



**event solutions**<sup>®</sup>  
 CONFERENCE & TRADESHOW  
**MARCH 8-10, 2010**  
 PARIS HOTEL LAS VEGAS

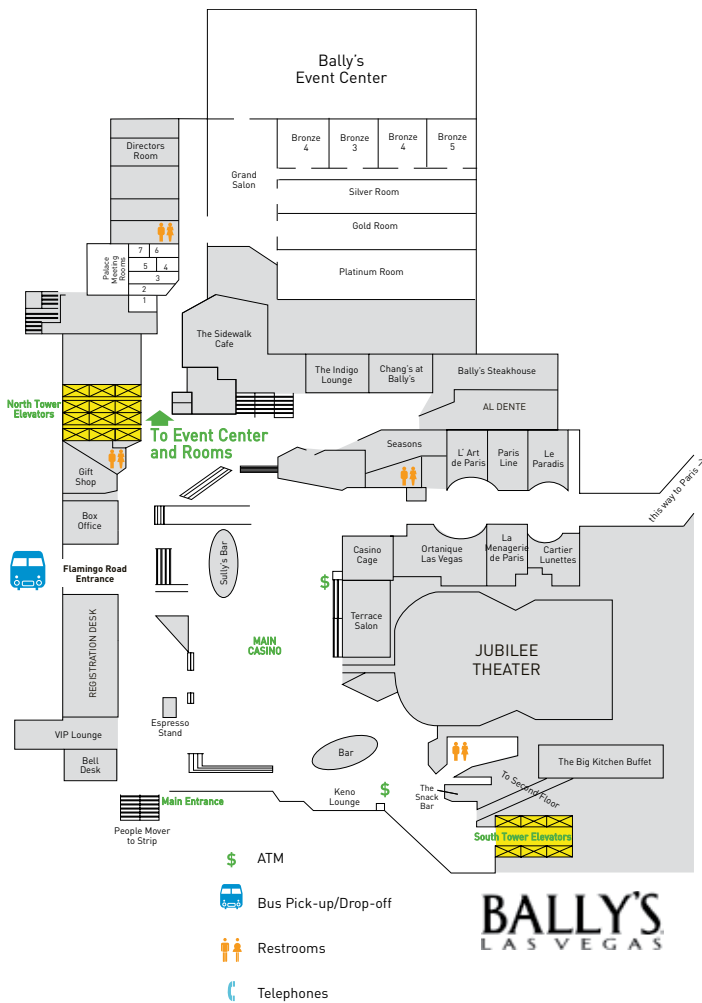


**WELCOME ATTENDEES  
 THIS IS YOUR EVENT  
 IDEA FACTORY**



**2010**  
 CONFERENCE  
 & TRADESHOW  
 PROGRAM

# WELCOME TO THE MOST POWERFUL WEEK OF THE YEAR



Welcome to the 2010 Event Solutions Conference & Tradeshow! We are delighted that you have chosen to join us in Las Vegas for another exciting week of education, networking, events and exhibit hall. The pages of this show guide will answer your questions about the Conference, however, if at any point you need assistance, please find one of our Event Solutions' team members at Paris Hotel, the Las Vegas Convention Center or any of the evening event venues. Your feedback and input is important to us and we hope that you will take an opportunity to visit with us in the Event Solutions booth, on the tradeshow floor, on Tuesday or Wednesday to help us continue to build the industry conference you need and want.

Thank you again for being here and we hope you enjoy your week!

<b>Need to Know</b>	<b>3</b>
<b>Education</b>	<b>4</b>
<b>Tradeshow</b>	<b>9</b>
<b>Included Events</b>	<b>10</b>
<b>Optional Events</b>	<b>11</b>

## BOOK SIGNINGS:

**Monday, March 8**

**10:15am – Sasha Souza**

**Noon – Laura Schwartz**

The Conference Store  
located in the Paris  
registration area.

## Answers to Your Questions

**Attire** – Business casual is the typical dress for attendees during the day. Feel free to add a bit more flare for the evening events!

**Badges & Tickets** – Wear your name badge at all times! Staff will need to see your Conference name badge for admittance to all sessions, breakfasts and events. No badge, no admittance. Lost badges and tickets cannot be replaced.

**Breakfast** – Coffee and pastries are available to all registered attendees Monday and Tuesday from 6:45am – 7:45am and Wednesday from 7:15am – 8:15am in the conference registration area at Paris Hotel.

**Education Rooms** – All Event Solutions sessions are held in Vendome B and Vendome C, just past registration.

**Events** – We hope that you will join us for the evening events. Included in your full registration package are the Sunday night Meet & Greet, Monday night Opening Night Las Vegas and Tuesday night Anthology. Tickets for the Spotlight Awards and the NACE Closing Party are available for purchase at registration.

**Information** – If you need assistance at any time, please feel free to ask an Event Solutions team member, stop by the registration desk at Paris, the registration desk at the Las Vegas Convention Center or the Event Solutions booth #1747 on the Tradeshow Floor.

**Internet Access** – Please visit the complementary Cyber Café in the Xperience Room at Paris Hotel.

**Transportation** – Bus service will be available from Bally's Hotel Las Vegas to all events including the Tradeshow. Other options include the monorail which departs from Bally's and goes directly to the Las Vegas Convention Center.

## AREAS OF FOCUS

To assist you in planning your time at the conference, Areas of Focus have been identified based on your position and type of business. This is a tool only and you are welcome to attend any of the sessions.



### INDEPENDENT

*Varied to accommodate for the many hats independent planners wear from business owner to designer.*



### INNOVATION & DESIGN

*Visual design-oriented and appropriate for all event professionals.*



### CORPORATE

*Designed for the in-house corporate planner or those working primarily in the corporate event market.*



### BUSINESS & STRATEGY

*Designed for business owners and corporate planners who are accountable for budgets and ROI.*



### ORGANIZATIONAL

*Appropriate for planners from associations, non-profits, universities, hospitals and other organizations.*



### SOCIAL

*Appropriate for planners working in the social event market from weddings to black-tie galas.*

## SCHEDULE AT A GLANCE

### SUNDAY, MARCH 7

10:00am – 6:00pm

Registration Open

1:30pm – 6:00pm

UNLV Planner Boot Camp

Versailles Room

6:30pm – 8:30pm

Sunday Night Meet & Greet

Meet the Award Winners

### MONDAY, MARCH 8

7:00am – 6:00pm

Registration Open

7:30am – 10:15am

Education Sessions

10:30am – Noon

Featured Session:

“State of the Industry”

1:30pm – 5:15pm

Education Sessions

6:30pm – 9:00pm

Spotlight & CATIE Awards

9:00pm – Midnight

Opening Night Las Vegas & Spotlight Awards After-Party

### TUESDAY, MARCH 9

7:00am – 6:00pm

Registration Open

7:30am – 11:45am

Education Sessions

Noon – 6:00pm

Tradeshow Open

8:00pm – Midnight

Event Solutions & Catersource Anthology Event

### WEDNESDAY, MARCH 10

7:00am – 9:45am

Education Sessions

10:00am – 3:00pm

Tradeshow Open

8:00pm – 11:00pm

NACE Event



**MONDAY • MARCH 8**  
**10:30am – Noon**

**Vendome B**        
**FEATURED SESSION**

**STATE OF THE INDUSTRY:  
WHERE WE ARE NOW AND  
WHERE WE'RE HEADED**

*Moderator: Laura Schwartz,  
Principal, White House Strategies,  
Chicago, IL*  
*Panelists: Craig Bullock, Kuoni  
Destination Management Inc.;*  
*Branden Chapman, The Recording  
Academy; Kevin Dana, CORT; Steve  
Kemble, Steve Kemble Designs;*  
*Lara McCulloch-Carter, ready2spark.*

From the A.I.G. effect to blacklisted destinations to the Great Recession, the events industry has faced many significant challenges in the past year that have changed it forever. This March, join your peers and a panel of industry leaders to discuss all that we have faced as an industry and the way ahead. Leaders from diverse sectors of the event world will present their vision for the future of the industry; the top-line trends you need to be aware of; and how our industry will look one, five and 10 years from now. Whether you're an independent, association, corporate, or nonprofit planner or a supplier, this must-attend session will give you the big picture you need to strategize your business or career for today and tomorrow. Stay tuned to learn more about the top event industry voices who will convene for this one-of-a-kind featured session!

**SESSION  
INTRODUCTION  
REMARKS BY:  
Las Vegas Mayor  
Oscar Goodman**

**1:30pm – 2:45pm**

**Vendome B**      

**THE ELEPHANT IN THE ROOM:  
HOW – AND HOW MUCH –  
TO CHARGE**

*Howard Givner, Founder, Paint The  
Town Red, New York*

Flat fee, hourly rate, percentage of budget, markups, commissions – whether you just hung out your shingle or have had your own event business for years, you cannot escape this delicate issue. In this interactive session, we'll delve into one of the most important and least discussed aspects of planning: pricing your services. You'll learn why *how* you charge is just as important, if not more so, than how *much* you charge. This seminar will explore the various pricing models in our industry given the current economic environment, discuss the pros and cons of each, and provide guidance on how to explain your chosen model to your client.

**LEARN:**

- How to differentiate the various pricing models used in our industry.
- The pros and cons of each pricing model, what types of clients prefer which ones, and how to choose the one that's best for you.
- How to explain how you charge to your client and respond to the most common objections and questions from clients.
- How the issue of transparency is viewed by various types of clients, and how to be prepared to discuss this issue as it relates to your pricing structure.

**Vendome C**      

**STEAL THESE IDEAS!  
20 DESIGN TRENDS FOR 2010**

*Diane Butner, Director of Events &  
Design, MGM Mirage Events,  
Las Vegas*

What's hot and what's not for 2010? In this fast-paced session, explore the colors, textures, shapes, styles and influences that will dominate the freshest events for the next year. Go inside the mind of a designer who has worked with the hottest companies and the coolest brands to get ahead of the curve and discover new ways of thinking creatively about design, discovering new ideas and crafting innovative event experiences.

**3:00pm – 4:15pm**

**Vendome B**      

**BUSINESS DEVELOPMENT:  
HOW TO TURN CUSTOMERS  
INTO EVANGELISTS**

*Lara McCulloch-Carter, Branding  
& Social Media Change Agent,  
ready2spark, and founder, eventprofs,  
Stoney Creek, ON*

Attracting and retaining customers is the age-old challenge for all business owners. In this session, explore how to find new customers, and more importantly, how to keep the ones you already have. In this ever-changing and significantly more sophisticated business environment, your relationships with your clients is vitally important to your company's survival. You will leave with an accomplishable "to do list" for meeting your clients' needs and having them shout from the roof tops about how great you are!

## Vendome C

### DESIGN WORKSHOP: GET YOUR HANDS DIRTY

*Diane Butner, Director of Events & Design, MGM MIRAGE Events, Las Vegas*

Join the MGM Mirage Events & Design team as they lead you in an interactive design workshop. You will get to explore fabrics, props, florals and more. Bring your creative self to the session and learn how you can bring some of the top design trends to life yourself! Be prepared to step outside of the box and try some styles that may not be your normal way of designing. For planners, this is your chance to see what goes on behind the scenes and get a better understanding of the work that happens *before* the trucks arrive!

**4:30pm – 5:45pm**

## Vendome B

### POWER TALK: GREENING EVENT PRACTICES FOR BUSINESSES & EVENTS

*Richard Byford, Owner, ByWay Entertainment & Events, Palm Springs, CA*

Event greening is no longer a trend, but a necessity for the way we do business. Though at times, it feels like a concept that is difficult to grasp and true success feels overwhelming, there are ways to make a difference immediately. Join a long-time event pro, who has established a Green Event Standard for the City of Palm Springs, as he leads a discussion on what we can all do to make a difference. Bring your ideas and leave with new ones for moving toward zero waste!

## Vendome C

### POWER TALK: EVENT DESIGN TRENDS IN YOUR MARKET

*Diane Butner, Event & Design Director, MGM MIRAGE Events, Las Vegas*

After a full afternoon of engaging in what industry experts are valuing as trends in the event design world, here is an opportunity to share your experiences. The MGM Mirage Events team will lead a discussion in what is working and what isn't for planners and designers. Be ready to contribute about the design trends in your market and what is happening with your events in regards to design & décor. You will be sure to walk away with at least one cool idea you can steal from another part of the country!

**TUESDAY • MARCH 9  
7:30am – 8:45am**

## Vendome B

### MAXIMIZING YOUR EVENT OUTCOME IN TIMES OF CHANGE

*Bruce W. Morrow, President and CCO, M2Creative and CCO of Access TCA, Duluth, GA*

M2Creative and Access TCA will jointly present the new face of event marketing, covering topics including: the factors of change, how to cut/avoid costs, the rise in private events, virtual events, cause marketing, and media and technological advancements that reach and extend events. The presentation will include case studies of brand-name companies who have successfully completed innovative events.

## LEARN:

- The change factors in the event industry and why it won't go back to "business as usual."
- How to avoid and cut event costs.
- Technological advancements that enable face-to-face experiences on a reduced budget.
- Meeting and event trends and predictions.
- "How to" guide to successful innovative events illustrated through brand-name case studies.

## Vendome C

### PLANNING FOR THE FUTURE: VIRTUAL AND HYBRID EVENT STRATEGY

*Michael Doyle, Executive Director, The Virtual Edge Institute, Pleasanton, CA*

In this fast-paced session, virtual event expert Michael Doyle will moderate a high-level discussion on the hottest growth area in events: expanding the event experience through virtual components. In this age of reduced travel and event budgets and increased focus on ROI, planners must add virtual and hybrid events (which include both live and virtual elements) to their skill set. This session will give you everything you need to know from a strategic perspective, including how to incorporate the right elements to drive attendance and add to your bottom line, when virtual makes sense and how to measure success. You will also see firsthand how leading organizations are already using virtual technology to enhance the engagement level of their events and extend the event's reach to a greater audience.

**LEARN:**

- How to incorporate virtual technology elements into your events and meetings to help meet the needs of today's busy professionals.
- The universe of virtual components you can incorporate into your event.
- A checklist for a 90-day plan for planning and producing a successful hybrid event.
- How real conferences and events are successfully integrating virtual elements to more than double their attendance and increase event engagement and reach.

**9:00am – 10:15am**

**Vendome C** 

**FOOD & BEVERAGE TRENDS COAST-TO-COAST**

*Joann Roth-Oseary, Owner, Someone's in the Kitchen, Tarzana, CA*  
*Tony Conway, Owner, Legendary Events, Atlanta, GA*

No matter the size of your event, making the right food and beverage choice is crucial to the impression your guests have about the event. Most planners have a great vendor list of caterers, however, they don't always know how to best communicate the expectations of the event. This panel of caterers from across the country will share current trends in food and beverage nationally and in your area.

**LEARN:**

- What is hot and what's not in food offerings.
- What the current trends are for alcoholic and non-alcoholic beverages.
- Current trends in sustainable and eco-friendly catering.
- How to present unique menu ideas to your clients.
- Suggestions for getting the most out of your partnership with your caterer.

**Vendome B** 

**SOCIALIZE WITH A PURPOSE: BUILDING A SOCIAL MEDIA STRATEGY FOR SUCCESS**

*Lara McCulloch-Carter, Branding & Social Media Change Agent, ready2spark, and founder, eventprofs, Stoney Creek, ON*

Social media offers an excellent tool for business owners and marketers to expand their communities and their brand recognition – but just because it's free doesn't mean you shouldn't have a strategy behind it. The key to success is a clearly thought-out plan. This session will give you the tools you need to craft an effective strategy to achieve measurable results for your company through social media.

**LEARN:**

- How social media has changed the business landscape and what that means for your organization.
- How to develop a social media strategy to get your business started on the path to success.
- The successes and mistakes of other businesses who have used social media.

**10:30am – 11:45am**

**Vendome B** 

**EXPERIENTIAL EVENTS... PUSHING BEYOND FOUR WALLS**

*Branden Chapman, Vice President Production & Process Management, The Recording Academy & GRAMMY Awards, Santa Monica, CA*

In a world of results-driven event expectations, planners are challenged daily to be more creative and more responsive to clients' and guests' needs. Experiential events start with a total sensory experience for your guests and extend to new possibilities of virtual and non-virtual exploration outside of the event.

An entertainment and event industry veteran will identify the trends in experiential events and prepare you for a new way of exceeding your client's expectations and evaluating the success of your event.

**LEARN:**

- An understanding of the trends and developments in experiential events.
- Tips on creating a total sensory experience for your guests.
- What happens outside of an event that can impact the success of your event.
- Creative strategies for connecting with guests pre- and post-event
- Tips for adding impact to your client proposals.

**Vendome C** 

**MEDIA & PUBLIC RELATIONS WORKSHOP**

*Shari Lynn Rothstein, Owner, SLK Creative, Miami, FL*

Join our social media experts and other public relations pros to explore what marketing plans of today should look like. You will create an action plan for your own events or business that encompasses all of the tools available to us in this exciting information age. A combination of new media and time-tested outlets will present themselves for a well-rounded plan that gets you results!

**LEARN:**

- Best methods for publicizing and marketing your event or company.
- How to formulate your own marketing plan.
- Resources to turn to when you need to call in the experts

\* *Schedule and classes subject to change.*

**WEDNESDAY • MARCH 10**  
**7:00am – 8:15am**

**Vendome B**      

## **CATALYST CONFERENCES: HOW TO PLAN AND PRODUCE NEXT-GENERATION CONFERENCES & EVENTS**

*Jeff Hurt, Director, Education and  
Engagement, Velvet Chainsaw,  
Aurora, OH*

People today are learning in new ways that are both collective and egalitarian. They contribute to Wikipedia, comment on blogs, teach themselves programming and figure out work-arounds to online video games. They follow links embedded in articles to build a deeper understanding. They discuss issues in online chats in an interactive and immediate exchange of ideas. All of these acts are collaborative and democratic, and all occur in a worldwide community of voices.

So how does this affect the traditional conference or event? What about the typical one too many presentations with a sage on the stage and a passive listening audience? Conference organizers should capture and apply these new social and informal ways of learning or risk seeing their conference education become obsolete. Today's learning is interactive without walls. Conference organizers can view themselves as conduits for their attendees' education endeavors and help facilitate participatory, interactive and connected learning environments.

### **LEARN:**

- How room environments and traditional setups affect learning.
- Five principles for redesigning learning elements during conference workshops and sessions.

- The impact of traditional hierarchy of expertise, top-down, controlled, presumed authority presentations on learners.
- New ways to integrate and structure horizontal, collaborative, collective, networked learning opportunities in your conference or event.

**Vendome C**      

## **DECONSTRUCTING DESIGN**

*Ryan Hanson, Owner, BeEvents,  
Minneapolis, MN*

It's 2010 and event design is changing! Themes are out, experiences are in. Fluff is out, VALUE is in. But what does that mean for an event planner trying to navigate this new world of corporate, non-profit, and social events? Join in on a fast-paced session as we explore event trends, design theory, and deconstruct the process of designing an event from concept to completion. Bring your questions and get real solutions to the event challenges you face.

### **LEARN:**

- Examine case studies of actual events as we deconstruct the design process from concept to completion.
- Engage in solution-oriented discussion as the group solves your design challenges.

**8:30am – 9:45am**

**Vendome B**      

## **EVOLUTION OF THE EVENT PROFESSIONAL**

*David Fischette, President/CEO,  
GO West Events & Multimedia,  
Westlake Village, CA*

After two days of sessions and conversations regarding the state of our event industry, it will be apparent that change is necessary. Change in our businesses, our

events and ourselves. A business owner and long-time event pro will lead you through the changing face of our industry and how we must reinvent ourselves to survive as we adapt.

### **LEARN:**

- How to identify where change is needed in your own business or events.
- Solutions for reinventing yourself as an event professional in a new era.
- Action plan to take home and implement subtle or dramatic changes in the coming year.

**Vendome C**      

## **ENTERTAINMENT OUTLOOK 2010: SMART PARTNERSHIPS & FRESH ACTS**

*Connie Riley, CSEP, Vice President,  
Event Operations, T. Skorman  
Productions Inc., Orlando, FL*

Event professionals need to work smart, regardless of the economy and entertainment is one place where a focused strategy can deliver value and get results. In this solution-packed session, event entertainment expert Connie Riley, CSEP, CMP, will show event business owners and planners how to create partnerships with vendors to build value and ensure success, no matter the budget. Also find out the top talent trends and what fresh acts to keep your eye on for 2010.

### **LEARN:**

- How to get the most out of talent for the money you're spending.
- How to build strategic partnerships that guarantee value for your events.
- The top entertainment trends in 2010.
- Fifteen hot acts to have on your radar for the next 12 months.

## The Biggest & Best Tradeshow in the Industry

Spend Tuesday and Wednesday immersed in the largest event-and catering-specific tradeshow in the country. More than 900 booths on the Tradeshow floor will be stocked with the latest products, services and resources. You will find companies debuting new linens, chair covers, furniture, servingware, décor supplies, backdrops, dance floors, the very latest trends in entertainment and more. Exhibitors will demonstrate the latest in technology from event design tools to attendee marketing software. Interactive displays will let you preview, sample food and beverage and test new products and experiences.

### There is always something exciting happening on the Tradeshow floor

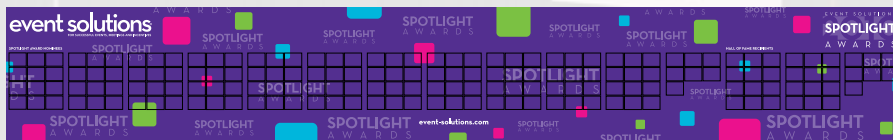
Extend your educational experience by participating in or simply viewing the many activities and competitions available on the Tradeshow floor.

#### Tabletop Contest

Event planners and designers set up and show off their most creative tabletop designs. Vote for your favorites to win "Best of Show". Voting ballots are located in your conference bag. Winners will be announced on Wednesday at Paris.

#### Awards Viewing

Take a minute to visit the awards viewing area where you will be able to peruse the finalists for the Spotlight Awards as well as the entries for this year's ICA CATIE Awards.



#### Buffet Building LIVE

Five teams are bringing their own equipment to the Tradeshow floor and will build their designs, LIVE, right in front of you on Wednesday at 11:00am. You will see how creative and resourceful these teams can be in a real world time-frame. Teams will include: good gracious! events, MGM Mirage Events and many more!

#### Meet Industry Movers and Shakers

##### Event Solutions Booth #1747

Join us at the Event Solutions booth on the Tradeshow floor to talk with members of the Event Solutions team, meet some of our speakers face-to-face, and to participate in a number of "power talks" on Wednesday.

Also on Tuesday, you'll get the chance to meet and talk with our State of the Industry Moderator, Laura Schwartz.

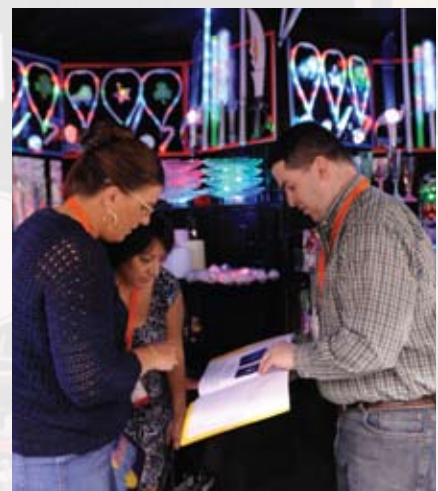
## 2010 TRADESHOW HOURS

The Event Solutions Tradeshow will take place at the Las Vegas Convention Center, South Halls.

**Tuesday Noon – 6pm**

**Wednesday 10am – 3pm**

Door-to-door transportation to and from the Tradeshow will be provided for attendees from Bally's bus drop.



# INCLUDED EVENING EVENTS

**COME FOR THE EDUCATION,  
STAY FOR THE FUN!**

**SUNDAY • MARCH 7**

**Sunday Night Meet & Greet  
Meet the Award Winners**

**6:30pm – 8:30pm**

**Paris Hotel – Napoleon's Champagne Bar**

Join the Event Solutions team, past Spotlight Award winners, 2010 finalists and Hall of Fame members at Napoleon's Champagne Bar for an informal get-together. Take this opportunity to talk with your industry peers who have risen to the top of their businesses and who have been acknowledged as such through the Event Solutions Spotlight Awards program. It is a great opportunity to speak with people who you have been reading about in the pages of *Event Solutions Magazine*. This is the kick-off to a powerful week of making new acquaintances and reconnecting with old friends.

**Sponsored by:**

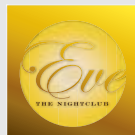


**MONDAY • MARCH 8**

**Opening Night Las Vegas**

**9:00pm – Midnight**

**Eve the Nightclub – CityCenter**



Enjoy a night out on the town, Las Vegas Style, at one of the city's newest and hottest clubs. Eva Longoria's signature club offers a luxurious design atmosphere, filled with the latest in video and lighting technology. Experience the VIP hospitality that the club offers while you network with colleagues AND dance the night away to the sounds of the award-winning Liquid Blue! You will also have the opportunity to mingle with the Spotlight Award Winners, as this 2-in-1 event is also the Spotlight Awards After-Party.

*Busing – 8:30pm from Bally's.*

**Event Producer:** Ryan Hanson, *BeEvents, beeventsdesign.com*

**Venue Host:** *Eve the Nightclub, evethenightclub.com*

**Event Entertainment:**

*Liquid Blue, liquid-blue.com,*

*Champagne Creative, champagneshowgirls.com*

**Technical Partners:**

*Firefly LA, fireflyla.com, STAGINGOPTICS, stagingoptics.com*

*\*\* Admission includes two drink cards.*

**TUESDAY • MARCH 9**

**Anthology**

**8:00pm – Midnight**

**Bally's Event Center**

Anthology, promises to be a unique blend of creative visual presentation and award-winning cuisine. The event begins with a Gallery Crawl of design ideas and moves into the Anthology of Events. The gallery will display museum-style presentations of entertainment, food, design and multi-media technology. Each space will have cutting-edge décor and lighting elements as well as constantly changing entertainment and excitement. Network with fellow event professionals, enjoy a full bar with signature cocktails and dine on a multitude of culinary delights.

**Production Team:**

*Entertainment Producer and Green Event Consultant:*  
*Richard Byford, Byway Events & Entertainment,*  
*bywayentertainment.com*

**Technical Producer:** John Garberson,  
*Creative Backstage, creativebackstage.com*

**Designer & Décor Provider:**  
*Nick Apap, Royce's Prop Shop, propshop.com*

**Culinary Producers:**  
*Cade Nagy, Catering By Design, cateringbydesign.com*  
*Domenic Chiaromonte, Match Restaurant & Event Venue,*  
*matchyyz.com*

**Showcasing Sponsors:**

*Air Dimensional Design, airdd.com,*

*American Furniture Rentals, rentfurniture.com,*

*BBJ Linen, bbjlinen.com*

*Champagne Creative, champagneshowgirls.com*

*Dance Trance, dancetrance.com,*

*Holo-Walls, holowalls.com*

*Live it Up!, bywayentertainment.com,*

*Maggie Speaks, maggiespeaks.com,*

*Pink Inc., pinkincworldwide.com*

*Pixal Paint, creativebackstage.com,*

*Pixal Paint Artist, classicalentertainment.com,*

*Production Resource Group (PRG), prg.com,*  
*Pro Production Services, proproductionservices.com*

*PROEM, proem.org*

*Rhythm & Passion, bywayentertainment.com,*

*Joe Castillo of Sand Story, sandstory.com*

*Shari Wilson as Tina Turner & Cher,*

*bywayentertainment.com,*

*Steve McCoy as Tom Jones, bywayentertainment.com*

*Travis Dudley, Production Coordinator, travisdudley.com*

**\* Additional tickets are \$169.**

# OPTIONAL EVENING EVENTS



\$99

**EVENT INDUSTRY,  
THIS IS YOUR NIGHT!**

**MONDAY • MARCH 8  
Spotlight Awards Event  
6:30pm Awards  
Mandarin Oriental,  
Las Vegas**



**9:00pm – 11:00pm After-party  
Eve the Nightclub**

*Each year, the Spotlight Awards event brings top industry professionals together to network, celebrate and experience the newest in awards presentation strategies.*

**An Event You Can't Miss!**

The 2010 Spotlight Awards Event offers you state-of-the-art experiences filled with ideas to share with your clients. Creative concepts include awards presented through entertainment, an ever-changing cabaret setting and a sneak peek at new technologies.

**Dress: Dress to impress.**

**Transportation provided from Paris/Bally's.**

**\* \$99 for full conference attendees.**

**\*\*\$149 for non-registered guests.**

Spotlight After-party at Eve the Nightclub, 9-11pm hosted featured drinks and non-alcoholic drinks. Cash bar until Midnight.

Ticket price includes: transportation, cocktails, light dinner, awards presentation, entertainment and after-party.

**Thank you to our production team and sponsors:**

Ryan Hanson, Executive Producer,  
BeEvents, [beeventsdesign.com](http://beeventsdesign.com)



**Venue Host:** Mandarin Oriental, Las Vegas,  
[mandarinoriental.com](http://mandarinoriental.com)

**Technical Partners:**

Firefly LA, [fireflyla.com](http://fireflyla.com)  
STAGINGOPTICS, [stagingoptics.com](http://stagingoptics.com)  
SWANK Audio Visuals, [swankav.com](http://swankav.com)

**Entertainment:**

Champagne Creative, [champagneshowgirls.com](http://champagneshowgirls.com)  
John Menniti Live Music, [livemusicinvegas.com](http://livemusicinvegas.com)

**Design Elements:**

American Furniture Rentals, [rentfurniture.com](http://rentfurniture.com)  
Atomic Design, [atomicdesign.tv](http://atomicdesign.tv)  
MGM Mirage Events, [mgmmirageevents.com](http://mgmmirageevents.com)  
Pink Inc., [pinkincworldwide.com](http://pinkincworldwide.com)  
Molo Design, [molodesign.com](http://molodesign.com)  
Shop Wild Things, [shopwildthings.com](http://shopwildthings.com)  
Wildflower Linen, [wildflowerlinen.com](http://wildflowerlinen.com)

**Food & Beverage:**

Mandarin Oriental, Las Vegas,  
[mandarinoriental.com](http://mandarinoriental.com)  
American Beverage Marketers, [finestcall.com](http://finestcall.com)  
Karma Tequila, [karmatequila.com](http://karmatequila.com)  
EMI Yoshi, [emiyoshi.com](http://emiyoshi.com)

**Social Media Consultant:**

Lara McCulloch-Carter, [ready2spark.com](http://ready2spark.com)

**Spotlight Awards provided by:**

Society Awards, [society-awards.com](http://society-awards.com)

\$169

**WEDNESDAY • MARCH 10**

**Experience NACE!**

**8:00pm – 11:00pm**

**Poolside, Caesars Palace**



**The Experience NACE Closing Party  
Where Astrology Meets Gastronomy**

Walk the living red carpet, and join the Experience NACE Closing Party at Caesars Palace, Wednesday March 10. It will be an evening under, and among, the stars!

No matter what sign you are, in an amazing new indoor/outdoor venue at Caesars Palace, the NACE party will be your chance to unwind from the conference like royalty.

**\* \$169 for a ticket to this event.**

**TO PURCHASE SPOTLIGHT TICKETS TO THE SPOTLIGHT AWARDS OR THE NACE CLOSING PARTY, PLEASE VISIT REGISTRATION.**



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## 2011 EVENT SOLUTIONS CONFERENCE & TRADESHOW

FEBRUARY 27 - MARCH 2 • LAS VEGAS

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