

Who We Are

The Association of Gaming Equipment Manufacturers (AGEM) is a non-profit international trade association representing manufacturers and suppliers of electronic gaming devices, systems, table games, online technology, key components and support products and services for the gaming industry. AGEM works to further the interests of gaming equipment suppliers throughout the world. Through political action, regulatory involvement, trade show partnerships, educational alliances, information dissemination and good corporate citizenship, the members of AGEM work together to create benefits for every company within the organization.

AGEM has assisted regulatory agencies and participated in the legislative process to solve problems and create a business environment where AGEM members can prosper while providing a strong level of support to education and responsible gaming initiatives. The framework for those initiatives is set out here in the "**AGEM Responsible Gaming Code.**"

Our Commitment

AGEM recognizes that sustainability of the gaming industry is created through public confidence and sound business practices that help to protect the vulnerable. Responsible Gaming is essential in this endeavor; therefore it is AGEM's policy to actively promote responsible gaming through support of and involvement with those agencies and programs committed to researching, preventing and treating problem and pathological gambling.

Our Goals

- **Engage** with the problem gambling community to facilitate understanding of gaming technology and seek common strategies to address problem gambling.
- **Educate** member companies and others in the gaming industry about responsible gaming and its relevance to our business.
- **Communicate** responsible gaming guidelines for advertising and promotion of gaming products to member companies and interested parties.
- **Interface** with public policy makers in the creation of responsible gaming initiatives and programs.
- **Participate** in problem/responsible gaming events and organizations
- **Provide** financial support for problem gambling / responsible gaming organizations and events.
- **Encourage** and support problem gambling research and treatment.



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Association of Gaming Equipment Manufacturers

RESPONSIBLE GAMING CODE



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Implementation

In order to implement AGEM's goals in this area, a Responsible Gaming Committee (RGC) shall be created. The RGC will be comprised of representatives from AGEM member companies. No more than 2 representatives from a company will be allowed. AGEM's Director of Responsible Gaming will chair the Committee and oversee implementation of the "AGEM Responsible Gaming Code" working closely with the AGEM RGC.

Duties of the AGEM Responsible Gaming Committee

- Addressing all responsible gaming/problem gambling (RG/PG) related issues brought to their attention
- Approving the development and distribution of all AGEM information and materials related to problem/responsible gaming
- Reviewing solicitations for financial support of RG/PG events, organizations and other proposals followed by recommendations to the AGEM Director of Responsible Gaming
- Communicating with all interested parties regarding AGEM's Responsible Gaming Code and activities
- Support of the AGEM Director Of Responsible Gaming in the implementation of the AGEM Responsible Gaming Code
- Ensuring that the AGEM Responsible Gaming Code continues to be responsive to the needs of those it is designed to serve
- Take part in meetings related to RG/PG issues as necessary

Duties of the AGEM Director of Responsible Gaming

- Chair the AGEM Responsible Gaming Committee (RGC)
- Oversee implementation of the AGEM Responsible Gaming Code
- Report relevant RG/PG issues and events to the RGC in a timely manner
- Provide budget recommendations for RG/PG support
- Set out yearly responsible gaming goals and objectives
- Report on status of goals and objectives as defined
- Prepare annual responsible gaming report for review and approval by the RGC to be forwarded to the AGEM Executive Committee and President.

ELEMENTS OF THE "CODE"

Responsible Gaming Awareness and Education for customers and associates

- AGEM and its member companies serve a vast global customer base. AGEM's commitment to responsible gaming shall be communicated to those customers in a manner that is appropriate to the relationship between the company and that customer or other interested party.
- Through its Responsible Gaming Code, AGEM will keep its membership informed of the most recent developments in RG/PG, particularly as it relates to gaming technology. They, in turn, may pass this information along to their customers and interested parties.
- AGEM, through its Responsible Gaming Code, will act as a vital resource for inquiries about information relating to RG/PG technologies as well as other RG/PG concerns.

Engaging with the problem gambling community

- AGEM will establish working relationships with organizations and individuals dedicated to awareness, prevention and treatment of problem gambling. These include but are not limited to: public education and awareness of PG, training and certification of counselors, problem gambling treatment and research.
- AGEM will support RG/PG conferences and events through sponsorships and participation.
- AGEM will work with recognized experts in the fields of RG/PG to seek common strategies to minimize problem gambling, particularly as they relate to gaming technology
- AGEM will be sensitive to cultural and gender differences in the approach to RG/PG

Advertising and Promotions

AGEM will adhere to the AGA guidelines "to advertise responsibly" as stated below.

Gaming advertising and promotions:

- Will reflect generally accepted contemporary standards of good taste.
- Will strictly comply with all state and federal standards to make no false or misleading claims.
- Will not contain images, symbols, celebrity/entertainer endorsements and/or language designed to appeal specifically to children and minors.
- Will not feature anyone who is or appears to be below the legal age to participate in gambling activity.
- Will not contain claims or representations that gambling activity will guarantee an individual's social, financial or personal success.
- Will not imply or suggest any kind of illegal activity.

Inform Public Policy

- AGEM will work closely with public policy makers to keep them informed about gaming technology and its use as a responsible gaming strategy.
- AGEM will support and participate in activities and events that engage in the discussion of gaming policy issues relating to RG/PG particularly as it relates to the use of game technology.
- AGEM will advocate for the recognition of RG/PG issues in the development of gaming policies that appropriately address these issues.

Conclusion

AGEM and its members are dedicated to enhancing the gaming industry through the development of the most innovative and exciting gaming products with sensitivity to responsible gaming as a guiding principle. We acknowledge our future is shaped by public enjoyment and acceptance of our products. We will endeavor to provide products that only meet the highest standards of both player enjoyment and protection.

AGEM will be updating the "AGEM Responsible Gaming Code" from time to time. This material is provided on the terms and understanding that AGEM and its members are not responsible for the results of any actions taken on the basis of information contained herein. AGEM reserves the right to amend, correct or supplement this information as appropriate.

Responsible Gaming Resources

National Council on Problem Gambling (U.S.)
www.ncpgambling.org

The National Council on Problem Gambling (Singapore)
www.ncpg.org.sg

International Center for Responsible Gambling (U.S.)
www.icrg.org

Gamcare (UK)
www.gamcare.org.uk

Global Gaming Guidance Group (Amsterdam)
www.gX4.com

Responsible Gambling Council (Canada)
www.responsiblegambling.org

Australasian Gaming Council (Australia)
www.austgamingcouncil.org.au

For more information about AGEM and the AGEM Responsible Gaming Code, please visit www.AGEM.org