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Collaborate Marketplace Red Rock Casino Resort and Spa

APRIL 25-27, 2012
LAS VEGAS, NEVADA

Dear Attendees,

Welcome to America's most dynamic city – Las Vegas! You could not have chosen a better City to visit, and I am convinced that once you get a taste of what Las Vegas has to offer, you will definitely be back. As the Mayor of this great City, I am delighted to tell you why Las Vegas is *the* place to live, work and play!

Las Vegas continues to capture the world's imagination as the City where anything is possible. With world-class hotels, award-winning restaurants, luxurious spas, fantastic shopping, the finest golf courses and spectacular entertainment, Las Vegas remains one of the most electrifying destinations in the world.

While attending the convention, it is my hope that you will have a chance to explore Downtown Las Vegas, an area of our City that is undergoing a dramatic renaissance. It is evolving into a vibrant place for living, working, entertainment and the arts. Downtown Las Vegas is comprised of an enticing mix that includes:

- The neon-drenched excitement of the Fremont Street Experience, visited by over 21 million people each year.
- Multi-million dollar casino and hotel renovations and expansions.
- Fremont East Entertainment District featuring trendy new gathering places for dining, dancing, cocktails and enjoyment.
- An emerging eclectic mix of live-in artists and galleries known as the 18b Arts District.
- The World Market Center, a state-of-the-art home furnishings trade show complex with over 5 million square feet, has merged with another furniture complex in North Carolina and will now be called the International Market Center. The facilities in Las Vegas and North Carolina encompass 13 buildings, with 10.6 million square feet of furniture showrooms.
- Symphony Park, a phenomenal 61-acre planned development anchored by two key projects, the Cleveland Clinic Lou Ruvo Center for Brain Health, designed by renowned architect Frank Gehry, and The Smith Center for the Performing Arts, Las Vegas' first world-class performing arts facility. Symphony Park will also be the planned future home of The Charlie Palmer, a luxury boutique business hotel; a first-class casino/hotel with significant retail space; abundant street-side retail offerings; a two-acre park; and an estimated 1000 urban style residences.
- The Neon Museum Boneyard holds over 100 donated and rescued signs. Signs featured date from the late 1930s through the early 90s and represent motels, local businesses, and celebrated casino resorts from throughout the Las Vegas Valley.

Again, welcome to fabulous Las Vegas! Best wishes for an enjoyable stay in our fine City.

Sincerely,

A handwritten signature in black ink that reads "Carolyn Goodman". The signature is fluid and cursive, with "Carolyn" on top and "Goodman" below it.

Carolyn G. Goodman
Mayor, City of Las Vegas

Viva Las Vegas

The desert city remains a jackpot for meetings.

By Lisa Plummer



Although this glittering desert city may have been built on the vices of gambling and sin, in this day and age, it's as if Las Vegas was tailor-made for meetings and events.

After all, what other U.S. city can claim more than 150,000 hotel rooms and 10.6 million square feet of meetings and convention space? And with such a wide variety of world-class hotels, top-tier convention venues, a hospitality culture that lives and breathes group business, and a veritable banquet of dining, shopping and entertainment options, Las Vegas is like no other meetings and travel destination on the globe.

"Las Vegas just offers incredible value, both for leisure travelers and meeting attendees and organizers," says Amy Allen, director of marketing for Caesars Entertainment. "There's easy access, tons of hotel rooms and competitive rates throughout the year; great weather, world-class dining, shopping, entertainment, lots to see and do and all for every budget and taste. For meeting planners, those things, coupled with the fact that we do so many meetings and events here and know how to service large and small groups, just makes their job easier and makes it easier for them to be successful."

Although the past few years haven't exactly been a picnic for the premier gaming, entertainment and convention destination, Las Vegas has been witnessing a slow but steady comeback of tourism and convention business. According to the Las Vegas Convention and Visitors Authority, the city expects to welcome 40 million leisure and business visitors in 2012. Last year, Sin City hosted more than 19,000 meetings and conventions and attracted 38.9 million visitors, which was the city's second-highest visitor total in its history.

And promoting its brand as an affordable,

The excitement, the options, the enhanced flexibility and the accessibility are all key drivers that our customers look for. We offer more options than anywhere else, allowing customers to have a unique experience every time they come back. There is never the same old, same old here.



value-added business and leisure destination rather than one of hedonism or excess has been one marketing tactic that has definitely paid off, says Chris Meyer, vice president of sales at the Las Vegas CVA.

"It's all about our brand," says Meyer. "No one does leisure like Las Vegas and more business travelers are realizing that no one does business like we can. Some of the success stories coming out of Las Vegas point to one of the LVCVA's slogans, 'Vegas Means Business,' and that's what we've been saying all along. Meeting planners see their attendance go up 13 percent when they rotate into Las Vegas and they see a 7 percent drop when they leave Las Vegas. There is no other place that delivers results like Las Vegas does."

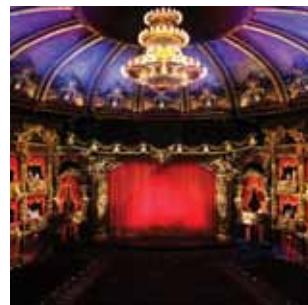
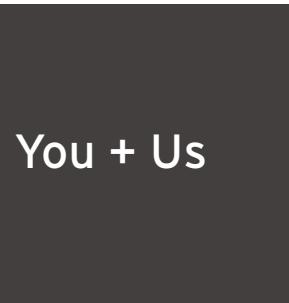
The building boom that once pervaded the Las Vegas Strip has since been put on ice since the economic downturn, but that hasn't stopped the city's hospitality community from investing its dollars in property and guest room upgrades and renovations to continue attracting heads to beads. Besides cosmetic improvements, many Las Vegas resorts have also seen the return in offering meetings and event planners as much bang for their buck as possible while helping them reiterate what the meetings and convention industry has always known to be true—the incredible value of face-to-face.

So as Sin City gradually rebounds from economic hardships, it remains a destination with opportunities for meeting planners, with many resorts continuing to offer great value and flexibility in the form of dates, rates and space.

"No one invests more into the meetings experience than Las Vegas does," says Richard Harper, executive vice president of sales and marketing for MGM Resorts International. "The excitement, the options, the enhanced flexibility and the accessibility are all key drivers that our customers look for. We offer more options than anywhere else, allowing customers to have a unique experience every time they come back. There is never the same old, same old here."

Events of all shapes and sizes won't have any problem finding a convergence point on or off the Strip. From the sprawling, 3.2 million-sq.-ft. Las Vegas Convention Center and the 2.25 million-sq.-ft. Las Vegas Sands MegaCenter to the 1.8 million-sq.-ft. Mandalay Bay Convention Center, large events can enjoy plenty of elbow room, while almost all of the larger hotel properties have their fair share of convention spaces suitable for smaller to mid-sized events.

Outside the convention or meeting, groups will stay occupied and entertained in Las Vegas, admiring the exotic wildlife at Siegfried and Roy's Secret Garden and Dolphin Habitat at The Mirage; eyeballing the sharks and



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Las Vegas makes good logistical sense, from airlift, to airport proximity, wealth of space, food quality and higher levels of service,”



OUT AND ABOUT
Clockwise from top:
Red Rock Canyon,
white tiger at the
Mirage Resort, and the
rollercoaster at New
York New York Hotel

other aquatic predators at the Shark Reef Aquarium at Mandalay Bay Resort and Casino; oohing and ahing at the dancing waterfalls at The Bellagio; enjoying a little retail therapy or just hanging out by the hotel pool.

And for those visitors who seek a respite from the hustle-bustle of the hotels, casinos and the Strip, the Las Vegas valley provides an interesting variety of natural attractions and outdoor adventures.

Visits to Red Rock Canyon, Lake Mead and Mount Charleston Recreation Area all

make great day-trip excursions that can include hiking, horseback riding, cycling, picnicking and sightseeing, depending on the time of year.

With such a plentiful and diverse array of hotel, dining, retail, entertainment and meeting space offerings, it's clear why Las Vegas maintains its regal status as a premier meetings and trade show destination.

“Las Vegas makes good logistical sense, from airlift, to airport proximity, wealth of space, food quality and higher levels of service,” says Jenna Paseka,

director of key accounts, JNR Incorporated. “The limitless space, rooms, abundant dining and activity options make it a destination we feel confident recommending to clients year after year.

The fact that you can jump in a helicopter, dine at Michelin star restaurants, gather your group in a 100,000-sq.-ft. pillarless ballroom and even go to the beach—all while being in the desert—make it a meeting planner's playground for creativity.”

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BETTER EVERY DAY
Clockwise from top:
MGM Grand, M Resort
and the Bellagio



What's New in Sin City

Bellagio has completed a \$70 million remodel of all 2,568 rooms in its main tower, featuring elegant designs that pair modern conveniences and enhanced functionality with a warm, welcoming feel.

Circus Circus has remodeled more than 1,900 guest rooms in its Casino and Skyrise Towers. Completed last January, the remodel is part of an overall property refresh project.

Caesars Palace has completed the 23-story, 668-room Octavius Tower. It's the property's sixth hotel tower and brings the total number of rooms at Caesars to 3,960. Another hotel tower is in the works, which will be themed after the sushi restaurant Nobu.

The Flamingo is remodeling two-thirds of its 3,500 hotel rooms as part of a \$10 million overall rebranding and renovation project. The renovation is expected to be complete in May.

MGM Grand is undergoing a \$160 million remodel, which includes 3,570 guest rooms and 642 suites in the hotel's main tower. It is expected to conclude by September.

The M Resort has completed a 25,000-sq.-ft. expansion of its existing meeting space. Unveiled last December, the M Pavilion brings the total amount of meeting space at the property to 92,000 square feet.

The Plaza Hotel and Casino has completed a \$35 million renovation that

includes the more than 1,000 guest rooms and suites, new restaurants and bars, and upgrades to the lobby, hallways and casino floor.

The Linq is a \$550 million outdoor retail, dining and entertainment zone currently under construction, developed by Caesars Entertainment between the Flamingo and Bally's. Set to open in late 2013, it will feature the world's largest observation wheel.

The Smith Center for the Performing Arts has opened in downtown Las Vegas' Symphony Park development. The state-of-the-art facility contains three theaters, including the 2,050-seat Reynolds Hall, and is the new home of the Nevada Ballet Theatre and the Las Vegas Philharmonic.

ALWAYS BET ON THE BEAR

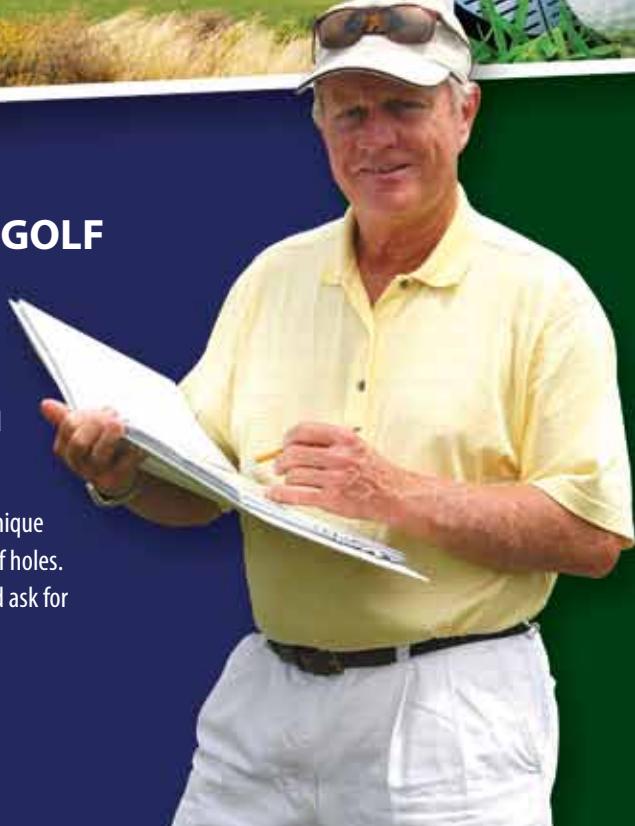


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Spotlight on:

Red Rock Resort

Perched on the west side of the Las Vegas Valley minutes from the majestic Red Rock Canyon National Conservation Area, Red Rock Casino Resort and Spa is a contemporary resort with dramatic canyon and city views. The boutique-style property also offers everything you'd expect from a high-end casino resort without the hustle and bustle of the Las Vegas Strip.

"It's the excitement of Vegas but it's away from the Strip, so a lot of groups say attendees have less distractions, they're very focused and they have everything here that they need," says Lori Nelson, director of corporate communications for Station Casinos, which operates the hotel. "People love the idea of an upscale, Four Diamond resort that has a great value price-point, so it's very affordable for groups."

With an urban chic design that plays off the natural beauty of Red Rock Canyon, the resort features an appealing mix of amenities for leisure and business

guests, from 816 guest rooms and suites, an 87,000-sq.-ft. casino, a 3-acre pool complex and 10 restaurants to a 16-screen movie theater, 72-lane bowling center, full-service spa, new 10,000-seat amphitheater and a state-of-the-art, 94,000-sq.-ft. conference center.

Designed with the needs of meetings and convention groups in mind, the resort's conference center includes four ballrooms ranging in size from 5,000 to 20,000 square feet, 10 breakout rooms and large verandas with balconies that overlook Red Rock Canyon and the pool space. Since the conference center is conveniently located on the second floor on the resort side of the hotel, attendees are able to avoid the distractions of the casino entirely, which can be a big plus for keeping minds on business.

But for special events and receptions outside the meeting, planners will have a number of alternative

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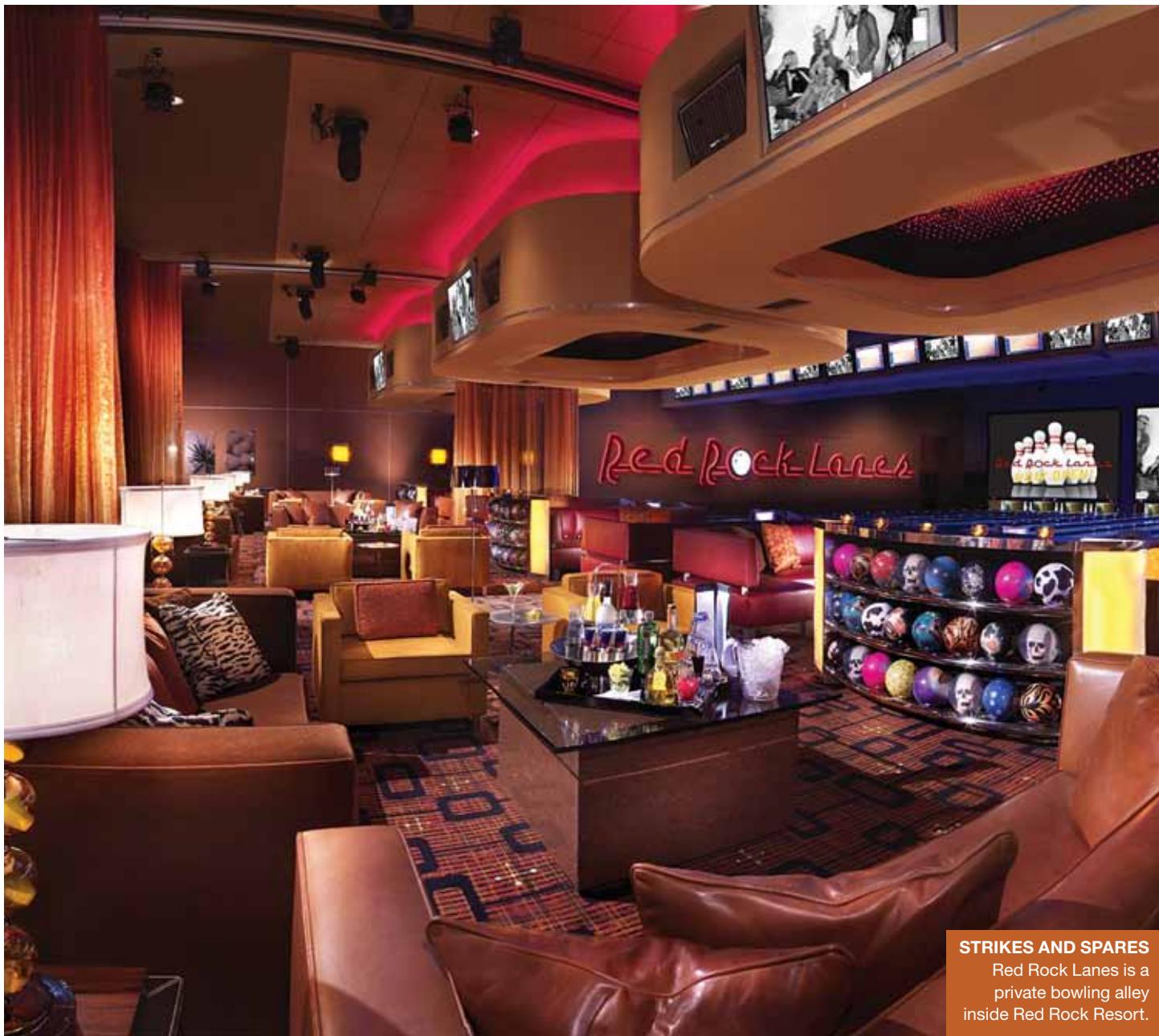


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STRIKES AND SPARES

Red Rock Lanes is a private bowling alley inside Red Rock Resort.

venues to choose from at Red Rock, including seven penthouse suites with floor-to-ceiling, panoramic views; a nightclub complete with an outdoor patio and pool area; three high-end restaurants with outdoor spaces and private dining rooms; and Red Rock Lanes, the property's modern bowling center featuring a private 12-lane VIP suite.

Nature-loving guests will also want to take advantage of the resort's Adventure Spa program that offers hiking, cycling and horseback riding at Red Rock Canyon, which has become a big hit with groups, says Nelson. But most importantly, planners and attendees will enjoy the individualized

customer service experience they'll get at Red Rock Resort.

"Groups will get a little more attention here because we're only 800 rooms and that's pretty small in comparison to what you'd find on the Strip," says Nelson. "So you're a much bigger client to us here, where you may feel lost in the shuffle on the Strip as a smaller piece of business."

Feeling like a big fish in a small pond was definitely appealing for the 500-person group from Honeywell Process Solutions, which held its Sales Kick-Off for the Americas event at Red Rock in January 2011. "From a service level, we were treated like a top client

“Groups will get a little more attention here because we're only 800 rooms and that's pretty small in comparison to what you'd find on the Strip.”

Henderson

NEVADA



ALL OF THE APPEAL. NONE OF THE DISTRACTIONS.

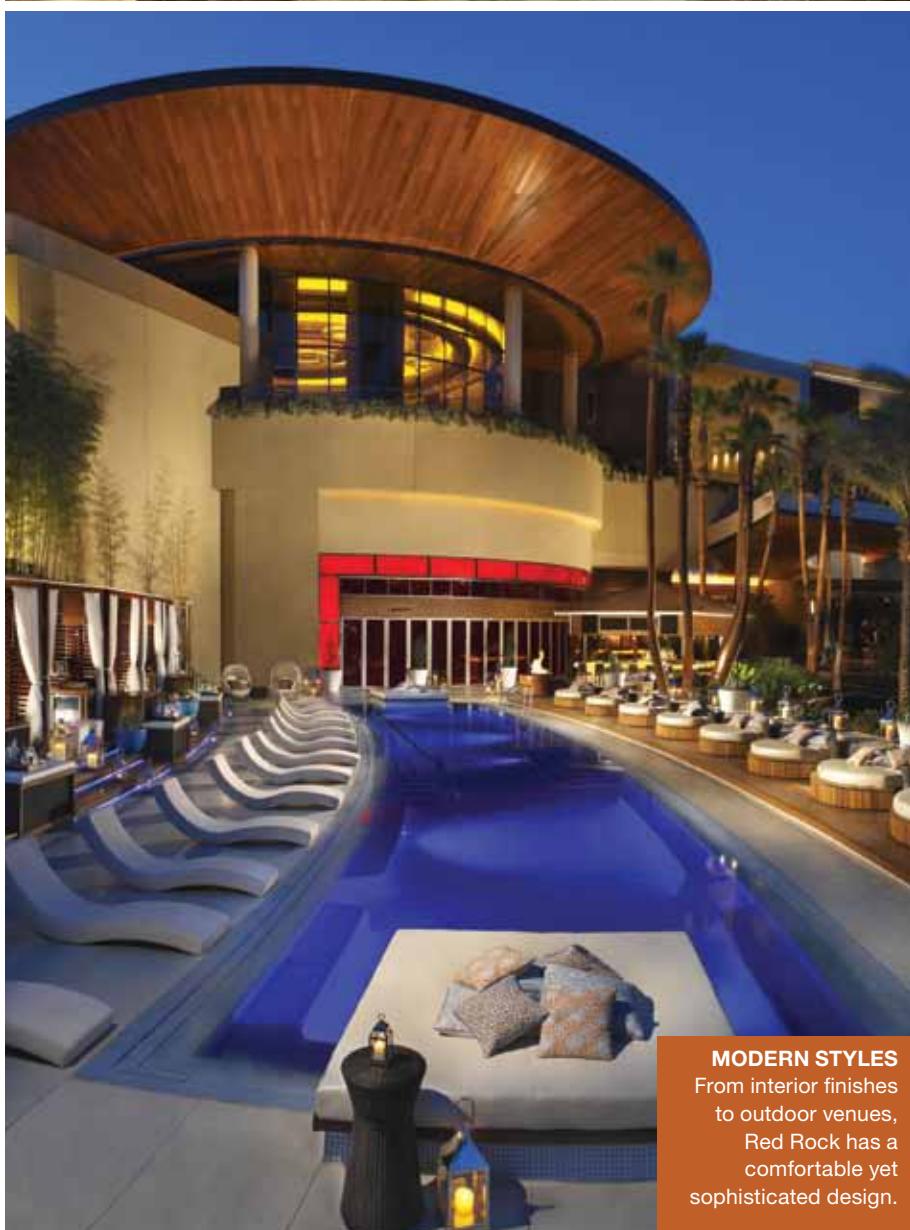
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I felt like [the convention services department was] completely on their game, which is huge, because I could focus on my guests and their experience. I thought the resort had the perfect mix for business because we could get what we needed done but we could have fun, too, so you didn't have to settle for one or the other.



and we were, because technically we had the run of the house," says Mara Weber, HPS global marketing communication leader.

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So for groups who like the idea of a Las Vegas resort with state-of-the-art meeting spaces, personalized service and a sophisticated mix of amenities that won't break their meetings budget, Red Rock Resort might just be a planner's jewel in the desert.

"All the amenities we have add up to a great experience," says Nelson. "It's definitely a value for your dollar, so you can have a high-end resort experience within a manageable budget."

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