



VEGAS MEANS BUSINESS

Everything You Need to Plan Your Vegas Event

MORE ATTENDEES, MORE BUSINESS

FACT

Las Vegas trade show delegates spend more time on the show floor.
•11.5 hours vs. 5.8 - 9.5 hours in other cities

FICTION

Las Vegas convention delegates sneak away from meeting sessions.

FACT

More Las Vegas trade show attendees have the "Final Say" for buying decisions (50%).

FICTION

Las Vegas conventions do not attract "serious" delegates.

Among surveyed tradeshow...

- Attendance INCREASED an average of +14% when their show **rotates into** Las Vegas.
- Attendance DECREASED an average of -2% when their shows **rotated out of** Las Vegas.