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Entertainment Experts Will Educate Casino Execs at G2E

LAS VEGAS — Mark Sonder, CSEP, author of "Event Entertainment and Production" (Wiley, 2004) and Chief Entertainment Officer at Mark Sonder Productions, Inc., will moderate "Entertainment 101: Negotiations, Contracts and Concepts," a panel discussion for casino entertainment executives attending [G2E, the Global Gaming Expo](#), Nov. 17-19, 2009, at the Las Vegas Convention Center.

Also participating on the panel will be Charlie Davis, Senior Casino Agent, Paradise Artists; Stephen Gudis, President, The Production Department; and Carrie Moore-Reed, CEO, Third Coast Talent.

As part of a conference educational series presented by CA, this panel will walk casino executives through the process of negotiating talent buying terms, including contracts and riders, artist relations and block booking. The unique issues of booking talent at small and medium-sized casinos also will be discussed.

Sponsored by the American Gaming Association and Reed Exhibitions, the Global Gaming Expo is the world's largest conference and trade show for the casino entertainment industry, which last year attracted more than 25,000 attendees. This year, G2E will be co-located with the IAAPA Attractions Expo, the world's largest event for the amusement and theme park industry.

As an award winning entertainment agency, Mark Sonder Productions, Inc. has been recognized for designing headline entertainment and production services for facilities, casinos, concerts, corporations, and associations nationwide. Contact: +1.540.636.1640 or www.marksonderproductions.com.

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Link to Photo of Mark Sonder, CSEP

<http://www.marksonderproductions.com/PR/MarkSonder05.jpg>

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