

YOUR EVENT IDEA FACTORY

event solutions®
CONFERENCE & TRADESHOW

MARCH 8-10, 2010

PARIS HOTEL LAS VEGAS



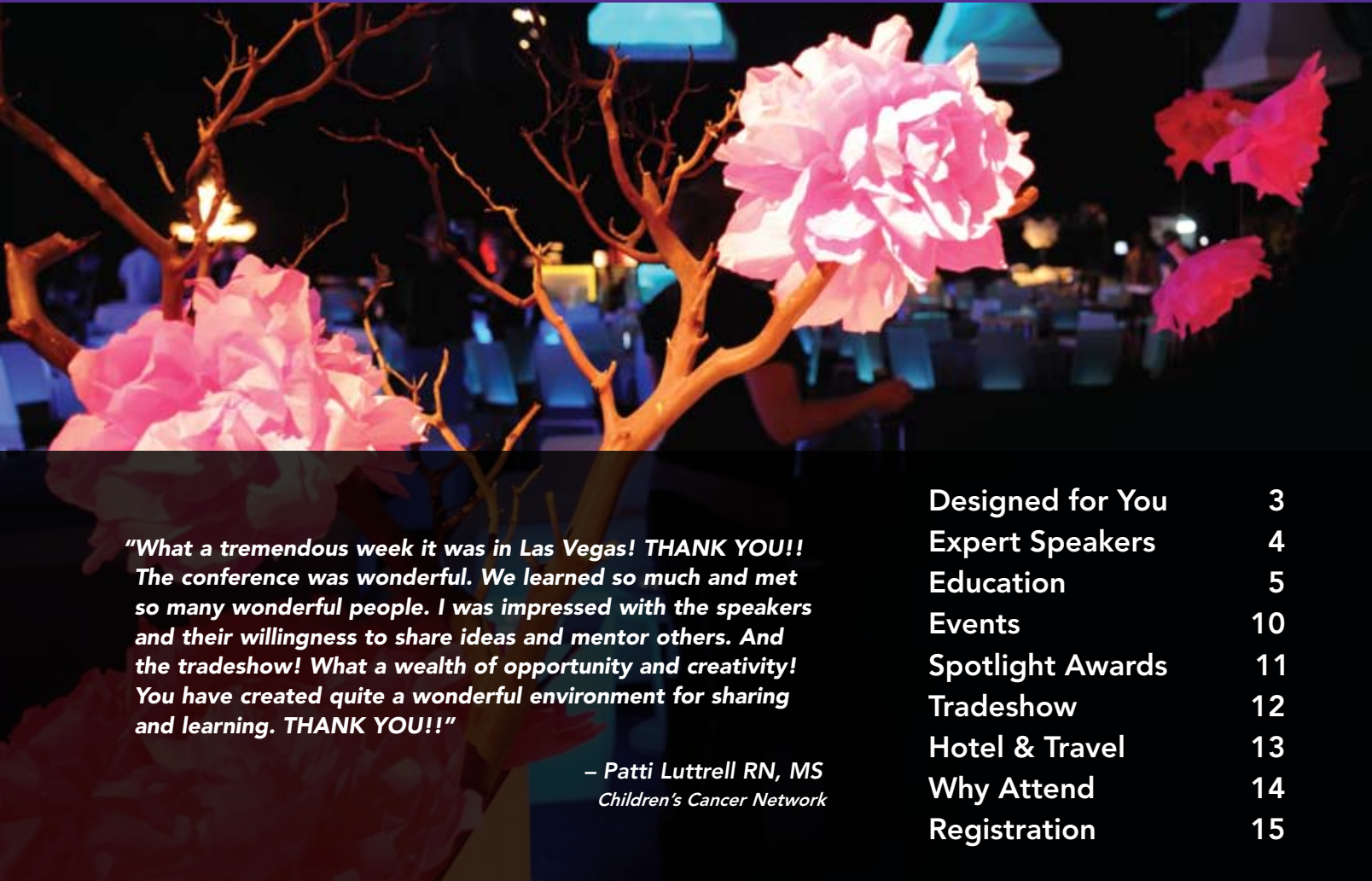
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EDUCATION, EVENTS, TRADESHOW, NETWORKING
AT ONE LOW, ALL-INCLUSIVE PRICE



THE MOST POWERFUL WEEK OF THE YEAR



"What a tremendous week it was in Las Vegas! THANK YOU!! The conference was wonderful. We learned so much and met so many wonderful people. I was impressed with the speakers and their willingness to share ideas and mentor others. And the tradeshow! What a wealth of opportunity and creativity! You have created quite a wonderful environment for sharing and learning. THANK YOU!!"

*– Patti Luttrell RN, MS
Children's Cancer Network*

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Join other event professionals—event planners, executive producers, meetings directors, marketing directors, sales managers, convention services directors, association planners, non-profit planners and more—for the most comprehensive learning opportunity anywhere in the industry. This unique and extensive combination of educational sessions, interactive events and activities, networking opportunities, awards shows and the largest event and catering Tradeshow, make the 2010 Event Solutions and Catersource Conference & Tradeshow a real investment in your event future.

For event professionals, staying hip and creative while reinforcing bottom-line goals and marketing strategies isn't an easy task. The education and experiences you gain here will give you creative concepts, new and money-saving resources and a solid business sense to help you grow your career, business and events—and guarantee your continued success!

event solutions
CONFERENCE & TRADESHOW
MARCH 8-10, 2010
PARIS HOTEL LAS VEGAS

Education, Events, Tradeshow, and Networking at one low, all-inclusive price of \$499 if you register before March 5, 2010.

PROUD MEMBER OF:



What Type of Planner or Producer are You?

INDEPENDENT PLANNERS & PRODUCERS

Managing your business and your clients' expectations often proves to be a challenging balance. Event Solutions Conference & Tradeshow offers a unique mix of solid business solutions and current industry trends. The education, events, networking and tradeshow give you an intense three days to catch up on everything you've missed while you were busy writing proposals and managing employees! This year, we are offering it all at a lower price to make it affordable for all business owners and their staff.

CORPORATE EVENT & MEETING PLANNERS

Accountability and proven results are an industry standard. In an effort to meet the expectations of today's corporate environment, Event Solutions Conference & Tradeshow has a condensed schedule and a lower package price this year. Our Certificate Program offers the professional development solutions that bosses are looking for from conferences you attend. This is a great opportunity to get away from your desk for three days and reconnect with the creative self that got you into this business to begin with!

ASSOCIATION PLANNERS & DIRECTORS

Continued shrinking budgets and less staff leave you pulled in so many directions. At Event Solutions Conference & Tradeshow, you will get a chance to recharge your energy in just three short days. Take new event ideas back to your board and volunteers, while you get the chance to immerse yourself in the excitement of the event world. Our certificate program offers you the accountability and structure you need while at the conference. And, we've lowered our attendee package price this year to make sure that continuing education fits into your budget!

Certificate Program

Whether you are a seasoned professional or a relative newcomer, your professional development is important to furthering your career. Participating in our Certificate Program each year gives your clients and employers the confidence that you understand the necessity of continuing education. The purpose of all Event Solutions' education programs is to help train planners and producers in multiple primary disciplines within the event, meeting and conference planning fields.

The Event Solutions Certificate Program allows attendees to earn certificates to enhance their professional expertise and credibility with clients and employers. Certificates of Completion are offered to planners who attend a minimum six (6) of the more than 20 offered sessions. It is not necessary to sign up for the sessions in advance. Certificate Program instructions and cards will be handed out at each session. Planners may return the cards at the end of the show or via mail once they return home. All certificates will be mailed to those completing and returning their cards. Seating at all sessions is on a first come, first seated basis.

SCHEDULE AT A GLANCE

SUNDAY, MARCH 7

10:00am – 6:00pm

Registration Open

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

EDUCATION

Schedule and classes subject to change

Experience, Insight and Expertise

Event Solutions offers serious professional education for event pros—education that enhances your credibility with potential clients or employers, gives you a competitive edge and helps you create manageable goals for your career and events.

Our Experts

Tackling tough topics during a challenging time for our industry takes the right experience and foresight. The 2010 Conference & Tradeshow features forward-thinking, industry leaders presenting the sessions you need now.

Fascinating video and live demonstrations, pragmatic advice, interactive discussions and panels will give you new resources and insight to implement for your clients or company.

Expert speakers and panels come from nearly every aspect of the event industry—planning and management, marketing and public relations, sales and operations, creative direction and production, and more.

Focusing on providing actionable ideas with practical strategies for efficiency, management, creative development, each class takes a focused approach to teaching you to save money, add value and continually get better at what you do.

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.



CORPORATE

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



ORGANIZATIONAL

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



INNOVATION & DESIGN

Visual design-oriented and appropriate for all planners.



BUSINESS & STRATEGY

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



SOCIAL

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

MEET SOME OF OUR EXPERTS



Laura Schwartz
Principal
White House
Strategies
Chicago, IL



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



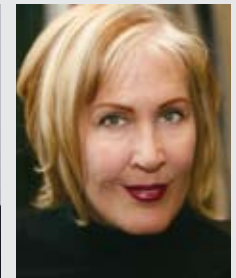
**Lara McCulloch-
Carter**
Branding & Social
Media Change
Agent
ready2spark
Stoney Creek, ON



Howard Givner
CEO, North
America, Global
Events Group,
New York, NY



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



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

MONDAY • MARCH 8

7:30am – 8:45am

Vendome B

CELE-BRANDING: FROM “FINE” TO FABULOUS IN 75 MINUTES

Brand Yourself Unforgettable

With so many larger than life” personalities, how can you stand out in the crowd? Be memorable? Reach “celeb” status—be it among your peers, clients or internal team. It’s not as tough as you might think. Through examples, success stories, interactive exercises, and some special guests, we will share the secrets to becoming your own marketing machine.

LEARN:

- Self-Discovery through written exercises and interactive discussions. Learn truths about your personality and how to utilize them.
- Learn how to brand yourself for greater opportunity.
- Learn the 10 steps to celeb-branding.
- Learn how others before you—and your peers—in the events industry have branded their way to success and notoriety.

Vendome C

A SESSION WITH “DR. RUTH” EVENT THERAPY – DISCOVERING THE PATH TO SUCCESSFUL VENDOR RELATIONSHIPS

Ruth Moyte, Owner, Red Dandelion Creative, Los Angeles, CA

Relationships are more important than ever and learning to position vendors as partners can be confusing. It’s time to get creative and navigate in new and innovative ways to strategically increase

the value of the vendor/client relationship. Join “Dr. Ruth” in this interactive session as she addresses some of the challenges companies, planners and vendors face as we move through this stormy economic climate. Whether you are a Corporate Planner, Event Agency or Vendor, you can find answers in this engaging, interactive, candid and provocative session.

LEARN:

- Straight talk about how to best leverage your relationships with vendors.
- Solutions for scaled back budgets and how to create a great event without blowing your budget out of the water.
- New strategies to truly establish partnerships with vendors that create win-win solutions.

9:00am – 10:15am

Vendome B

WEDDING DESIGN FROM CONCEPT TO COMPLETION

Sasha V. Souza, Event Designer, Sasha Souza Events, Napa, CA

Get inside the head of one of the country’s top wedding planners with this idea-packed session on wedding design from concept to completion. This high-level session will give experienced planners a detailed understanding of how a wedding comes to life from the initial conversation with the client to the big day. With case studies of spectacular weddings, this interactive class will go beyond “pretty pictures” to delve into the thought process and research behind each planning decision, giving you the tools you need to create weddings you—and the clients—love.

LEARN:

- The top 10 questions you should be asking every client.
- The tools you need to have in your toolbox to create the ultimate design, including Pantone books, swatch books and more.
- How to “get clients on your bus”: manage them to ensure that they are satisfied with the event that you, the designer envision.

Vendome C

BEST PRACTICES: SOLUTIONS TO YOUR TOP EVENT BUSINESS CHALLENGES

Laura Schwartz, Principal, White House Strategies, Chicago, IL

Event business owners are facing new challenges given a rapidly evolving market. In this session, you’ll learn best practices for event businesses in 2010 and beyond. A panel of event business leaders with successful businesses will discuss their most effective solutions to increasing sales, business development, human resources management, effective cost-cutting solutions and more. Facilitated by event entrepreneur and media commentator Laura Schwartz, this solution-oriented session will also hone your problem-solving skills as you work collaboratively in groups, utilizing your creativity, brainpower and relationships to find solutions to today’s top business challenges.

LEARN:

- What direction your business should be taking for 2010 and beyond.
- Best practices for sales and revenue, business development and human resources.
- How to identify and solve your organization’s business challenges creatively and effectively.

EDUCATION

Schedule and classes subject to change

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: Lara McCulloch-Carter,
ready2spark; Branden Chapman,
The Recording Academy;
Kevin Dana, CORT;
and more panelists TBA.*

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!

1:30pm – 2:45pm

Vendome B      

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

*Howard Givner, CEO, North America,
Global Events Group, 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!

EDUCATION

Schedule and classes subject to change

REGISTER TODAY!

event solutions
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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 WHILE MINIMIZING INVESTMENT

Bruce W. Morrow, President & CEO, M2Creative Inc., Duluth, GA; and Tucker Ramsey, Director of Account Services, Access TCA, Whitinsville, MA

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.

EDUCATION

Schedule and classes subject to change

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

TBA

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 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 client's 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!

WEDNESDAY • MARCH 10 7:00am – 8:15am

Vendome B

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

Jeff Hurt, Director, Education & Events,
NADP, Dallas

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.

COME FOR THE EDUCATION, STAY FOR THE FUN!

The evening events at Event Solutions Conference & Tradeshow offer both a powerful networking opportunity and exposure to new event ideas. We know that you come for the education, however, we believe that the evening events are an important part of your total experience at the conference. That is why the following events are included in your Attendee Package.

SUNDAY • MARCH 7 **Sunday Night Meet & Greet** **Meet the Award Winners** **6:30pm – 8:30pm** **Paris Hotel Las Vegas**

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: 

* *This event is **INCLUDED** with your registration.*

“The intimate environment for networking within the Event Solutions community is amazing. I love seeing my old friends and meeting new colleagues to share resources with.”

-Derek Eaton, PRI Production

MONDAY • MARCH 8 **Opening Night Las Vegas** **9:00pm – Midnight** **Eve the Nightclub – City Center**

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.

Event Producer: Ryan Hanson, BeEvents, beeventsdesign.com

Venue Host: Eve the Nightclub, evethenightclub.com

Event Entertainment provided by:

Liquid Blue, liquid-blue.com,

Champagne Creative, champagneshowgirls.com

* *This event is **INCLUDED** with your registration.*

** *Admission includes two drink cards.*

TUESDAY • MARCH 9 **Anthology** **8:00pm – Midnight** **Paris/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.

Entertainment Producer and Green Event Consultant:

Richard Byford, Byway Events & Entertainment

Technical Producer: John Garberson, Creative Backstage

Designer: Nick Apap, Royce's Prop Shop

* *This event is **INCLUDED** with your registration. Additional tickets are \$169.*

SPOTLIGHT AWARDS 2010



This is YOUR Night!

MONDAY • MARCH 8
Spotlight Awards Event
6:30pm Awards

Mandarin Oriental,
Las Vegas Oriental Ballroom

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.

Executive Producer: Ryan Hanson,
Owner, BeEvents, Minneapolis

Honoring Our Industry's Best and Brightest!

The Spotlight Awards truly celebrate the Finalists. You will see the Finalists, Recipients and Hall of Fame Members recognized, with respect for the outstanding work that brought them to this exciting night.

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. Hanson's creative concepts include awards presented through entertainment, an ever-changing cabaret setting and a sneak peek at new technologies. Here's a short summary of what you'll experience.

- **Entertainment!** The 2010 awards showcases event industry entertainers and ensembles, including internationally acclaimed *Liquid Blue* in its debut performance at the Spotlight Awards Event. *Liquid Blue*, based in San Diego brings a unique sound to the Spotlight Awards that you will want to contract for your next great event.
- **Décor!** Visionary *Atomic Designs* presents its cutting-edge décor to enhance the excitement of the Spotlight Awards Event. You will experience *Atomic Designs'* newest concepts and designs.
- **Expanded Education!** You will see products and ideas from your seminars and the trade show floor brought to life at the Spotlight Awards Events. Top industry professionals implement the newest in events.

- **Cuisine!** You will share culinary delights and the newest presentation techniques with your friends and colleagues.
- **Tradition of Excellence!** The Event Solutions Spotlight Awards, first presented in 1998, are the event industry's premier, most comprehensive awards. You will applaud some of the best individuals, companies and suppliers for their achievements in the world of events.
- **International Recognition!** The 2010 Finalists include representatives from Germany, South Africa, Mexico and Canada.
- **Honoring Lifetime Achievements!** The Event Solutions Event Industry Hall of Fame inducts its new members during the Spotlight Awards Event. The membership of the Hall of Fame nominates the new members, votes and gathers at the Spotlight Awards Event annually to celebrate their colleagues as they are inducted.

Dress: To impress.

Transportation provided from Paris/Bally's.

*** This is an optional event and requires a ticket purchase.**

\$99 for full conference attendees.

\$149 for non-registered guests.

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

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

TO PURCHASE SPOTLIGHT AWARDS
EVENT TICKETS: visit event-solutions.com.

For additional information contact spotlight@event-solutions.com or 877.932.3055.

Spotlight Awards Trophies provided by:



IDEA GENERATING TRADESHOW

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" or enter for the chance to win cash and prizes! Winners will be announced on Wednesday.

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 and our Themed Menu Proposal contest.

Live Buffet Building

Five teams are bringing their own equipment to the Tradeshow floor and will build their designs, LIVE, right in front of you on Wednesday morning. You will see how creative and resourceful these teams can be in a real world time-frame.

Meet Industry Movers and Shakers

In the Event Solutions booth, you will have an opportunity to spend quality time with some of our speakers and industry leaders. Are there questions you've been dying to ask some of our top event professionals? Have you always wanted to know what it was like to work at the White House or to produce a televised awards show? Take this opportunity to meet people like Laura Schwartz of White House Strategies and Branden Chapman from The Grammy's face-to-face.

Even if you can't make it for the education and conference, the tradeshow floor is free for industry professionals, you can register ahead of time through our website at event-solutions.com.

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 the Paris Hotel.



HOTEL & TRANSPORTATION

REGISTER TODAY!

event solutions
CONFERENCE & TRADESHOW
MARCH 8-10, 2010
PARIS HOTEL LAS VEGAS

Staying at the Paris hotel just makes sense – for only \$139!

LOCATION...YOU CAN'T BEAT IT!

- In the heart of Las Vegas, on the Strip.
- All the educational sessions are held at the hotel.
- Free door-to-door buses to the Tradeshow.
- Nine restaurants ready to serve you.

SAVE TIME AND MONEY!

- Save dollars on taxis or monorail by staying at the Conference hotel.
- Sleep a little later and never be late because of traffic or taxi lines.
- Make a quick trip back to your room to pick up or drop off stuff.
- Free cyber plaza on-site.
- Book by December 7 and receive a coupon book worth \$700 upon check-in.

NETWORKING... PRICELESS!

- 85% of our attendees stay at the conference hotel.
- Meet fellow attendees everywhere you turn within the hotel.
- Exclusive networking nightly at Napoleon's.

PARIS HOTEL LAS VEGAS

\$139/night, double occupancy
Reservations: 888.266.5687.

Visit the Event Solutions website for a direct link to book online.

Use the code **SPCS10** to get this special discounted attendee rate at the Paris Hotel Las Vegas.

DOOR-TO-DOOR SERVICE!

Complimentary bus service to the Tradeshow at the Las Vegas Convention Center will be provided for all attendees staying at our host hotel, Paris Las Vegas. Buses will run throughout the day and you will be dropped off just steps from the Tradeshow entrance!



EVENTS, EDUCATION & TRADESHOW



Top 10 Reasons to Attend

Why You Need to Attend the 2010 Event Solutions Conference & Tradeshow

- 1** The industry is changing. In order to change with it, you need to be in Las Vegas.
- 2** A tough economy is an opportunity to win market share. To win market share, you need to be in the middle of the action.
- 3** What's a good idea worth? Certainly the cost of attending a three-day conference.
- 4** It's the best networking conference of the year.
- 5** The 2010 Spotlight Awards. It's a rare chance to rub elbows with the best of the best.
- 6** High value, low price.
- 7** The weather in Vegas is perfect in March!
- 8** All-new seminar line-up tailored specifically for today's environment.
- 9** Dynamic, interactive, State of the Industry featured session.
- 10** Hundreds of new event ideas for you to take home!

WHAT ATTENDEES ARE SAYING ABOUT THE CONFERENCE

"Every year I attend Event Solutions, I always leave with at least a dozen ideas for new products or services to add to our events."

-Tracy Guerra, Fiesta Bowl

"The speakers were informative and inspiring. I can't wait to take their suggestions back home and see how I can translate them into my own business successes."

-Eddie Diaz, Encore Creations

"The intimate environment for networking within the Event Solutions community is amazing. I love seeing my old friends and meeting new colleagues to share resources with."

-Derek Eaton, PRI Production

AFFORDABLE ALL-INCLUSIVE PRICE!

REGISTER TODAY!

event solutions
 CONFERENCE & TRADESHOW
MARCH 8-10, 2010
 PARIS HOTEL LAS VEGAS

One Affordable, All-Inclusive Price

Full Strength Education, Powerful Events, Industry Leading Tradeshow

Your Full Conference Package Includes:

- 2½ days of information-packed education
- Tradeshow
- Complimentary Cyber Plaza
- Sunday night Meet and Greet
- Monday night Opening Night Las Vegas Event
- Tuesday night Anthology Event
- Continental breakfast
- Discounted rate at the Paris Hotel
- Door-to-door transportation to Tradeshow and off-site events
- Attendee lounge
- Attendee bag with educational CD and exhibitor resource directory
- NACE Facility Tours
- Tabletop Contest
- Buffet building – LIVE
- Discounted Spotlight Award tickets



| Full Conference package (Tradeshow, Education, Opening Night Las Vegas, Anthology Event) | before Mar. 5 | after Mar. 5 |
|---|-------------------|-------------------|
| 1 attendee | \$499 each | \$579 each |
| 2 from same company | \$469 each | \$549 each |
| 3 from same company | \$439 each | \$519 each |
| 4+ from same company | \$409 each | \$489 each |

| Custom packages (per attendee flat rate, no multiple or any other discounts apply) | before Mar. 5 | after Mar. 5 |
|---|-------------------|-------------------|
| Tradeshow, Featured Speaker, Monday Night Opening Night Las Vegas Event & Tuesday Anthology Event | \$249 each | \$299 each |

event solutions
 CONFERENCE & TRADESHOW
MARCH 8-10, 2010
 PARIS HOTEL LAS VEGAS

Stay on-site at the Paris Hotel

\$139
per night

REGISTER TODAY!

Visit our website for the latest information, education, schedules and exciting info on the 2010 show.

toll-free 877.932.3055 | registration@event-solutions.com
event-solutions.com

RECOGNIZING EXCELLENCE

EVENT SOLUTIONS SPOTLIGHT AWARDS – PREVIOUS RECIPIENTS

You will meet this caliber of event industry stars at the
2010 Event Solutions Conference & Tradeshow

EVENT COMPANY OF THE YEAR

Designs by Sean
Marquee Event Group
Minding Your Business
Go West Events

EVENT PLANNER OF THE YEAR

Shannon Wilson,
Table 6 Productions
Lenny Talarico,
MGM Mirage Events
Ruth Moyte, Extraordinary Events
Dana Coates, Eventmakers
Brian Mullen, Foxwoods Resort
Rebecca Coons,
Extraordinary Events
Mona Meretsky, COMCOR
Lena Malouf, Platinum Events
Harith Wickrema,
Harith Productions
Patti Coons,
Patti Coons & Associates
Jaclyn Bernstein,
Empire Force Events
Steve Kemble,
Steve Kemble Event Design
John Best, Event Quest

EVENT PRODUCER OF THE YEAR

David Halsey,
The Meeting House Companies
Evan Grey, Extraordinary Events
Rich Bittner, Barkley Kalpak
Derek Eaton, PRI
David Felix, Planning the Globe
Davis Fischette, Go West Events
Chad Everett, Galaxy Productions

CATERER OF THE YEAR

Catering by Design
Puff 'n Stuff Catering
Different Tastes
Feastivities
Waters Fine Catering
A Joy Wallace Catering Production
Cuisine Unlimited
Good Gracious! Events
Catering by Framboise
Ridgewells

CORP. PLANNER OF THE YEAR

Vernice Hunt, FedEx
Arlene Sheff, The Boeing Company
Margaret Moynihan, Deloitte
Jennifer Mitchell, Cisco Systems
Cynthia Jones, The Southern Company
Allison Harris, LPL Financial Services
Dion Magee
Steve Budow, Deloitte
Gale Kohl, Walt Disney Imagineering

ORG. PLANNER OF THE YEAR

Patty Luttrell,
Children's Cancer Network
Kelly Rowell, Martin Memorial Hospital
Patricia Harris, City of Las Vegas
Sheila Watnick, Alzheimers Association
Anita Mattner, University of Miami
Jane White, St. John's University

EVENT SITE OF THE YEAR

Alfred I. Dupont Building
University of Phoenix Stadium
Elvis Presley's Graceland
USS Midway
A La Carte Event Pavilion
Metropolitan Pavilion
Sixth Floor Museum at Dealey Plaza
Circle R Ranch
Scitrek Museum

ENT. COMPANY OF THE YEAR

Bravo! Entertainment
New Century Dance
The World of Magic
Barkley Kalpak
Imagination Entertainment

ENTERTAINER OF THE YEAR

The Water Coolers
Larry G. Jones
Sound Connection Bands
The Three Waiters
Total Entertainment
World of Magic
New Century Dance
The Three Waiters
Greg Franks Entertainment
Extreme Art

DESIGNER OF THE YEAR

Patrick Hall, Empire Force Events
David Merrell, AOO Events
Sasha Souza, Sasha Souza Events
Armen Gharabegian, Lounge 22
Royce Mason, The Prop Shop
Sean DeFreitas, Designs by Sean
Cindy Wiedenheft, AOO Events
Bob Blaesing, Experience by Design
Richard Carbotti, Perfect Surroundings
Annie Senatore, A Vista Designs

CREATIVE DIRECTOR OF THE YEAR

Eddie Diaz, Encore Creations
Angie Sellers, Shows in a Box
Sean DeFreitas, Designs by Sean
Sheila Stack, Impact Productions
Jane Vicale, Panache Party Rentals
Anthony Bollotta,
Bollotta Entertainment

RENTAL COMPANY OF THE YEAR

Classic Party Rentals
Cort Event Furnishings
Atlanta Party Rentals
Austin Rental Party Rentals
Panache Party Rentals
Plants Alive!
The Stuart Rental Company
DeBoer Structures

TECH. SUPPLIER OF THE YEAR

Chameleon Designs
Brite Ideas
Alford Media Services
Go West Events
Kleege Industries
Hi-Tech Rentals
RTx Inc.
Abbey Party Rents
Fireworks Concepts
Production Design Int'l

RISING STAR

Beth Stephenson, Extraordinary Events
Scott Barnes, Cashman & Associates
Erika Lohmar,
The Meeting House Companies
David Everett, JDK Catering
Lauren Cooke, Planning the Globe
Eddie Diaz, Encore Creations
Jordon Carbotti, Perfect Surroundings
Megan Reynolds, Extraordinary Events
Fiona Markowitz, Party Hats
Angela Ragno, Absolute Amusements
Mark Musters, Musters & Company
Sean DeFreitas, Designs by Sean
Alexandra Saler, Enron Corporation
Tim Unes, ProAdvance

