

PARTNER WITH A WORLD MARKETING LEADER



**TRANSFORMING THE TRAVELER EXPERIENCE
THROUGH BRAND PARTNERSHIPS**

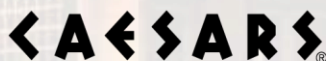
OUR EMPIRE SPANS THE GLOBE

Caesars Entertainment is the world's leading hospitality company with a dominant presence across the US and four continents under the global brand names of Caesars, Harrah's and Horseshoe.

As we transform the travel experience for our guests, Caesars Entertainment continues to seek out and align with leading global brand partners to enrich and enhance our customer experience. This is your marketing trifecta - the ability to deliver physically, digitally, and experientially to millions of lifestyle consumers. Live and uninterrupted, disruptive, surrounding your consumer with multiple touch points, it's time add Caesars Entertainment to your marketing mix.

WHO WE ARE:

- ❑ Caesars Entertainment Globally
- ❑ 44,000 owned hotel rooms across 50+ properties
- ❑ Over 100 million annual visitors across all properties
- ❑ Eighth largest entertainment company globally
- ❑ Largest gaming company in the world
- ❑ Nine Las Vegas properties with 40 Million annual visitors
- ❑ 4.2 million tickets sold annually to our shows
- ❑ 61 million annual unique guests to Caesars websites
- ❑ Database of over 66 million captured guest emails
- ❑ 45 million Total Rewards® loyalty members
- ❑ Single largest hospitality loyalty database



BALLY'S

THE
CROWWELL

Flamingo

HARVEYS



THE
LINQ

NOBU HOTEL



UNITED STATES - WEST

Las Vegas

Bally's Las Vegas
Caesars Palace
Harrah's Las Vegas
The Cromwell
Flamingo
The Linq Hotel & Casino
Paris Las Vegas
Planet Hollywood Casino and Resort
Rio All-Suite Hotel and Casino

Harrah's

Maricopa, AZ
Lake Tahoe, NV
Laughlin, NV
Reno, NV
Harrah's Resort Southern California
Harveys Lake Tahoe

UNITED STATES - NORTH

Harrah's

Council Bluffs, IA
Joliet, IL
Metropolis, IL
North Kansas City, MO

Horseshoe Casino

Council Bluffs, IA
Hammond, IN
Southern Indiana, IN
Mid-America Center

UNITED STATES - SOUTH

Harrah's

Cherokee, NC
Cherokee, Valley River, NC
Gulf Coast, MS
Louisiana Downs, LA
New Orleans, LA

Horseshoe Casino

Bossier City, LA
Tunica, MS

Tunica Roadhouse Casino & Hotel
Turfway Park

UNITED STATES - EAST

Atlantic City

Bally's Atlantic City
Caesars Atlantic City
Harrah's Resort
Harrah's Philadelphia
Horseshoe Casino Baltimore

CANADA

Caesars Windsor

EGYPT

Caesars Cairo
The London Club Cairo

SOUTH AFRICA

Emerald South Africa

SOUTH KOREA

Caesars South Korea

UNITED KINGDOM

Alea Casino

Glasgow
Nottingham
The Casino at The Empire
The Golden Nugget
Manchester235
Playboy Club London
The Rendezvous Casino
Southend
Brighton
The Sportsman

URUGUAY

Conrad Punta del Este

GOLF CLUBS

Atlantic City Country Club - Northfield, NJ, USA
Cascata Golf Course - Las Vegas, NV, USA
Chariot Run Golf Course - Laconia, IN, USA
Cottonwoods Golf Course - Tunica, MS, USA
Grand Bear Golf Course - Gulfport, MS, USA
Rio Secco Golf Club - Henderson, NV, USA



HARRAH'S NEW ORLEANS

OVERVIEW & CITYWIDE EVENTS

OVERVIEW

With over 9.28 million annual visitors, the City of New Orleans is known for its vibrant cultural mix of music, art, food, and festivals.

Harrah's New Orleans, a AAA Four Diamond Award-winning property, welcomes over 4 million casino visitors and books over 70,000 hotel check-ins each year. The hotel's history and spirit embodies 450 hotel rooms, eight eateries, and live entertainment venues.

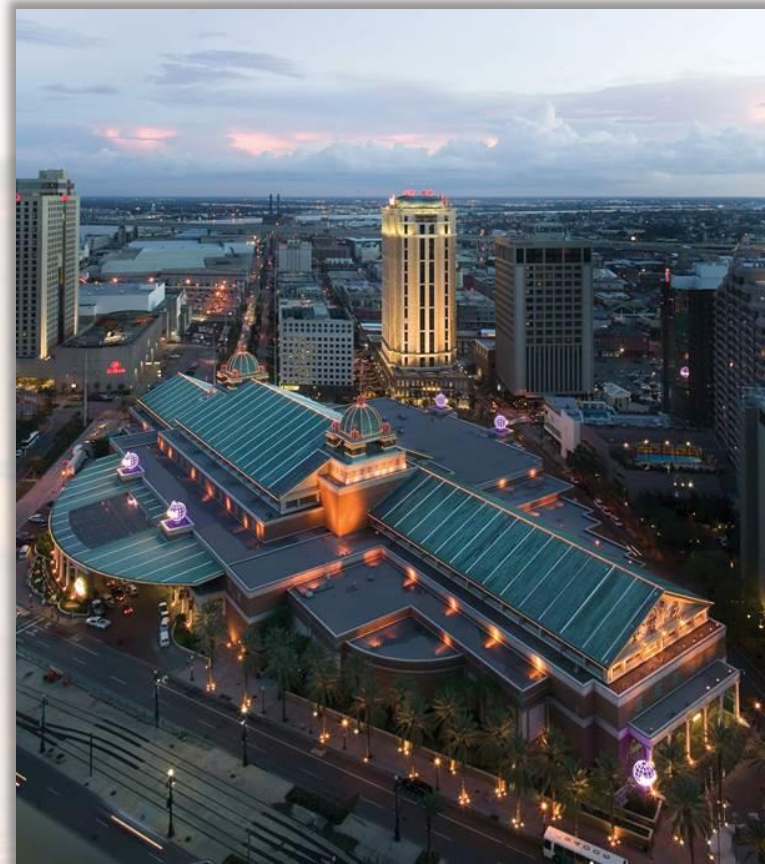
Quick and easy access to:

- ❑ World Famous French Quarter
- ❑ Morial Convention Center
- ❑ Mercedes-Benz Superdome
- ❑ Port of New Orleans (1 million annual cruise visitors)
- ❑ Fulton Street

CITYWIDE EVENTS

New Orleans is host to over 300 citywide meetings & events annually including to following heavy traffic highlights:

- ❑ Mardi Gras (month): January/February – 1,000,000
- ❑ Rock n Roll Mardi Gras Marathon: February – 20,000
- ❑ New Orleans Jazz & Heritage Festival: April/May – 80,000
- ❑ Essence Music Festival: July – 500,000
- ❑ New Orleans Saints (10 home games August–December) – 750,000
- ❑ Bayou Classic: November – 50,000
- ❑ New Orleans Bowl: December – 32,000



HARRAH'S NEW ORLEANS BRAND ACTIVATION



HARRAH'S NEW ORLEANS TURN KEY 30 DAY BRAND PROGRAM

- 1) Hotel: 450 Rooms – 29,100 impressions
 - ☐ Key cards branded with your creative
 - ☐ In-room samples / collateral
 - ☐ Inclusion in pre-stay guest confirmation emails
- 2) Physical Activation: One 10' x 10' branded pop up – impressions varied by date selected avg. 2,500-3,500/day
 - ☐ Various location listed on slide 5
- 3) Signage & Advertising: Static and digital – 350,000 impressions
 - ☐ 4-week 16 door clings (27"x30")
 - ☐ 4-week media buy flight 6 of static interior signage
 - ☐ 4-week digital media buy @:10 second spots / 2 minute loop on 60+ displays
 - ☐ 4-week flight of 5 branded elevator wraps
 - ☐ 10 branded parking spots
- 4) Social Media – 97,500 impressions
 - ☐ Harrah's New Orleans Twitter, Facebook, and Instagram
 - Estimated impressions based on one post on each outlet
- 5) Online Presence – 83,000 impressions
 - ☐ Integrated into Harrah's New Orleans' website
- 6) Wi-Fi Activation – 13,000-15,000 impressions
 - ☐ :15 second video or ad displayed to each guest who connects to WiFi

For pricing contact:

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**Creative design, brand activation elements such as development of collateral expenses on brand, all subject to change, as is pricing. All impressions represent the total at the end of a 1 month period and are based on averages - subject to change.*

HARRAH'S NEW ORLEANS TURN KEY 3 DAY BRAND PROGRAM

- 1) Hotel: 450 Rooms – 2,500 impressions
 - ☐ Key cards branded with your creative
 - ☐ In-room samples / collateral
 - ☐ Inclusion in pre-stay guest confirmation emails
- 2) Physical Activation: One 10' x 10' branded pop up – impressions varied by date selected avg. 2,500-3,500/day
 - ☐ Various location listed on slide 5
- 3) Signage & Advertising: Static and digital – 33,870 impressions
 - ☐ 3 DAY 16 door clings (27"x30")
 - ☐ 3 DAY media buy flight of 6 static interior signage
 - ☐ 3 DAY digital media buy @:10 second spots / 2 minute loop on 60+ displays
 - ☐ 3 DAY 5 branded elevator wraps
 - ☐ 3 DAY 3 branded parking spots
- 4) Social Media – 97,500 impressions
 - ☐ Harrah's New Orleans Twitter, Facebook, and Instagram
 - Estimated impressions based on one post on each outlet
- 5) Online Presence – 8,032 impressions
 - ☐ Integrated into Harrah's New Orleans' website
- 6) Wi-Fi Activation – 1,200-1,500 impressions
 - ☐ :15 second video or ad displayed to each guest who connects to WiFi

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Important Dates

- ☐ New Orleans Jazz & Heritage Festival: April 21-May 5, 2016
- ☐ Essence Music Festival: July 1-3, 2016
- ☐ New Orleans Saints (10 home games Aug.–Dec.)
- ☐ Bayou Classic: November 22-27, 2016
- ☐ New Orleans Bowl: December 13-17, 2016
- ☐ Rock n Roll Mardi Gras Marathon: February 5, 2017
- ☐ Mardi Gras (month): February 28, 2017

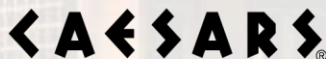
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POWERFUL PROGRAMS BASED ON EXPERIENCING YOUR BRAND

Caesars Entertainment offers turn key operational solutions to brand marketers nationally or on individual properties. As a whole, our frequency of engagement at our 40+ properties around the US is bar none. Caesars Entertainment is also home to the largest number of hotel rooms in America and can control what goes inside. Combined, we can drive instant product affinity AND instant gratification.

EXAMPLE PROGRAMS

- ❑ Access to database (largest in the industry)
- ❑ Advertising across all properties
- ❑ CRM and email programs
- ❑ Concierge programs
- ❑ Digital marketing
- ❑ Entertainment ticket branding
- ❑ High reach out of home advertising
- ❑ High quality 1:1 engagement
- ❑ In-room hotel sampling
- ❑ In-room TV programming
- ❑ Mobile engagement through WiFi advertising
- ❑ Pop up shops
- ❑ PR
- ❑ Product launches
- ❑ Product sampling
- ❑ Retail placement
- ❑ Social media campaigns
- ❑ Special events
- ❑ VIP gifting



BALLY'S

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Flamingo

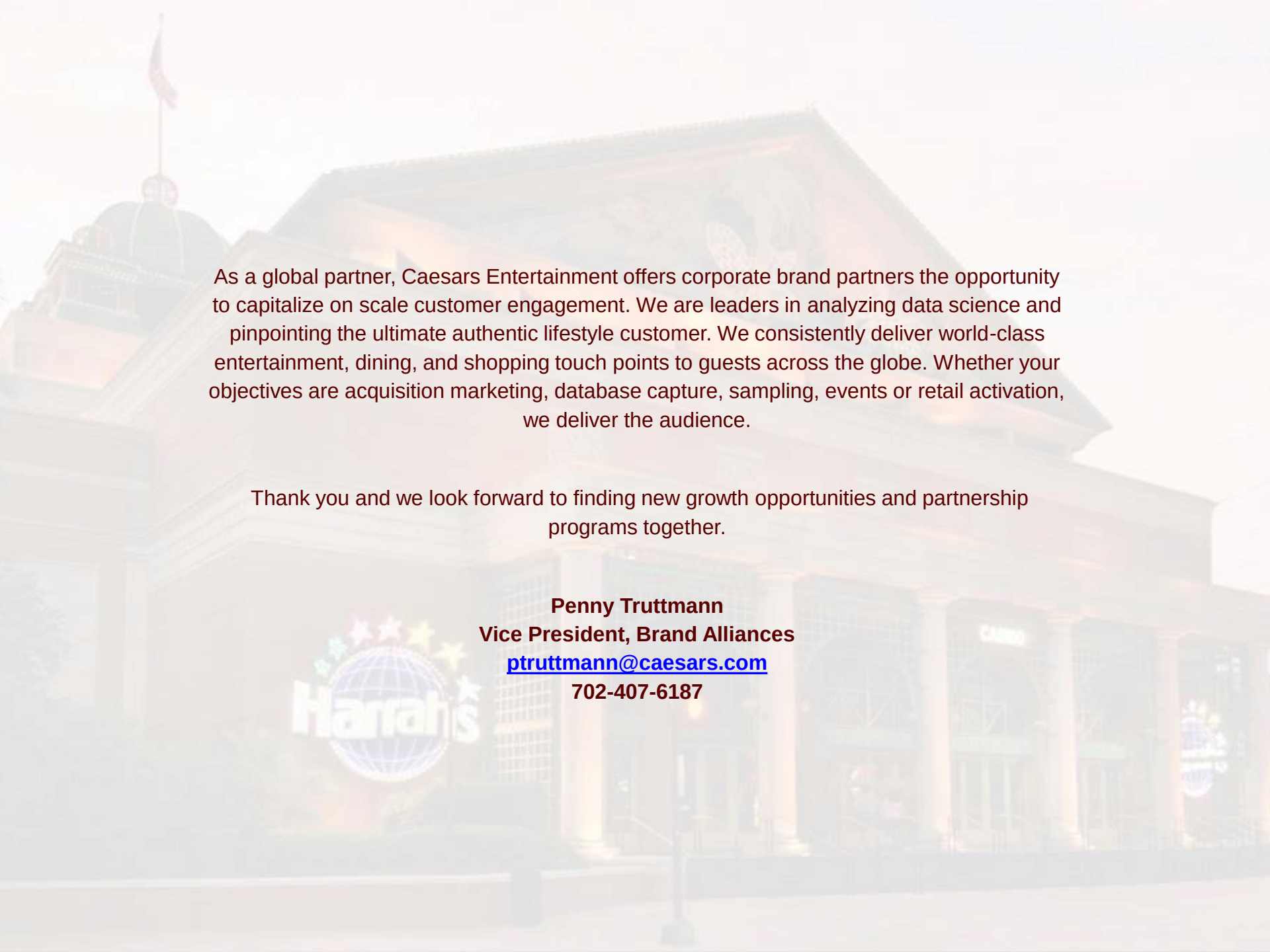
HARVEYS



THE
LINQ

NOBU HOTEL





As a global partner, Caesars Entertainment offers corporate brand partners the opportunity to capitalize on scale customer engagement. We are leaders in analyzing data science and pinpointing the ultimate authentic lifestyle customer. We consistently deliver world-class entertainment, dining, and shopping touch points to guests across the globe. Whether your objectives are acquisition marketing, database capture, sampling, events or retail activation, we deliver the audience.

Thank you and we look forward to finding new growth opportunities and partnership programs together.

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