

SLOT MANAGEMENT & MARKETING

Slot Management & Marketing is the only vertical business-to-business publication serving the slot sector of the gaming industry. Four times a year, Slot Management & Marketing focuses on delivering insightful, practical information about gaming trends, technology, marketing and operations worldwide. The publication is designed to give casino, slot, marketing and IT executives an edge over the competition and a voice for slot floor professionals to share issues and concerns, as well as providing an unbiased resource on the best products and services for increasing efficiency and the bottom line.



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Our editors create a "Sneak Peek" eBlast from the profiles submitted in our World of Slots issue in September. We will deploy to our subscribers with your product image, description and link.

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	ICE London ISSUE	NIGA ISSUE	G2E ISSUE	
	JANUARY Ad Close: 12/9/19 Materials Due: 12/12/19	MARCH Ad Close: 2/12/20 Materials Due: 2/17/20	SEPTEMBER Ad Close: 8/14/20 Materials Due: 8/18/20	NOVEMBER Ad Close: 10/15/20 Materials Due: 10/20/20
COVER STORY	Attracting Younger Slot Customers	Converting Sports Bettors to Slot Players	Integrating Skill Games into the Slot Floor Mix	Slot Floor of the Future
SPECIAL SHOW COVERAGE	ICE London Gaming Machine Preview	NIGA Gaming Machine Preview	G2E Gaming Machine Preview: World of Slots	Best Slot Machines at G2E
MARKETING	Slot Analytics Update • Systems • Software • BI • Player Tracking	Mobile Technology • Systems • Software • BI • Apps	Tournament Technology • Systems • Games • Promos • Rewards • Cabinets	Bonusing Technology • Systems • Software • Games • Analytics • BI
GAMES	New Licensed Games • Cabinets • Marketing • Game Design	Progressive Games Update • New Concepts • Cabinets • Hardware • Technology	Slot Management Systems • Slots • Systems • CRM • Player Tracking • Analytics	Reel Games Update • New Formats • Cabinets • Systems • Hardware
BONUS DISTRIBUTION	RAVING NEXT: Indian Gaming Analytics & Marketing Jan. 28-30 • Isleta Resort, N.M. WESTERN INDIAN GAMING CONFERENCE TBA • USA ICE LONDON Feb. 4-6 • ExCeL London, UK	NIGA March 26-27 San Diego, Calif.	G2E Oct. 5-8 Sands Expo, Las Vegas	
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