Government Official/ Other titled and non-titled personnel	8%	0%	0%	29%
IT Management/Development	4%	0%	3%	0%
Other	3%	21%	0%	0%
n	89	14	39	7

Industry	Attendee	Speaker/ Presenter	Exhibitor/ Sponsor	Non- attendee
Casino	45%	7%	5%	43%
Bingo – Charitable	17%	7%	0%	0%
Supplier	10%	0%	56%	14%
Government/Law Enforcement	9%	0%	0%	29%
Indian Gaming	8%	14%	8%	0%
Consultant/Research Firm	3%	29%	0%	0%
Hospitality/Entertainment	1%	7%	8%	14%
Bingo – Non-Charitable	1%	7%	3%	0%
Finance/Banking	1%	0%	5%	0%
Law Firm	0%	7%	0%	0%
Cruise Ship	0%	0%	0%	0%
Card Club	0%	0%	0%	0%
Internet Gaming Supplier	0%	0%	0%	0%
Lottery	0%	0%	0%	0%
Parimutuel	0%	0%	0%	0%
Internet Gaming	0%	0%	0%	0%
Other	4%	21%	15%	0%
n	89	14	39	7

Total respondents=n

Q720. Which of the following describes your job function?

Q725. Please select the category that best describes your company/firm.

Company Profile

Revenue ¹	Attendee	Speaker/ Presenter	Exhibitor/ Sponsor	Non- attendee
Less than \$50,000	4%	0%	0%	0%
\$50,000 - \$99,999	2%	17%	0%	0%
\$100,000 - \$249,999	4%	0%	0%	0%
\$250,000 - \$499,999	4%	0%	0%	0%
\$500,000 - \$999,999	2%	0%	5%	33%
\$1 million - \$1.9 million	9%	17%	10%	0%
\$2 million - \$4.9 million	9%	17%	25%	33%
\$5 million - \$9.9 million	7%	17%	10%	33%
\$10 million - \$14.9 million	7%	0%	10%	0%
\$15 million - \$19.9 million	0%	0%	5%	0%
\$20 million - \$24.9 million	2%	0%	5%	0%
\$25 million - \$29.9 million	2%	0%	0%	0%
\$30 million - \$34.9 million	2%	0%	5%	0%
\$35 million - \$39.9 million	4%	0%	0%	0%
\$40 million - \$44.9 million	0%	0%	5%	0%
\$45 million - \$49.9 million	4%	0%	5%	0%
\$50 million - \$99.9 million	11%	0%	0%	0%
\$100 million or more	26%	33%	15%	0%
n	46	6	20	3

Company Size ¹	Attendee	Speaker/ Presenter	Exhibitor/ Sponsor	Non- attendee
Less than 10 employees	10%	29%	14%	20%
10 - 25 employees	6%	7%	17%	20%
26 - 50 employees	4%	7%	9%	0%
51 - 100 employees	17%	7%	14%	0%
101 - 250 employees	6%	7%	23%	40%
251 - 500 employees	7%	0%	3%	0%
501 - 1,000 employees	11%	0%	6%	20%
1,001 - 2,500 employees	7%	14%	6%	0%
2,501 - 5,000 employees	11%	21%	6%	0%
5,001 - 10,000 employees	6%	0%	3%	0%
More than 10,000 employees	17%	7%	0%	0%
n	72	14	35	5

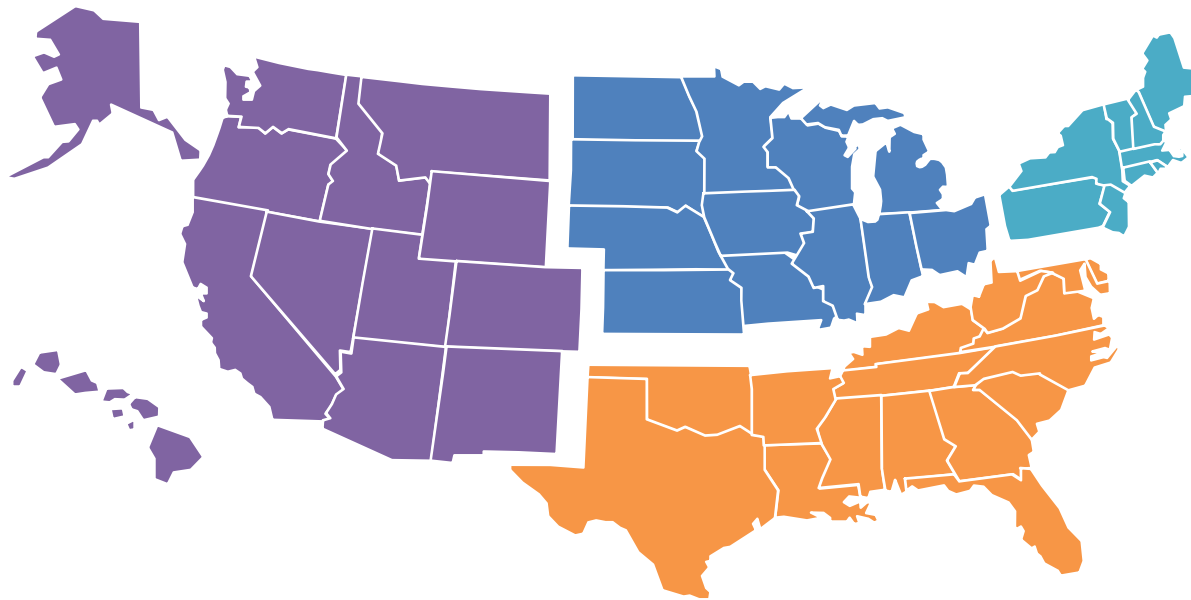
Total respondents=n

¹"Don't know/Prefer not to answer" responses have been removed for analysis purposes

Q740. What was your company's estimated total annual revenue for 2015?

Q745. Including yourself, how many employees does your company employ, including all locations?

Region



	Attendee	Speaker/Presenter	Exhibitor/Sponsor	Non-attendee
Live in the U.S.	97%	86%	95%	100%
Live outside the U.S.	3%	14%	5%	0%
n	89	14	39	7

Countries:
• Canada

	Attendee	Speaker/Presenter	Exhibitor/Sponsor	Non-attendee
Northeast	0%	0%	3%	0%
Midwest	3%	8%	19%	0%
South	91%	75%	62%	100%
West	6%	17%	16%	0%
U.S. Territories	0%	0%	0%	0%
n	86	12	37	7

Total respondents = n

Q714. Do you live in the United States?
Q715. In which state do you currently live?
Q716. In which country do you live?

Appendix

Most Liked Aspects

▪ **Networking (22):**

- Networking opportunities (11)
- Meeting and talking to people in the BingoWorld
- Networking and learning industry issues
- Networking events
- Networking potential, plus being out of the office
- Networking; ease of access
- Opportunity to network with peers
- Still a great opportunity to network and view new products
- The breakout sessions with leaders in the industry
- The opportunity to network during the Welcome Parties
- The opportunity to talk and understand different aspect of the Gaming Industry

▪ **Vendors/Exhibits (15):**

- All the various vendors
- Exhibits
- Meeting slot vendors
- Meeting vendors and checking out new games
- New products
- None of the vendors were overbearing
- Opportunities to see new products, services, vendors
- Seeing all the new equipment and displays
- Talking with surveillance-related vendors
- The food and beverage vendors
- The opportunity to meet with a couple vendors with products that could enhance our operations

▪ **Vendors/Exhibits (15) (Cont.):**

- Trying out new gaming machines
- Variety of exhibit categories
- Visiting the different vendors and sampling the foods
- Walking around the exhibit hall and talking to the different exhibitors about their display

▪ **Educational sessions (8):**

- All the topics we were able to choose from
- Chefs' Panel
- Classes on getting Millennials into gaming
- Having sessions
- Panel discussion
- Sessions and expo mix
- Topics surrounding women, marketing/advertising and millennials were invaluable to me; these areas are so important to our industry and they'll continue to be relevant for years to come as they all continue to evolve
- We always attend the sessions; enjoyed the scam session and the forensics session the most

▪ **Location (6):**

- The location (3)
- Close proximity
- Having a regional show in the south is very important to the industry; I hope it can continue as it has been getting smaller and smaller the past 4 years
- Well organized; being from the North MS region, the Biloxi location gives me the opportunity to keep current on the Coast market

n=89 | Among attendees

Q115. What did you like most about the 2016 Southern Gaming Summit-BingoWorld?

Continued on the next page...

Most Liked Aspects (Cont.)

▪ **Speakers (5):**

- Presenters are knowledgeable and had some new ideas and insights to share
- Some charismatic readers
- Speaker panel, but the panels on skill-based gaming and gaming cheats were at the same time
- The speakers were very good
- Keynote, executive roundtable

▪ **Venue (4):**

- Venue (2)
- Coliseum was convenient and had professional staff; cooking demonstration was fun
- The venue was nice and I thought the show was managed very professionally

▪ **Receptions (4):**

- Welcome reception at Hard Rock (2)
- Receptions
- Tuesday night opening reception

▪ **Attendee mix (3):**

- The people attending the Summit (2)
- Very amicable crowd of vendors and attendees

▪ **Location and timing (3):**

- Dates and location
- Location and time of year
- The location, venue and duration of event

▪ **Food (2):**

- Food drinks and service was excellent at the Hard Rock
- The only thing was the food I cared for; there were a lot of salesmen that didn't care about educating the public about their products

▪ **Single mentions:**

- By this being my first SGS my overall experience was awesome, love It
- Clyde Brock and Kathy Clem; they are excellent speakers with enormous experience which helps with the overall experience of the classes; loved that there were food tastings and vendors on the exhibit floor - makes me want to bring more people next year to include our kitchen managers
- Getting other people's ideas
- Golf outing
- I liked the big participation in the Bingo Games; it was a lot of fun
- It was the first one that I had attended and I enjoyed it very much
- Networking and reception
- Networking and the hospitality at the reception and welcome; presenters were better this year than in the past; really got a lot of information from Thomas Ralston; would like to see them present again
- Sessions were on timely topics; great reception in Wednesday evening
- The seminars and the interaction with others in my profession
- The session, informative and great presenters
- Very informative
- It was only two days

n=89 | Among attendees

Q115. What did you like most about the 2016 Southern Gaming Summit-BingoWorld?

Least Liked Aspects

▪ **Lack of exhibitors/vendors (19):**

- Need more exhibitors (3)
- Number of vendor in the exhibit hall; seems to get smaller each year I attend (2)
- Few booths relating to surveillance
- Half of the vendors I wanted to see were not there
- It was described as Bingo Summit, but there was only 1 Bingo vendor
- Lack of Bingo vendors attending the trade show
- Less vendors at show
- Limited number of exhibitors; I was able to see the entire show in less than one; there wasn't any need to attend on Thursday
- Not enough selling booths there; the past years were much better
- Not enough vendors; need to move slot machine manufacturing to rear of exhibit hall
- Only a few of the main vendors I wanted to see were there
- Shrinking vendor attendance
- That there weren't more surveillance-related vendors
- The lack of participation by many of the larger slot vendors
- The number of companies on the Expo floor was very limited; I do not know how this reflects on the networking events
- Very few exhibitors

▪ **Educational sessions-related (18):**

- Sessions were too short (3)
- A little expensive - one Bingo time slot had no relevance, needed more variety (regulators and electronic Bingo) - we skipped the whole hour
- Conflict of schedule in Revenue Management discussion and Fantasy Sports discussion

▪ **Educational sessions-related (18) (Cont.):**

- Lack of compelling sessions; lack of slot manufactures attending
- Microphone issues at cooking demonstration
- Most all applied to US; we are Canadian so a lot of the details pertained to US regulations, etc.
- Need more sessions
- Not enough panel discussions on regulatory matters such as Responsible Gaming and TITLE 31, Audit topics, etc.
- Not enough time spent on nonprofit organizational Bingo
- Perhaps for the chefs' panel or culinary discussions have chefs that work in casinos, or at least high volume; have them discuss something besides plugging their restaurants and relationships; nothing related to high volume, casino outlets; it was more of a PR plug
- There should be a larger focus on tourism
- There was not enough focus on Bingo for those of us who aren't casinos or slot users; additionally, content needs to be updated - they were still talking about smoke-free environments and how legislation has affected us; this is a 15+ year old issue and if we haven't figured this out yet, we're not likely to benefit from any ideas presented in 2016; previous conferences offered more focus/ideas customer service
- There were not enough valuable sessions geared toward charitable Bingo operations; hardly any of the sessions were relevant
- Too little about Electronic Bingo
- Wish there were more topics to choose from
- With Food and Beverage being such a large part of the casino business, there needs to be a bigger part of it geared towards it

n=89 | Among attendees

Q120. What did you like least about the 2016 Southern Gaming Summit-BingoWorld?

Continued on the next page...

Least Liked Aspects (Cont.)

▪ **Shrinking size of event (9):**

- Event shrinking in size over the years (3)
- I think it's getting smaller each year; it's a shame I go every year and each year it's downsizing, what's up with that?
- Lack of participation
- Lack of table games and associated firms and individuals
- SAGS floor shrinking and manufacturers are not committed
- Seems a little smaller than year's past
- Too small, no interest of participants, too expensive, and not worth their while

▪ **Lack of gaming vendors (4):**

- I wish there were more gaming vendors
- It was not many gaming machines vendors
- Lack of major gaming manufacturers
- Rather small attendance by large gaming manufacturers

▪ **Session timing (4):**

- Early times
- How early the session was – 9 a.m.
- Sessions needed in afternoon too
- Some of the events need to be spaced out more; sessions on Thursday should start at 10 a.m.

▪ **Location (3):**

- Being in Biloxi, MS
- Location of reception
- The Expo was not as good as in the past two years; it would be nice to move it to another location for a change, alternate between Las Vegas and Biloxi

▪ **Speakers (3):**

- Some of the speakers/presenters didn't seem like most qualified candidates available in market
- Some presenters did not address the topic; just rambled on basically about nothing
- The opening speaker did not hold my attention; the charts and graphs on the regulators round table did not hold my interest; however, I work in the Compliance area

▪ **Single mentions:**

- Cost of sessions
- Airport
- Bingo
- In the exhibit hall, it would've been easier to find vendors if the booth numbers were displayed above each booth; the booth numbers were assigned in the Summit booklet but not on the individual booths
- It annoys me that people who have none or little connection with the industry are allowed to be at the show; often times they come in, take any giveaway you have, eat all the samples from the food vendors and get drunk; they are not the individuals who make any purchasing decisions or even influence these decisions, and in my opinion they shouldn't be allowed to attend any of the events
- New products
- Temperature of the conference rooms
- The big selection of slot machines were not there as was in the past Summits
- The Expo - there was nothing for my field
- Trade show, more Bingo, less non-gaming booths

n=89 | Among attendees

Q120. What did you like least about the 2016 Southern Gaming Summit-BingoWorld?

Additional Comments

- **Enjoyable (8):**
 - Really enjoyed the Summit (4)
 - Fun and interesting (2)
 - Exciting and informative
 - Great job
- **Get more vendors (7):**
 - Find a way to reduce the cost to the vendors so they will attend
 - Help to keep the show growing in vendor participation
 - I sure hope you can get more vendors for next year; it just seems to get smaller every year
 - I understand that to have more F&B vendors/distributors, you don't want to be feeding the masses, especially if they are there for more of the gaming side of things; you can have most of the F&B type booths in an area where a particular badge type allows
 - If it were more affordable, maybe more vendors would exhibit at the show; also, it might be a good idea to move the show to New Orleans or another southern gaming city every other year to improve attendance
 - Not enough educational vendors
 - The biggest void in the 2016 Summit was the total absence of table game vendors and products
- **Need notepad/paper (2):**
 - Include a notepad or paper in the welcome bag when you check-in to take notes during the sessions; have more sessions that are relevant to a larger percentage of attendees
 - Recommend blank notepaper be added either in a separate booklet or as the last several pages of agenda brochure for note taking at sessions; consider splitting out gaming & Bingo conferences as separate events
- **Single mentions:**
 - Great show - would like to see more exhibitors with larger selections; the interactive slot machines and tournament games were a big hit
 - Hall opened too late
 - Hope there's a lot more of a bigger selection of slot machines next year
 - I hope to be able to attend next year
 - If you want large attendance, combine with Louisiana to have event in New Orleans
 - In my opinion, this show will not survive without the larger slot machine manufacturers' attendance
 - It was ever enlightening
 - It was extremely disappointing
 - It was nice to have been able to meet vendors previously not met
 - Need more exhibitors
 - Poor airport, limited flights; very hard to get Biloxi by air
 - This was by far the best Southern Gaming Summit I've ever attended in all the years I've gone
 - Too much traffic at entrance of hall; need to move slot machine manufacturing to rear of hall; traffic would have to pass exhibitors booths
 - Very professional brochure, program and exhibit hall; well done
 - Was not impressed with the chef's panel; the reception at the Nugget was almost identical to previous years; where is the excitement
 - Well organized, spacious, advance information available for the sessions; the gaming show is just a plus; would not attend if not for the sessions; coming from the regulation side more information on the regulation of Bingo/pull tab and less on the prom

n=89 | Among attendees

Q515. Please share any additional comments about the 2016 Southern Gaming Summit-BingoWorld in the space below:

Ways to Improve Experience

▪ **More decision makers (3):**

- Ensure there are more F&B decision makers in attendance
- Have decision makers attend the show; we did not see many people who make purchasing decisions
- Incentivize more regionally located casino decision makers to attend

▪ **More exhibitors (3):**

- I wish more exhibitors would have joined this year
- Increase the number of large exhibitors
- More exhibitors from northwest area

▪ **More major manufacturers (3):**

- Get at least one more of the major slot manufacturers at the show and maybe more of the corporate slot personnel to attend
- Regain back at least 1 larger manufacturer; attract corporate slot buyers back to the show (Isle, Pinnacle, Penn, Boyd, Churchill, Caesars; all no shows this year)
- We need more of the manufacturers to participate to make it worth the operators' time to attend; if we can't get in front of our clients, it doesn't make sense to take on the cost of exhibiting at the event

▪ **Reduce student traffic (3):**

- Is there any way to eliminate the miscellaneous casino employees or students from entering the exhibit hall? They are a waste of our time and interfere with making fruitful presentations and contacts; thank you
- Reduce amount of students from Crescent School of Gaming and security guards

▪ **Food (2):**

- Food and beverage options
- Offer lunch at the show to all participants

▪ **More attendees (2):**

- For us, the Summit was a monster success, but I could tell that attendance was very low compared to previous year's Summit wide; that is where the focus should be going forward
- More attendees showing up to the trade show; after morning sessions were over it seemed most attendees left

▪ **More vendors (2):**

- Larger participation of vendors
- More vendors

n=39 | Among exhibitors/sponsors

Q830. What one thing could Event Management do to make the Southern Gaming Summit-BingoWorld a better event for your company?

Continued on the next page...



Ways to Improve Experience (Cont.)

▪ Single mentions:

- Attract more casinos
- Combine with LVGA show; we had 12 LA Poker customers attend S Gaming; combine with the show in New Orleans
- Greater numbers and variety of attendees/exhibitors
- Help with lead generation
- I would like to expose my product to F&B directors, chefs, and other people that have direct correlation to the kitchen/food buying; the majority of the product sampled at this years show was sampled out to people who play no roll in the F&B part of business (Casino Security, Cage Managers, Cage Clerks, Slot Maintenance, etc.)
- Make individual maps of the exhibit floor available to help attendees locate a vendor; also offer some entertainment/prize/game/special/reason to get them back to the coliseum on Thursday at least in to early afternoon like a slot tournament or participation game of some type with a \$1000 cash prize or \$5000 in several free play prizes at the hotel casino's which are part of the authorized room choice package - this free play would have to be available for Wednesday night I guess, so would not work for a Thursday promotion
- More entertainment
- More traffic on second day of the show
- More vendors and attendees; lack of both should make you reduce cost of booth
- Need more qualified casinos to come to the show, not just the local casinos
- Pricing needs to drop; too expensive for such a small format; Teamster prices are crazy in Biloxi
- Some Casino Marketing clients I talked with said they stopped coming years ago because it's the same every year
- The free passes to attend are somewhat excessive; people were coming by the booth who had no decision making capabilities and only looking for freebies
- The individual meetings need to be better to encourage more casinos to send representatives to the conference

n=39 | Among exhibitors/sponsors

Q830. What one thing could Event Management do to make the Southern Gaming Summit-BingoWorld a better event for your company?