

38<sup>TH</sup> ANNUAL LAS VEGAS PERSPECTIVE COUNCIL MEMBERS



38<sup>TH</sup>  
ANNUAL  
LAS VEGAS

PERSPECTIVE

MAY 15<sup>TH</sup> 2018 AT PARK MGM



POWERED BY:

LVGEA | PERSPECTIVE  
COUNCIL

## EVENT + PUBLICATION

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- Be part of Southern Nevada’s premiere source of community and economic development data, analysis, and forecasting.
- Las Vegas Perspective provides the highest value community and economic development content through a comprehensive research book, newsletter and event.
- New digital publication format designed to complement hard copy research book while dramatically expanding PERSPECTIVE’s audience.

## ABOUT PERSPECTIVE

- The PERSPECTIVE research book has been produced since 1981 and has annual readership in excess of 100,000.
- The PERSPECTIVE is used by a diverse group of companies and residents, ranging from small business entrepreneurs to some of the largest companies in Nevada.
- Readers of the publication also specialize in a wide range of industries, including but not limited to:

- Retail
- Real Estate
- Law
- Banking
- Hospitality
- Construction
- Communications
- Government
- Energy
- Information Technology

- The shelf life of the publication extends well beyond its initial release. It will be unveiled at the main event in spring of 2018 and via bulk sales distributed to business and community leaders, resident newcomers and firms relocating to Las Vegas. Readers reference PERSPECTIVE throughout the year as their main Southern Nevada data reference guide.
- The publication provides in-depth analysis and coverage of the following main categories:

- Demographics
- Education
- Employment
- Tourism
- Community
- Business & Industry
- Recreation
- Retail

**DEADLINE FOR PUBLICATION: MARCH 14TH**

LAS VEGAS

# PERSPECTIVE

MAY 15<sup>TH</sup>  
2018

PARK  
MGM

## 2018 ENGAGEMENT OPPORTUNITIES

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### **PERSPECTIVE COUNCIL MEMBER: \$15,000**

#### **Pre-Event Recognition**

- Provides direction and planning for event and publication
  - Provides direction and planning for event direction; publication content
- Opportunity to participate in televised PSA promoting the event
- Recognition on Perspective event website
  - Link to your company website from event homepage
  - Logo image to use on your company website and social media; promoting your Perspective Council engagement

#### **Publication Recognition**

- Company logo on publication front cover
- Full page advertisement
- 400 copies of the Perspective publication with custom back covers

#### **Event Recognition**

- Three tables of eleven
- Logo representation on event live stream
- Company logo rotation on screen during pre-event networking
- Backlit banner recognizing your company
- Verbal recognition

#### **Recognition in Perspective Newsletter**

- Access to Perspective e-newsletter for all company contacts

**DEADLINE FOR PUBLICATION: MARCH 14TH**

## 2018 ENGAGEMENT OPPORTUNITIES

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### **PRISM: \$5,500**

#### **Pre-Event Recognition**

- Recognition on Perspective event website
- Social media recognition as Prism sponsor
- Televised PSA recognition

#### **Publication Recognition**

- 1/2 Page Ad in Perspective Publication
- 30 copies of the Perspective Publication (to be delivered to your office post event)

#### **Event Recognition**

- One table of 11
  - Company logo rotation on screen during pre-event
  - Banner recognizing your company
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### **PERISCOPE: \$3,500**

#### **Pre-Event Recognition**

- Recognition on Perspective event website
- Social Media recognition as a Periscope sponsor

#### **Publication Recognition**

- 1/4 Page Ad in Perspective Publication
- 15 copies of the Perspective Publication (to be delivered to your office post event)

#### **Event Recognition**

- One table of 11
- Company logo rotation on screen during pre-event

## 2018 ENGAGEMENT OPPORTUNITIES

### RESEARCH POLLING

#### \$500 per question; up to five questions

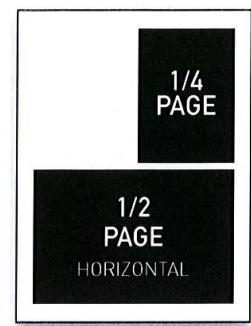
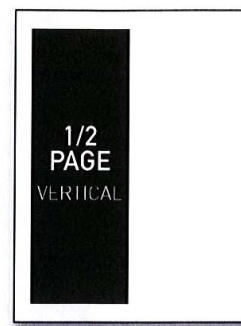
As the regional development agency, the LVGEA regularly conducts research on a range of business and socio-economic issues. This year, our organization will offer clients the opportunity to test the perceptions of local citizens, employees and constituents. Your organization can participate in this annual research poll at a competitive price allowing your business to make decisions quickly and accurately. LVGEA will provide survey management, data collection and raw results in a user-friendly format. In return, your organization will get the opportunity to anonymously test ideas and concepts with a robust sample of local Las Vegas residents. For more information, reach out to [Dr. Michael Gordon at \(702\) 522-3335](#).

### ARTWORK SPECIFICATIONS

#### File Format & Production

##### Notes:

Press-ready Acrobat PDF files with images and fonts embedded are preferred. Please do not include crop marks or color bars in your submitted final artwork. This publication is printed using four color process ICMYKI, use of spot colors may result in a color shift. Please be sure to convert all spot colors in your document to process color. Our workflow is 100% digital and can only accept digital file formats. A final 100%-size proof with crop marks should accompany your ad. Minimum resolution requirements: 300 ppi photos, 1200 ppi line art.



#### FULL PAGE (with bleed):

Live: 7.2" [w] x 9.625" [h]

Trim: 8.375" [w] x 10.875" [h]

Please add+ .25" bleed all around

**FULL PAGE (no bleed):** 7.2" [w] X 9.625" [h]

**1/2 PAGE (horizontal):** 7.2" [w] X 4.677" [h]

**1/2 PAGE (vertical):** 3.464" [w] X 9.625" [h]

**1/4 PAGE:** 3.464" [w] X 4.677" [h]

**DEADLINE FOR PUBLICATION: MARCH 14TH**

## ENGAGEMENT FORM

### TERMS AND CONDITIONS

- A. All contracts subject to acceptance by LVGEA.
- B. Las Vegas Perspective reserves the right to refuse any advertising and shall not be liable for damages if for any reason advertisement is not published.
- C. Upon Las Vegas Perspective approval, contract is non-cancelable
- D. Payment policy: 100% due upon receipt of invoice
- E. Payment defaults will be turned over for collection with advertiser fully responsible for all fees charged by collection agency of attorney.
- F. Client to provide press-ready digital artwork
- G. All advertisements are accepted and published upon representation that the advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of Las Vegas Perspective's acceptance of such advertisement for publication, the advertiser will indemnify and hold Las Vegas Perspective harmless from and against any loss or expense from claims and suits based upon contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.

I hereby warrant that I have read the Contract Conditions (Terms and Conditions) above and that I have full power and authority to sign for the below named firm.

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Engagement Level: PERSPECTIVE / PRISM / PERISCOPE      Research Polling: YES / NO

Credit Card # \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

LAS VEGAS PERSPECTIVE C/O LAS VEGAS GLOBAL ECONOMIC ALLIANCE  
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