

My name is Jeff Pressman and I am the President of ConvExx, a Las Vegas based show management company. I produce trade shows and events of all sizes in Las Vegas as well as other cities. I currently produce events annually here in town that range from a conference of approximately 3,000 people which is held at the Paris Hotel and Casino to the SHOT Show, which brings in approximately 65,000 people at the Sands Expo Center. I have previously worked with the SEMA Show, who you heard from earlier, and fully understand the challenges faced by SEMA as well.

As someone that tries to not only accommodate large shows here in Las Vegas, but also bring smaller events and conferences to our city, I can tell you that we certainly have a need for more as well as larger facilities. Finding availability, and on a consistent basis year after year, has become more and more challenging throughout the city.

We, as a city, are extremely fortunate to have such demand, but I certainly don't want to see the challenges I face, and I am not alone, cause events to continuously look at other locations because they are unable to obtain consistent dates here in Las Vegas.

Whether it is the Las Vegas Convention Center, the Sands Expo Center, Mandalay Bay, or even the smaller venues such as the South Point, the city needs to ensure that the city has the capability of accommodating those wanting to take advantage of Las Vegas as a meetings destination.

As we all have witnessed over the last several years, convention centers need to be able to provide an immersive experience for the attendee. No longer is simply a large cavernous hall the only necessity. A convention center needs to have the ability to host large-scale plenary sessions and large sit-down dinners. A convention center needs to provide easy access to its neighboring hotels.

The buzz word in the trade show industry is "experiential". We are extremely fortunate here in Las Vegas that the Resort Corridor is an experience unto itself, and that is one reason why many meetings want to come here. What is beneficial of large convention centers is that they can be transformed into a unique venue so long as they are designed with creativity and flexibility in mind. The incredible displays built by exhibitors at CES or ConExpo/ConAg are only possible in large venues such as the Las Vegas Convention Center, with the expansive parking lots adjacent to the building. Moreover, larger events are utilizing more than one venue, and oftentimes unique venues, to create a memorable experience for their attendees.

While having the buildings is all well and good, it is just as important to know that as more and more events are looking to use multiple venues and take advantage of what Las Vegas has to offer, creating the right connectivity between the convention centers and other venues is vitally important. The LVCVA's purchase of the Riviera property is a great strategy in bringing the Las Vegas Convention Center closer to the Strip and the Resort Corridor. We all hope that section of Las Vegas Boulevard will continue to evolve into yet another epicenter along the Strip. Currently a long and not-so-glamorous car trip or monorail ride is required to arrive at the Las Vegas Convention Center. I'm sure Karen from CES can enlighten you on the difficulties of the travel between the LVCC, Sands and Aria during her show.

As another example, I would love to use the expansive LINQ parking lot behind the High Roller, which is adjacent to the Sands Expo Center, yet I am consistently confronted with challenges of creating a safe and viable path for our attendees to walk the mere 100 ft from the back doors of

the Sands Expo Center to the LINQ parking lot because of the congestion and design along Koval Lane.

The expansive resorts in Las Vegas create an ability to host large groups in one concentrated location like no other. Likewise, ensuring our city has the venues to host the size and types of events that want to take advantage of those hotel rooms is just as paramount as the resorts themselves. While the testimony today has provided in great detail the need for more convention space, I am asking that the committee also take into consideration the design and synergy between the convention centers in order to optimize the end-user experience.

Thank you very much for the opportunity to speak with you this morning.