



October 29, 2010

## Mid-Year NIGA a Success; iGaming Congress at G2E Fast Approaching

### MID-YEAR NIGA

The Innovation Group was pleased to see the significant interest in the iGaming track at last week's Mid-Year NIGA Conference at Mystic Lake Casino in Prior Lake, MN. More than 100 conference participants were present at the panel featuring our Chairman/CEO Steve Rittvo titled "Internet Gambling: Player Marketing and Player Incentives With or Without Legislation". Numerous tribal clients have already outreached to our organization following that session to learn more about the research and observations The Innovation Group has compiled specific to this emerging industry segment.

### IGAMING CONGRESS AT G2E

In that vein, we would like to remind all of our clients about the upcoming iGaming Congress at G2E, an event co-produced by The Innovation Group, Bola Verde Media Group, Lewis and Roca, LLP, iGaming Business, Reed Expo and the American Gaming Association. The Innovation Group's Steve Rittvo and Paul Girvan are both slated to participate on panels during the iGaming Congress at G2E, along with Matt Sodl, President and Managing Director of our affiliate, Innovation Capital. The Innovation Group staff was also intimately involved in establishing the overall session schedule and recommending the speakers for what promises to be a must-attend series of iGaming discussions at this year's G2E Conference in Las Vegas. The Innovation Group's Michael Soll and David Rittvo have also been asked to participate in marketing and F&B panels in the main G2E tracks, respectively.

### THE INNOVATION GROUP'S IGAMING WHITEPAPER TO BE RELEASED AT G2E

Also note that this year's G2E conference will mark the release of a national research survey that The Innovation Group has recently completed to further define the iGamer demographic and the relationship between iGaming and brick and mortar casinos. For more information regarding this soon-to-be-released whitepaper, please contact The Innovation Group via [info@theinnovationgroup.com](mailto:info@theinnovationgroup.com).

To register for iGaming Congress at G2E, click here >>.



**iGaming Congress  
AT G2E**

MONDAY, NOV 15 - TUESDAY, NOV 16

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