



Elite Media, Inc.

Outdoor Advertising News U Can Use

January 2005

Dear Kate,

Happy New Year! Las Vegas brought in the New Year with a bang. Over 300,000 visitors on the strip and a captive audience of 15,000 under the [Fremont Street Canopy](#) to break the world record for the largest champagne toast! (pictured below) Don't miss your opportunity to target this market in 2006!

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Las Vegas Convention Planning Guide



We've done a little asking around and the general consensus is that it would be helpful to have a Las Vegas Convention Planning Guide handy for future (and last minute!) tradeshow advertising. Ask and ye shall receive! Please click here for our [Convention Planning Guide](#). This link will always be good, but we will keep updating the guide as we add new locations to our ever-growing inventory! Convention Business is booming in Las Vegas. CES (Consumer Electronics Show) set a record number in attendance this month, nearly 200,000!

We are already taking reservations for 2007!

[Las Vegas Convention Planning Guide](#)

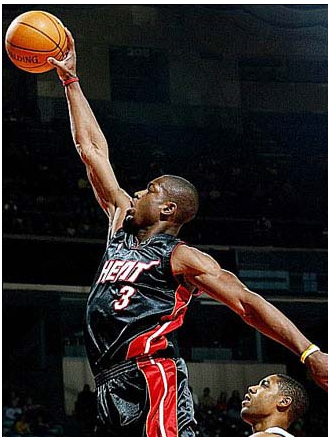
Featured Location for January: Marriott East Face



The Marriott East Facing wall can be seen from every entrance to the Las Vegas Convention Center. During this months Consumer Electronics Show, LG Electronics secured the largest wallscape in Las Vegas at 100 feet tall! LG was the talk of the show for the 4th year in a row! Lock in this wallscape for your next tradeshow event!

[Click Here for Photo Sheet](#)

Looking Forward - Upcoming Events



Las Vegas has been selected to host NBA All-Star 2007! The 2007 game will mark the first time that NBA All-Star is held in a city without an NBA team. This means TEAMS, Players, and Products can advertise here during the game!

NBA All-Star is a week-long celebration that enables fans from around the globe to experience the thrill of the world's greatest athletes playing the game they love while also leaving a lasting impact in the host city's community. The week's festivities begin Friday, February 10 and culminate on Sunday, Feb. 18, 2007 with the playing of the 56th NBA All-Star Game at the Thomas & Mack Center.

Elite Media is now taking outdoor advertising contracts for the 2007 NBA Finals!

Major Upcoming Events/Tradeshows

- World Market Center Show 01/30/06 - 02/03/06
- World Shoe Association Show 02/10/06 - 02/13/06
- MAGIC Clothing Show 02/21/06 - 02/24/06
- Nightclub and Bar Show 03/07/06 - 03/08/06
- NASCAR Las Vegas 03/10/06 - 03/12/06
- CTIA The Wireless Show 04/05/06 - 04/07/06
- National Association of Broadcasters Show 04/24/06 - 04/27/06
- International Council of Shopping Centers Show 05/21/06 - 05/24/06

[Click Here for Location Details Targeting These Events](#)

Wishing you BIG success in 2006!

We'll check in with you next month! The "Go Big" Crew

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