



The Ultimate Guide To Planning A Branded Las Vegas Trade Show Experience

eBOOK





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Today, we are constantly bombarded with marketing messages. This is especially true for trade show attendees who are overwhelmed with sales requests and brands constantly vying for their attention. With all of this noise going on, it's more important than ever for brands to stand out through consistent, memorable experiences.

Trade shows are one of the last places for brands to physically show up and make face-to-face connections. That's why ensuring a branded experience from beginning to end is important for both your employees and your customers. Everything from the hotels you stay at and places you eat to how you approach booth design is crucial to creating a memorable experience that has a high return-on-investment (ROI).

An on-brand trade show experience is valuable because it:

- Sustains and promotes your brand's image
- Brings your brand to life for clients and prospects who meet with you
- Helps attendees find you in a crowd of competitors
- Maintains synergy and a common language within your internal team
- Keeps you focused which results in more effective marketing strategies

This eBook is dedicated to helping you plan your next on-brand trade show experience in the capital of the trade show world: Las Vegas.

HERE'S WHAT YOU'LL FIND INSIDE:

- The Benefits of Exhibiting in Las Vegas Trade Shows
- The Logistics — Planning For Your Upcoming Las Vegas Show
- What Happens If You Don't Plan Appropriately
- Defining Your Brand Archetype
- Planning Based on Your Archetype
- Making Travel Plans: Transportation to and Around Las Vegas
- Upcoming Trade Shows in Las Vegas in 2020
- Choose the Right Las Vegas Exhibit House
- Start Planning Your Next Vegas Trade Show



PART 1:

The Benefits of Exhibiting in Las Vegas Trade Shows

“Trade shows” have been around for hundreds of years.¹ From merchants in medieval Europe to vendors that thrilled 19th-century audiences at world’s fairs. But, as globalization skyrocketed and demand for trade shows increased, event planners began looking for dependable locations for their annual meetings.

Luckily, a city in the desert was booming with cheap hotels, spectacular entertainment, and plenty of space for larger-than-life meetings. Vegas began to host more and more events. Now, it is the undisputed king of the trade show industry.

For the last 25 years, Vegas was named the country’s No.1 trade show destination according to the Trade Show News NetworkBio Sansz² (TSNN). It’s home to major shows including CES, SEMA, NAB, MAGIC, RECon, and HIMSS, and it boasts:

- 10.8 million square feet of exhibit, meeting, and trade show space
- 21,000 conventions and meetings annually
- Attendance totals of upwards of 150,000 people

All that attention doesn’t come without its benefits. As Vegas has grown to accommodate a greater number of shows, it’s also become specialized to provide big benefits to those who exhibit there. No other place in the country, or on earth, for that matter, can claim the same collection of amenities critical to successful trade shows.

The Las Vegas Convention and Visitors Bureau states that 48%³ of attendees are more likely to visit a show if it’s held in Vegas versus another city. In other words, if you’re not exhibiting in Vegas, you’re not maximizing the potential of your trade show marketing efforts.



¹ https://en.wikipedia.org/wiki/Trade_fair#History

² <https://press.lvcva.com/News-Releases/las-vegas-celebrates-25-years-as-top-trade-show-destination/s/b82990b0-f4af-4e47-bef9-e753c51e2ce2>

³ https://assets.simpleviewcms.com/simpleview/image/upload/v1/clients/lasvegas/2017_Las_Vegas_Visitors_Profile_Study_1_7b2e5a81-585c-48e6-840c-d7b9face9140.pdf

PART 2:

The Logistics — Planning for Your Upcoming Las Vegas Show

Because of its popularity, exhibiting in Vegas requires a special set of planning skills. To help you get the most out of your experience, consider these four tips for executing your extensive logistics checklist.

1. TAKE ADVANTAGE OF LOCAL SERVICES

Whether you need new graphics, A/V displays, flooring, or furniture to fill out your booth, you can find it in Vegas with ease. Use local suppliers to save money on costly shipping, and reap the benefits of working with someone who knows the Vegas trade show scene like the back of their hand.

2. EXPECT A CROWD

There isn't a true slow season in Vegas. Start looking for hotel and flight reservations 4-6 months out to maximize savings and availability. Then, immediately focus on your reservations for meeting spaces, restaurants, and entertainment options.



3. CONSIDER LOCATION

Because the convention centers aren't on the strip, you should plan on transportation to and from your hotel, depending on where you decide to stay. Many hotels and casinos offer conference rooms, but getting to them in the middle of the show may not be realistic.

Fortunately, these massive convention centers offer a variety of meeting rooms right in the building for you to meet with customers, especially if you don't have meeting space built into your booth.

Find a space that provides you quick access to the show floor, so you don't get worn out simply getting to and from your booth.

4. TAKE CARE OF YOURSELF

Long walks, bright lights, loud noises, and a hot, dry, desert environment. Prepare for a visit to Vegas like you would a marathon. Invest in a good water bottle to keep with you at all times, wear sunscreen, bring chapstick for dry lips, and consider asking your hotel for a humidifier to combat the drying effects of your air conditioner.

PART 3:

What Happens If You Don't Plan Appropriately

With an almost constant rotation of overlapping shows, conventions, and conferences, getting the hotels, entertainment, and dining options that align with your brand demands careful and advanced planning.

When you don't plan, you risk:

- Looking unprepared and unprofessional in front of clients
- Failing to create a seamless brand experience
- Being forgotten in a sea of vendors with solid plans
- Alienating your team from your brand's identity



Planning a branded experience at your next Vegas trade show takes time and patience. But, it's worth it and it starts with identifying your brand archetype.

PART 4:

Defining Your Brand Archetype

Archetypes define the way people think about and interact with your brand. Sometimes, those associations are unconscious, but that doesn't mean they aren't powerful.

Think about the way Campbell's Soup is synonymous with comfort, or how Nike exudes the spirit of competition, heroism, and success. You connect those brands with those ideas because their marketing comes from a firm understanding of their archetype.

Here are the 12 brand archetypes. Choose the one that represents your brand, align your marketing with its ideals, and you can unlock the full potential of your brand.



1) THE CAREGIVER

Focused on serving others, the Caregiver is helpful and selfless. They do what they can to take care of others spiritually, physically, mentally, and/or emotionally. Examples of Caregiver brands include Johnson's Baby, Campbell's, and TOMS.



2) THE CREATOR

The Creator is skilled, creative, and inventive. Their work engages others to celebrate their individuality through artistic expression. Examples of Creator brands include Canon, LEGO, and YouTube.



3) THE ENTERTAINER

Entertainers love to play, have a great sense of humor, and always work to help others have the best time possible. Above all, the Entertainer ensures that everyone is having fun. Examples of Entertainer brands include Doritos, Geico, and Priceline.



4) THE EXPLORER

The Explorer is a pioneer always looking for the most authentic experience. They seek freedom and adventure off the beaten path. Examples of Explorer brands include The North Face, Jeep, and Starbucks.



5) THE REALIST

The Realist identifies with a solid set of values to illustrate that they're down to earth and hardworking. Realists are relatable, easily accepted, and genuine. Examples of Realist brands include Levi's, IKEA, and Charles Schwab.



6) THE HERO

Strong, capable, and action-oriented, the Hero exhibits masterful competence to overcome challenges and help others to achieve their loftiest goals. Examples of Hero brands include Nike, FedEx, and the Marine Corps.



7) THE INNOCENT

Trust, happiness, and simplicity define the Innocent. Their undying optimism is a breath of fresh air in an otherwise negative, complicated world. Examples of Innocent brands include Coca-Cola, Dove, and Snuggle.



8) THE LOVER

The Lover is focused on relationships. They attract others by connecting with their passions, engaging all their senses, and developing intimate experiences. Examples of Lover brands include Victoria's Secret, NARS, and Häagen-Dazs.



9) THE MAGICIAN

The Magician is a dreamer and a dream-maker. They have bold ideas and execute on projects that have the potential to fundamentally shift the way we interact with our world. Examples of Magician brands include Disney, Lululemon, and TED.



10) THE MAVERICK

The Maverick goes against the grain. They help others defy norms, disrupt the everyday routine, and break free from conformity as a means of preserving their own individuality. Examples of Maverick brands include Harley Davidson, Urban Outfitters, and MTV.



11) THE ROYALTY

The Royalty is a symbol of success. They're aristocrats, executives, and powerful leaders who grow their audience through exclusivity and prosperity. Examples of Royalty brands include Louis Vuitton, Rolex, and Rolls Royce.



12) THE SAGE

The Sage is a truth-seeker. They make intelligent decisions based on hard facts, always do their research, and lead others to make their own educated choices. Examples of Sage brands include Google, The Wall Street Journal, and Morgan Stanley.

Planning Based on Your Archetype

Once you've identified your brand archetype, it's much easier to start planning a branded Las Vegas experience. To help you get started, we've assembled hotel, dining, meeting space, and entertainment suggestions that align with each of the archetypes listed above.

Note that many of the hotels suggested also feature meeting spaces, making it easy to align your lodging and event spaces with your branded experience. Use the list below as a cheat sheet to launch your next Vegas event.



THE CAREGIVER

Selfless and helpful, the Caregiver pampers and provides for its clients, guests, team members, and the broader world. Look for amenities that reflect simple comforts, excellent customer service, and a concern for the environment.

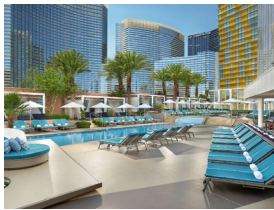
Hotel and Meeting Space Options:



Vdara Hotel & Spa

2600 W Harmon Ave, Las Vegas, NV 89158
(866) 745-7767

About: This gaming-free hotel is a welcome respite from the hubbub of the Strip, but it's still centrally located so you're only steps away from venues and essential services.



Waldorf Astoria

3752 S Las Vegas Blvd, Las Vegas, NV 89158
(702) 590-8888

About: Pilates classes, three pools, and a tea lounge ensure that you and your team are taken care of after a long day on the show floor.

Dining Options:

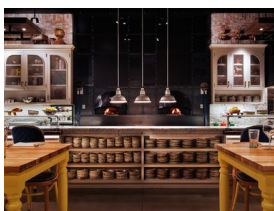


VegeNation

616 Carson Ave #120, Las Vegas, NV 89101
(702) 366-8515

**No reservations. Call ahead for parties of 6 or more.*

About: Nurture your body with healthy vegan options at VegeNation, including shiitake and spinach dumplings and veggie paella.



Hearthstone Kitchen & Cellar

11011 W Charleston Blvd, Las Vegas, NV 89135
(702) 797-7344

**Reservations available online or by phone.*

About: Nourish your spirit with rustic comfort foods and incredible charcuterie options at Hearthstone Kitchen & Cellar.

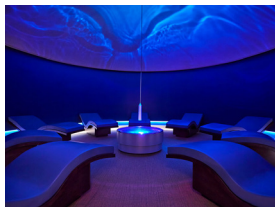
Entertainment Options:



Aria Spa

3730 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 590-9600

About: Skip the shows for the chance to relax and rejuvenate at the largest five-star rated spa in the country. Their features include the Ganbanyoku heated stone beds and the Shio salt room.



Aquavana at Canyon Ranch Spa

3355 S Las Vegas Blvd #1159, Las Vegas, NV 89109
(702) 414-3600

About: It's all about the healing power of water at Aquavana. Cool off in an experiential rain room that simulates a Caribbean storm or try a massage fountain in radiant lounge chairs.



THE CREATOR

Creators seek out environments that offer inspiration and enable them to focus on their craft. If you're a creator, hone in on places that feature artistic flair.

Hotel and Meeting Space Options:



The LINQ

3535 S Las Vegas Blvd, Las Vegas, NV 89109
(800) 634-6441

About: The colorful LINQ hosts a museum and gallery, along with 4-star amenities and the option of mountain-view rooms.



Aria

3730 S Las Vegas Blvd, Las Vegas, NV 89158
(702) 590-7111

About: A fine art gallery and floor-to-ceiling windows in every room ensure you're never left without an inspirational view.

Dining Options:



Greene St. Kitchen

4321 W Flamingo Rd, Las Vegas, NV 89103
(702) 942-7777

**Reservations available online or by phone.*

About: Dine on Asian fusion cuisine in a hip space surrounded by art reminiscent of SoHo, including original artwork by Banksy.



Sparrow + Wolf

4480 Spring Mountain Rd Ste. 100, Las Vegas, NV 89102
(702) 790-2147

**Reservations available online or by phone*

About: Old World recipes meet modern flair in this inventive space that features seasonal specials year round.

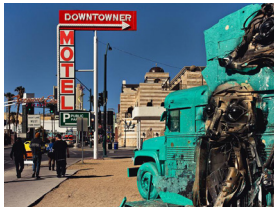
Entertainment Options:



SKYE Art Gallery

The Forum Shops at Caesar's 3500 S Las Vegas Blvd T19, Las Vegas, NV 89109
(702) 836-3538

About: Find an incredible assortment of paintings and sculptures by emerging and established pop artists at this award-winning gallery on the Strip.



Arts District

E Charleston Blvd & S Casino Center Blvd (and surrounding area)

About: This funky and up-and-coming Vegas neighborhood is the city's hippest hub for unusual eats, galleries, shops, and more.



THE ENTERTAINER

Always out to have a good time, the Entertainer should look for hotels and dining options that are playful, fun, and have a great sense of humor.

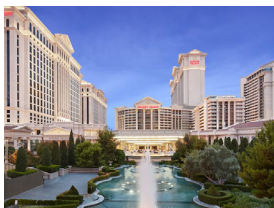
Hotel and Meeting Space Options:



The Flamingo

3555 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 733-3111

About: This old-school classic on the Strip features a Caribbean-themed casino, lots of live entertainment, and a Flamingo Wildlife Habitat with — you guessed it — flamingos.



Caesars Palace

3570 S Las Vegas Blvd, Las Vegas, NV 89109
(866) 227-5938

About: Travel back in time at Caesars Palace, where marbled columns transport guests back to Roman times and star-studded live shows keep everyone having fun.

Additional Meeting Space Option:



High Roller

3545 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 322-0593

About: Entertain and meet with guests 550 feet above the Strip in one of the spacious cars of the world's tallest observation wheel.

Dining Options:



Sinatra

3131 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 770-5320

**Reservations available online or by phone*

About: A classic Italian eatery designed in the style of The Sultan of Swoon, with music and memorabilia to match.



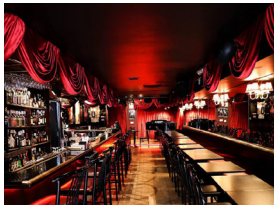
Carson Kitchen

124 S 6th St #100, Las Vegas, NV 89101
(702) 473-9523

**Reservations available online or by phone for groups of 6 or more.*

About: A rooftop bar and stylish patio that harkens back to early Vegas are the perfect backdrops to this casual eatery that specializes in creative burgers.

Entertainment Options:



Don't Tell Mama

450 Fremont St Suite 167, Las Vegas, NV 89101
(702) 207-0788

About: This classic piano bar represents the best of old-school Vegas, surrounded by the inimitable glitz of Downtown.



Neon Museum

770 Las Vegas Blvd N, Las Vegas, NV 89101
(702) 387-6366

About: Experience the colors of Vegas' past at this gallery of the city's old neon signs, brought back to life in all their glowing glory.



THE EXPLORER

The Explorer wants new experiences and a departure from the ordinary. Choose spots that offer unique amenities in pioneering spaces.

Hotel and Meeting Space Options:



Red Rock Casino Resort & Spa

11011 W Charleston Blvd
(702) 797-7777

About: Get off the Strip at this sprawling resort surrounded by the Red Rock Canyon National Recreation Area.



Stratosphere Hotel

2000 S Las Vegas Blvd, Las Vegas, NV 89104
(702) 380-7777

About: Pair your stay with a trip to the top of the Stratosphere's 1,149-foot observation tower, also home to four heart-pounding thrill rides.

Additional Meeting Space Option:



High Roller

3545 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 322-0593

About: Pair your next event with a view no other conference room can tout by reserving one of the cars of Vegas' sky-scraping observation wheel.

Dining Options:



Top of The World

2000 S Las Vegas Blvd, Las Vegas, NV 89104
(702) 380-7777

**Reservations available online or by phone.*

About: Take in 360-degree views of Sin City and beyond at this rotating restaurant perched on the 106th floor of the Stratosphere.



Bahama Breeze

375 Hughes Center Dr, Las Vegas, NV 89109
(702) 731-3252

**Reservations available online or by phone.*

About: Break free from Italian eateries at this Caribbean-themed gem featuring plenty of tiki drinks to explore.

Entertainment Options:



Red Rock Canyon

1000 Scenic Loop Dr, Las Vegas, NV 89161
(702) 515-5350

About: Take your adventures into the wild outdoors by exploring trails surrounded by red sandstone cliffs and Native American petroglyphs at this stunning national conservation area.



Scorpion Shot at Nacho Daddy

113 N 4th St, Las Vegas, NV 89101
(702) 778-7800

About: There are a lot of wild shots to sling back in Vegas, but none can compare to the experience of Nacho Daddy's Scorpion Shot: a shot of tequila served with salt, lime, and a dried scorpion.



THE REALIST

The Realist is the girl or guy next door, relatable, accessible, hardworking, and dependable. Look for hotel and dining options that substitute niche thrills for reliability and broad appeal.

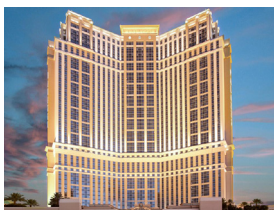
Hotel and Meeting Space Options:



The Cosmopolitan

3708 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 698-7000

About: This contemporary 5-star hotel is conveniently situated right on the Strip and offers sizable suites complete with kitchenettes and dining areas.



The Palazzo

3325 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 607-7777

About: The Palazzo has everything you'd expect from the perfect Vegas hotel, spacious rooms, a spa, outdoor pool, plenty of restaurants and nightclubs, and a central location.

Additional Meeting Space Option:



TopGolf

4627 Koval Ln, Las Vegas, NV 89109
(702) 933-8458

About: Break free of the board room to discuss business opportunities over a few drinks, arcade games, and a bucket of balls at this casual, high-tech driving range.

Dining Options:



Holsteins

Boulevard Tower, 3708 S Las Vegas Blvd Level 2, Las Vegas, NV 89109
(702) 698-7940

**Reservations available online or by phone.*

About: Mouth-watering gourmet burgers and booze-filled milkshakes ensure there's something for everyone at this casual eatery.



Dirt Dog

3649 S Las Vegas Blvd #617, Las Vegas, NV 89109
(702) 550-4682

**No Reservations.*

About: Bacon-wrapped hot dogs, loaded fries, and other deep-fried delights are the fare of choice at this celebrated Los Angeles chain.

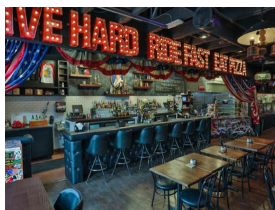
Entertainment Options:



Container Park

707 Fremont St, Las Vegas, NV 89101
(702) 359-9982

About: Inventive modern art and sculptures help distinguish this hip outdoor shopping center constructed out of reused shipping containers.



Vintage Vegas Dive Bar Tour

Address and contact info revealed after booking

About: Hit Vegas' best-kept secrets on this local-led exploration of the city's classic dive bars.



THE HERO

The Hero isn't just a winner, they're a courageous advocate for important values and do whatever it takes to stand up for what they believe in. To mirror your Hero instincts, search for Vegas options that reflect inner strength and physicality.

Hotel and Meeting Space Options:



Encore at Wynn Las Vegas

3131 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 770-7171

About: The Encore's elegant rooms are some of the most luxurious on the Strip, in part because this casino resort also has several pools, a spa, and its own golf course.



New York New York

3790 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 740-6969

About: A Strip classic, New York New York has easily kept up with its newest neighbors by sticking to well-executed amenities, contemporary rooms, and a central location.

Additional Meeting Space Option:

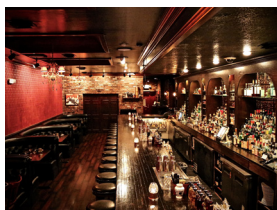


Enclave

5810 S. Eastern Avenue, Las Vegas, Nevada 89119
(702) 747-9900

About: With over 75,000 square feet of indoor and outdoor space, Enclave's high-tech tools can help you create a powerful, customized experience just east of the Strip.

Dining Options:



Herbs and Rye

3713 W Sahara Ave, Las Vegas, NV 89102
(702) 982-8036

**Reservations available online or by phone.*

About: This award-winning cocktail bar serves up classic American and Italian fare in a dark, romantic ambiance.



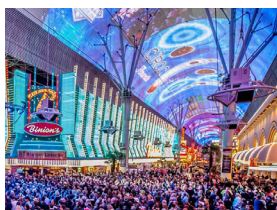
Vetri Cucina

4321 W Flamingo Rd Fl 56, Las Vegas, NV 89103
(702) 944-5900

**Reservations available online or by phone.*

About: Take in views of the Strip and Red Rock Canyon from this celebrated Northern Italian restaurant housed on the 56th floor of the Palms.

Entertainment Options:



Fremont Street Experience

Fremont St, Las Vegas, NV 89101
(702) 678-5600

About: Immerse yourself in light at Fremont Street, the brightly lit core of old Downtown, where an LED canopy provides 24-hour entertainment, street performers reign, and zipliners soar.



SpeedVegas

14200 S Las Vegas Blvd, Las Vegas, NV 89054
(702) 789-0568

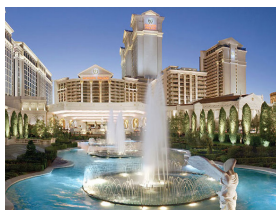
About: Redline your Sin City experience by taking to the racetracks of SpeedVegas, who offers rentals of supercars including Ferraris, Lamborghinis, and Porsches.



THE INNOCENT

The Innocent spreads their positive outlook on life with everyone they can, hoping to inspire a life that's simple and meaningful. Look for hotel, dining, and entertainment options that favor simple pleasures rather than ostentatious features.

Hotel and Meeting Space Options:



Nobu Hotel at Caesars Palace

3570 S Las Vegas Blvd, Las Vegas, NV 89109
(800) 727-4923

About: Calm, Japanese-inspired themes — including a zen garden — resonate throughout this upscale hotel removed from the bustle of the Strip, but still conveniently located.



Delano

3940 S Las Vegas Blvd, Las Vegas, NV 89119
(702) 632-7888

About: This chic hotel features spacious, monochromatic suites that include walk-in showers, and fresh dining options that feature farm-to-table fare.

Additional Meeting Space Option:

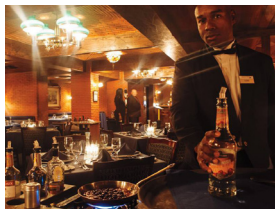


Regus in Town Square

6671 S Las Vegas Blvd #210, Las Vegas, NV 89119
(702) 761-6700

About: Flexible payment options, including pay-as-you-go co-working spaces are ideal for teams that frequently work in Vegas, or just need a simple office space for one-off events.

Dining Options:



Hugo's Cellar

202 Fremont Street Experience, Las Vegas, NV 89101
(702) 385-4011

**Reservations available online or by phone.*

About: A long-time Vegas favorite, Hugo's Cellar provides guests with forgotten luxuries, including a tableside salad bar and a rose for female patrons.



Carbone

3730 S Las Vegas Blvd, Las Vegas, NV 89109
(877) 230-2742

**Reservations available online or by phone.*

About: Originally from New York, Carbone brings upscale Italian cuisine with a retro flair to Sin City's streets.

Entertainment Options:



Container Park

707 Fremont St, Las Vegas, NV 89101
(702) 359-9982

About: Stretch your legs at this unique outdoor shopping center, whose restaurants, galleries, and meeting spaces were constructed entirely from shipping containers.



Springs Preserve Botanical Garden

333 S Valley View Blvd, Las Vegas, NV 89107
(702) 822-7700

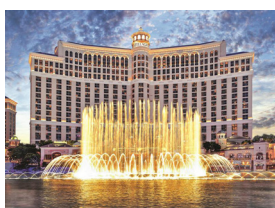
About: Get out of town for a nature walk through this 180-acre botanical garden, just three miles outside of downtown Vegas.



THE LOVER

The Lover isn't afraid to share their beauty. They attract others with affection and warmth, and excitement. Find options that use romance and desire to elicit powerful and intimate connections.

Hotel and Meeting Space Options:



Bellagio

3600 S Las Vegas Blvd, Las Vegas, NV 89109
(888) 987-6667

About: Iconic fountains, Italian gardens, five pools, and an art collection filled with Renoirs are just a few of the most notable features of the Bellagio's legendary 5-star accommodations.



The Venetian

3355 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 414-1000

About: Canal gondola rides, a spa, elegant rooms, and 10 outdoor pools set the scene for love and attraction at this Vegas icon.

Dining Options:



Mon Ami Gabi

3655 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 944-4224

**Reservations available online or by phone.*

About: An open-air patio and light-filled atrium beckon patrons inside this classic French bistro offering classics like steak frites, and an extensive wine list that ensures perfect pairings.



La Strega

3555 S Town Center Dr Ste 105, Las Vegas, NV 89135
(702) 722-2099

**Reservations available online or by phone.*

About: In the heart of the upscale Summerlin neighborhood, La Strega is the perfect escape if you're looking for an intimate lunch or early dinner away from the noise of the Strip.

Entertainment Options:



Bellagio Fountains

3600 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 693-7111

About: Fall in love with the choreography of light, music, and water at the Bellagio Fountains.



High Roller

3545 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 322-0593

About: Let the highest observation wheel in the world whisk you off your feet to enjoy breathtaking views of Vegas, the Strip, and the desert's distant beyond.



THE MAGICIAN

The Magician is known for shedding reality and seeking something beyond. Look for otherworldly amenities, fantastical environments, and larger-than-life features.

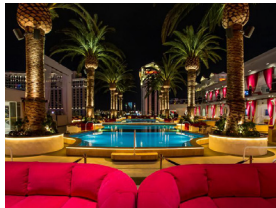
Hotel and Meeting Space Options:



Artisan Hotel Boutique

1501 W Sahara Ave, Las Vegas, NV 89102
(702) 214-4000

About: This adults-only hotel feels like an actual magician's living room, filled with gothic artwork, suits of armor, candlelit hallways, and deep red velvet furniture.



The Cromwell

3595 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 777-3777

About: A rooftop nightclub with a pool at its center and vintage pinball machines in chic suites prove that anything's possible at this Strip-centered hotel.

Additional Meeting Space Option:

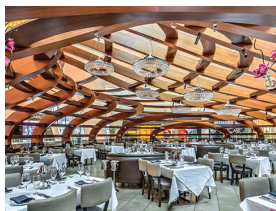


Enclave

5810 S. Eastern Avenue, Las Vegas, Nevada 89119
(702) 747-9900

About: Enclave truly is a blank canvas, where the only limit to your event experience is the imagination thanks to the availability of cutting-edge A/V technology and established relationships with vendors of every variety.

Dining Options:



Mastro's Ocean Club Las Vegas

3720 S Las Vegas Blvd, Las Vegas, NV 89158
(702) 798-7115

About: Dine on fine steaks and inventive seafood dishes within a treehouse-inspired structure that has to be seen to be believed.



BLACKOUT Dining in the Dark

3871 S Valley View Blvd Ste 8, Las Vegas, NV 89103
(702) 960-4000

About: As the name suggests, an elegant multi-course meal is served in a dining room that's completely dark, encouraging a dinner that fully engages your remaining senses.

Entertainment Options:



Penn and Teller

3700 W Flamingo Rd, Las Vegas, NV 89103
(702) 777-7776

About: Penn and Teller's trademark magic show is a quintessential Vegas stop for every illusionist.



VR at MGM Grand

3799 Las Vegas Blvd S, MGM Grand, Las Vegas, NV 89109
(702)-891-7974

About: Escape the real world and enter a new universe with up to eight friends at MGM Grand's latest virtual reality experience.



THE MAVERICK

The Maverick is a rebel that doesn't feel comfortable if they're forced to fit in. Look for amenities that celebrate their wild side.

Hotel and Meeting Space Options:



M Resort Spa & Casino

12300 S Las Vegas Blvd, Henderson, NV 89044
(702) 797-1000

About: This four-star resort and spa features stylish rooms and a massive outdoor pool and breaks free from the crowd by positioning itself 12 miles from the center of the Strip.



Aliante Casino + Hotel + Spa

7300 N Aliante Pkwy, North Las Vegas, NV 89084
(702) 692-7777

About: Aliante is 15 miles from the Strip, which allows guests to enjoy stunning mountain and city skyline views, along with an IMAX theater and spacious rooms with living areas.

Dining Options:



Capo's Speakeasy

5675 W Sahara Ave, Las Vegas, NV 89146
(702) 364-2276

**Reservations available online or by phone.*

About: Slip through a Speakeasy entrance to enjoy Italian fare in moody surroundings fit for Chicago's most notorious mob bosses.



É by Jose Andres

Level 3, Boulevard Tower, 3708 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 698-7950

**Reservations available online or by phone*

About: Make your reservations at least three months out to receive a “golden ticket” for this Spanish gem hidden within Jaleo at the Cosmopolitan.

Entertainment Options:



Fremont Street Experience

Fremont St, Las Vegas, NV 89101
(702) 678-5600

About: While the crowd is certainly there, Fremont Street is loaded with Maverick street performers and outlandish entertainers 24 hours a day.



Mob Museum

300 Stewart Ave, Las Vegas, NV 89101
(702) 229-2734

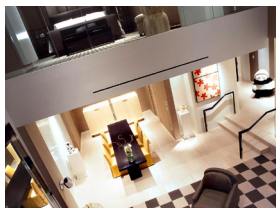
About: Housed in an old courthouse, the Mob Museum offers an interactive look at the sordid lives and deeds of America's most infamous Made Men.



THE ROYALTY

The Royalty is second to nothing. They accept only the best because they are the best. To suit, look for amenities that define the pinnacle of luxury.

Hotel and Meeting Space Options:



SKYLOFTS at MGM Grand

3799 S Las Vegas Blvd, Las Vegas, NV 89109
(877) 646-5638

About: Butlers, imported linens, and panoramic views of Vegas define these ultra-luxury suites on the top two floors of the MGM Grand.



ARIA Sky Suites

3730 S Las Vegas Blvd, Las Vegas, NV 89109
(877) 580-2742

About: A private elevator whisks guests to one- or two-bedroom suites, where palatial living and dining areas surrounded by floor-to-ceiling windows await.

Dining Options:



Joël Robuchon

MGM Grand, 3799 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 891-7925

About: This coveted winner of three Michelin stars offers an exquisite take on French cuisine in the heart of Sin City.

**Reservations available online or by phone.*



Picasso

3600 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 693-8865

**Reservations available online or by phone*

About: This two-star Michelin restaurant features French and Spanish cuisine in a dining room featuring original ceramics and paintings from the master artist himself.

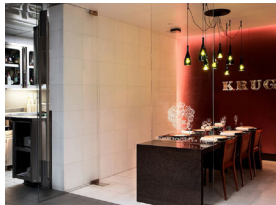
Entertainment Options:



Wine Tasting by Helicopter

5596 Haven St, Las Vegas, NV 89119
(800)-653-1881

About: Travel by limousine and helicopter to a winery in the Nevada mountains for a night of wine tasting followed by an elegant four-course dinner.



Krug Chef's Table

3570 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 731-7286

About: A dinner so grand as to be an entertainment option all its own, this 13-course meal pairs exclusive vintages of Krug Champagne with dishes from celebrated chef Guy Savoy.



THE SAGE

The Sage is a wise and careful planner. They analyze and research their options fully before making an informed decision. Seek hotel and dining options that reflect careful attention to detail and quiet spaces fit for thinking.

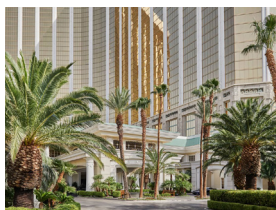
Hotel and Meeting Space Options:



Wynn Las Vegas

3131 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 770-7000

About: This lavish five-star resort features suites equipped with massage rooms and whirlpool tubs, as well as grounds that include two spas and an 18-hole golf course.



Four Seasons Hotel Las Vegas

3960 S Las Vegas Blvd, Las Vegas, NV 89119
(702) 632-5000

About: Marble bathrooms, mountain views, and private cabanas around an expansive outdoor pool ensure Sages are comfortable while they contemplate.

Dining Options:



NoMad Restaurant

3772 S Las Vegas Blvd, Las Vegas, NV 89109
(702) 730-6785

**Reservations available online or by phone*

About: Inventive, modern French cuisine is the star of this Vegas favorite within the Park MGM.



Old Soul

495 S Grand Central Pkwy, Las Vegas, NV 89106
(702) 534-0999

**No reservations.*

About: A relative newcomer to Vegas, this comfort food icon is the perfect spot to enjoy healthy, fresh, fast, smart cuisine in the heart of Downtown.

Entertainment Options:



Las Vegas Natural History Museum

900 Las Vegas Blvd N, Las Vegas, NV 89101
(702) 384-3466

About: Trade the casino floor for exhibits featuring dinosaurs, Egyptian mummies, and marine life at this sprawling private museum.



Las Vegas Springs Preserve

333 S Valley View Blvd, Las Vegas, NV 89107
(702) 822-7700

About: Visit the site of Vegas' first source of water to explore botanic gardens and museum galleries, and learn about sustainability in wetland habitats.

Making Travel Plans: Transportation to and Around Las Vegas

Exhibit managers and event marketers book an average of 35 round-trip flights and 350 room nights every year. That's a lot of competition for Vegas hotels and restaurants. Get ahead of the game with these six travel and transportation tips.



1. BOOK EARLY

Arrange flights, hotels, entertainment, and restaurants (especially if you've got a large group) 4-6 months in advance to get the best combination of low prices and ample inventory.

2. GRAB LAST-MINUTE TICKETS

Take advantage of day-of discounts on some of the best shows in Vegas with sites including:

Tix4tonight.com

Halfpriceshows.com

Lasvegas.showtickets.com

3. GO OFF-STRIP

More affordable and more available options for dining and entertainment are found off-Strip, including old-school Downtown and the funky Las Vegas Arts District.

4. SAVE WITH MID-WEEK FLIGHTS

Flights departing between Tuesday and Thursday are typically cheaper than those scheduled Friday through Monday.

Pro Tip: Consider downloading an app like Hopper, which tracks flights for you and notifies you when prices are at their cheapest.

5. HONE IN ON HAPPY HOUR

Take advantage of ample happy hour deals to try some of the best food in Vegas without breaking the bank.

Upcoming Trade Shows in Las Vegas in 2020

Las Vegas is home to so many trade shows every year that it's nearly impossible to keep track of them all. However, here are a few of our favorites that we're excited to see come to town in 2020. Make sure to save the date and start working on preparations 6-8 months in advance.

- [CES \(Consumer Electronics Show\)](#)
- [NADA \(National Automobile Dealers Association\)](#)
- [HIMSS \(Healthcare Information and Management Systems Society\)](#)
- [AAOS \(American Academy of Orthopaedic Surgeons\)](#)
- [ISC West \(The International Security Conference & Exposition\)](#)
- [NAB \(National Association of Broadcasters\)](#)
- [Waste Expo](#)
- [SHRM \(Society for Human Resource Management\)](#)
- [VMWorld](#)
- [G2E \(Global Gaming Expo\)](#)
- [Black Hat](#)
- [ConExpo](#)
- [IPC Apex](#)
- [MD&M](#)
- [RSA \(Rivest, Shamir, and Adleman\)](#)
- [Interop ITX \(Networld\)](#)
- [ICSC Recon \(International Council of Shopping Centers\)](#)
- [InfoComm](#)
- [Intersolar North America](#)
- [SemiCon West](#)
- [Vision Expo West](#)
- [SolarPower Intl](#)
- [HR Technology Conference \(Human Resource\)](#)
- [SEMA \(Specialty Equipment Market Association\)](#)
- [ASHP \(American Society of Health-System Pharmacists\)](#)
- [WindPower, AWEA](#)
- [AAPEX](#)
- [ASHP — American Society of Health-System Pharmacists](#)
- [MJ Biz Con \(Marijuana Business Conference & Expo\)](#)
- [Money 20/20](#)

Choose the Right Las Vegas Exhibit House

Your trade show booth is the hub of your cohesive branded experience. The best way to ensure success on the show floor is to choose an exhibit house that can bring your marketing goals to life, align with your budget, and provide you with the awesome support you need to have a stress-free and fun show.

Here's how to choose the perfect exhibit house for you and your brand:

Choose Low Stress

As an event manager, you know how stressful it can be to plan and design an exhibit for your next event. But it doesn't have to be. Here are three tips for choosing a design house that will eliminate stress.

1) Use a Local Expert

Vegas-based designers have more experience in the trade show industry than anyone else. They know the ins and outs of every venue in town and have established relationships with critical vendors, so you've always got a local expert to help you out with last-minute needs.

Plus, because they're local, you'll save big on shipping and handling costs. And, you won't have to worry about the potential for delays because your shipment got held up on the road somewhere.

2) Look for Awesome Support

Great support from your designer shouldn't end when you take delivery of your booth. Choose a designer that provides you with incredible support from design through the show. The best design houses offer on-site support, take care of coordinating all critical logistics, and demonstrate effective and clear communication at all times.

3) Demand Guaranteed, Transparent Pricing

Exhibits are big budget items for most marketing teams, but those costs shouldn't come as a surprise to you. Look for an exhibit house that offers fixed, guaranteed pricing that includes everything you need to set up, exhibit, and tear down your booth.

Choose a Custom Rental

Communicating a branded experience is most important at your booth on the show floor. That's why it's essential that you exhibit a booth that's customized to your marketing goals, reflects your brand archetype, and aligns with your budget.

One of the first choices you'll have to make when choosing an exhibit house to design your booth is whether you want to rent or buy. We're admittedly biased, but we don't believe buying makes sense for anyone, ever.

Buying requires a significant capital investment. The only way to offset that initial cost is to use that exhibit for years, but that presents major problems. When you exhibit the same booth year after year, you're no longer in control of the experience you're sharing with attendees. Instead, you're trapped in a single design that's no longer customized to reflect your latest goals.

When you rent, you can afford to get a custom booth for every show you attend, so you're never exhibiting an idea that is out of sync with the rest of your carefully executed brand experience.

As a big added bonus, custom rentals typically include all logistical support, from shipping and handling to storage, maintenance, and repairs. The result is an exhibiting experience that's far less stressful and far more fun.

Start Planning Your Next Vegas Trade Show

Exhibiting in Vegas is like no other trade show environment on earth. It is a nonstop carousel of competition, where you have the potential to make a huge impact on a massive audience. That is, if you do your homework.

Take the time to define your brand archetype and plan a branded experience to match. Go over your choices with your team and come up with a unified plan and a common voice that reflects you and your goals. Because when you choose the right locations and have a plan in place, executing for success doesn't just become easier. It gets fun.

You have the tools you need to create a branded experience, now find the exhibit house that can make your marketing strategies come to life on the show floor. Check out our white paper: [How To Evaluate And Choose An Exhibit House.](#)

About Us

Steelhead empowers event marketing professionals to create and execute stunning trade show experiences for their brands. Our aim is to provide you with an unrivaled level of support and creativity, so you can always be your best.

Our Promise to You

Exhibit Happy® is a philosophy, a mindset, and a promise that you can always count on us to deliver. Here's why.

1) NO SURPRISES

You can always count on us to do what we say we are going to do. Guaranteed price quotes prevent you from going over budget and a crystal-clear design process ensures you're never left wondering what comes next.

2) AWESOME SUPPORT

We will build a team of experts around you so you can focus on the most important things. From shipping and handling to booth setup and teardown, we'll be there to take care of the logistics of your booth design every step of the way.

3) FUN ALONG THE WAY

When you're not stressed about the details, it's a lot easier to have fun along the way. Count on us to inject fun, creativity, and laughter, all while being laser-focused on executing your successful event.

**Are you ready to plan your next Las Vegas trade show?
Get the right partner by your side today.**

GET A FREE CONSULTATION



 STEELHEAD
Exhibit Happy[®]

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