



BAI CONFERENCE
MAY 5-8
SOUTH NEVADA

PRESENTED BY



MOMENTUM

SOUTH NEVADA BUSINESS ALLIANCE INC.

MAY 5-8TH, 2025

WORLD-CLASS ACCOMMODATIONS

JW Marriott
Summerlin, Nevada

CONFERENCE INFORMATION PACKAGE

BAIfranchiseconference.com

CATCH THE MOMENTUM

Our annual invite-only national conference is stepping up its game this year as we bring together over 130 partner Franchise brands and suppliers and nearly 100 select brokers across the country with immeasurable dedicated face-to-face networking opportunities.

Be prepared for the unexpected this year as we elevate your experience over the course of our four-day event in every possible way! Attend not just informational sessions but engaging sessions, one-to-one meetings and more, all at the gorgeous retreat that is the JW Marriott Las Vegas.

Our event is All-Inclusive (other than hotel and travel) with every session and all meals included to eliminate the need to rush to private dinners or find time to meet outside the conference! Our Rest & Refresh lounge provides the perfect space during the day to enjoy a snack, grab a coffee, or chat in one of our four comfy lounge spots with other attendees.

Our agenda has curated ample time for collaboration and strengthening relationships through our numerous networking events, mastermind discussions and power networking time while providing relevant, timely and information-rich educational content via our Learning Labs and Mastermind Discussions.

AGENDA

Follow along with our
agenda updates

Sunday, May 4

Meetup Mixer **6:00 – 8:00 pm**
Meet up with our BAI team & other attendees at the JW Lobby

Monday, May 5

Golf Tournament **7:30 am**
Includes shuttle transportation, breakfast, and beverage vouchers. See details on page 4

Conference Check-In Available **2:00 - 7:00 pm**

Red Carpet Welcome Reception **5:00 - 7:00 pm**
Conference kick-off with beautiful views

Tuesday, May 6

Breakfast & Networking **7:30 - 8:30 am**
Full breakfast buffet

Ignite the Momentum **8:45 - 10:30 am**
An Opening Session unlike any other

Mastermind Discussions **10:45 - 12:00 pm**
Gather around the table to discuss franchising hot topics

Lunch **12:00 - 1:15 pm**
Networking lunch with a panoramic view

Learning Labs **1:30 - 3:30 pm**
Tailored sessions for both Franchisors & Brokers

General Session **3:45 - 4:45 pm**
Panel Discussion “The Human Side of Franchising”

Cocktail Hour & Awards Dinner **6:00 - 9:30 pm**
Evening cocktail hour from 6-7pm followed by our lively and entertaining awards dinner. Full dinner, bar and entertainment for all attendees & registered guests.

TRAVEL

The closest airport is Harry Reid Las Vegas International Airport (LAS), located just 19.8 miles from the JW Marriott Las Vegas. Airlines Include: Alaska Airlines, Air Canada, American, Delta, Frontier, JetBlue, Southwest, Spirit, Sun Country, and United.

Available Ride Shares: Uber, Lyft, Wings (from Terminal A, B, C)

On-Airport Rental Cars: Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National, Payless, Sixt, Thrifty (Taxis are also available)

VENUE

JW MARRIOTT SUMMERLIN, NV



Immerse yourself in comfort at JW Marriott Las Vegas Resort and Spa. This upscale, Mediterranean-style hotel in Summerlin, NV is just minutes from the Las Vegas Strip and Red Rock Canyon. Find a peaceful retreat near all the action but worlds away from the hustle and bustle. Unwind in resort rooms and suites with pillowtop bedding, jetted tubs, and high-speed WiFi.

AGENDA

Wednesday, May 7

Breakfast & Networking 7:30 – 8:30 am
Full breakfast buffet

Morning General Session 9:00 – 10:00 am

Learning Labs 10:15 – 11:45 am
Networking lunch with a panoramic view

Lunch 11:55 – 12:55 pm
Networking lunch with a panoramic view

IFA Fireside Chat 1:00 – 2:00 pm
Don't miss this Who's Who of Franchising Session!

Power Networking 2:30 – 4:00 pm

"ELEVATE" Offsite Event 4:45 – 9:00 pm
Our offsite event will take you to new heights

Thursday, May 8

Farewell Breakfast 8:00 – 9:15 am
Franchisors & Brokers – join us for one last breakfast before heading home.

Brokers-Only Workshop 9:30 – 11:00 am

*All events are included for all conference attendees & registered guests other than the Wednesday Brokers-only Workshop. See details on all agenda items on pages 4-6.



In addition to a **Golf Course**, an **Onsite Casino**, a **Spa**, and an outdoor area, JW Marriott Las Vegas Resort & Spa is just minutes away from some of the best adventures in the West. Explore Downtown Summerlin, Red Rock Canyon, and the beautiful, surprisingly colorful Mojave Desert from our tranquil Las Vegas resort off the Strip. Enjoy the many amenities the resort has to offer.

**CLICK HERE TO MAKE
YOUR RESERVATION**

\$219 Discounted Group Rate
*Available through April 3rd
or until we Sell Out!*

YOUR RESORT FEE INCLUDES THESE GREAT PERKS:

GUESTROOM PERKS

High-Speed Internet
Complimentary Valet Parking

HOTEL AMENITIES

2 Drinks at any Casino Bar
Fitness Center Access
Spa Relaxation Area Access

PROPERTY MAP



221 N. Rampart Blvd., Las Vegas, NV 89145 / 702-869-7777 / page 1 of 2

CONFERENCE CENTER

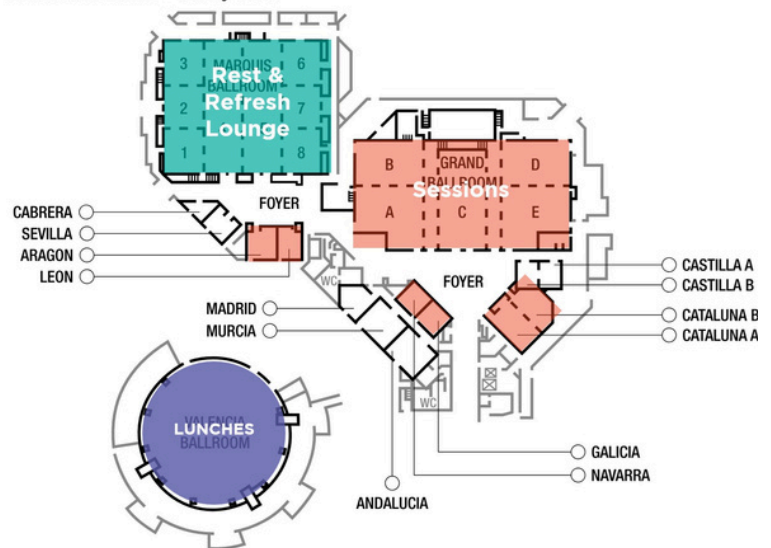
Our meeting space is located in the Conference Center, situated between the Palms and Spa Towers with entrances from the Rampart Casino and the Promenade.

Relax in the Rest & Refresh Lounge between sessions, where you'll find lounge seating, all-day beverages and snacks.

Our floor-to-ceiling windows in the Valencia Ballroom provide a striking view for our lunches on Tuesday and Wednesday.

General sessions, breakouts and our Monday awards dinner will take place in the remaining meeting space.

Conference Center - Lobby Level



GOLF

TPC LAS VEGAS

TPC Las Vegas is “desert elegance” on display. From the stunning backdrop of Red Rock Canyon to the rugged natural landscape, TPC Las Vegas golf course (formerly known as TPC Canyons) offers a test to the most seasoned of golfers. This is the Premier PGA TOUR property in Las Vegas making it a destination for celebrities and PGA TOUR players alike. It’s no wonder the golf course has been heralded by Golf Digest as one of the “Best Places to Play.”

The Bobby Weed and Raymond Floyd design is a par 71, 7,016-yard golf course that will test your skills while dazzling you with views of the surrounding mountains, canyons and the famed Las Vegas skyline. Your shotmaking ability is put to the test early in your round on the par-3 second hole (appropriately named “Canyon”). You will need to carry your tee shot almost 200 yards from the tips to an island-like green in the middle of the desert. [Learn More Here...](#)



TOURNAMENT DETAILS

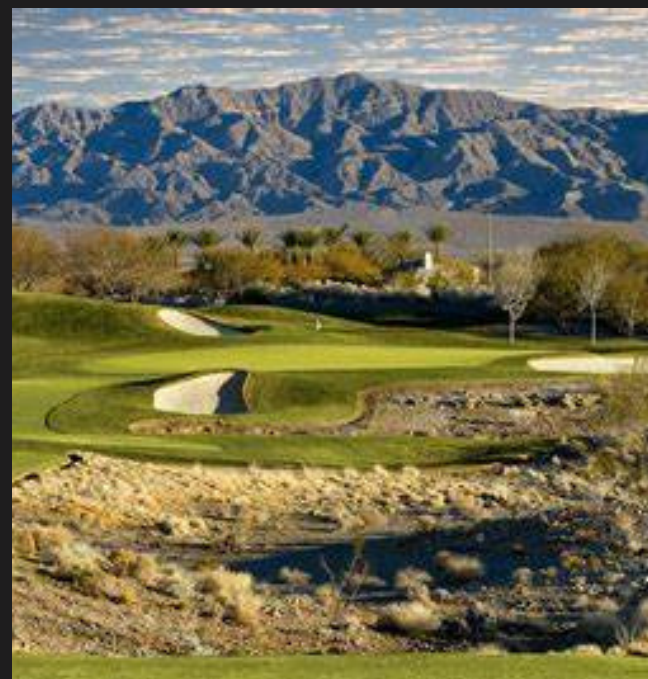
Monday, May 5th
8:00 am Shotgun Start

TPC Las Vegas
9851 Canyon Run Drive
Las Vegas, NV 89144

Golf Club Phone 702-256-2500

Registration available through Sponsored Pairings

Brokers: Email us at BAI@eventfullyyourz.com to receive complimentary entry into the tournament and we will pair you with one of our hosting sponsors!



TOURNAMENT PLAY INCLUDES

- Roundtrip shuttle transportation from the JW Marriott to TPC Las Vegas
- Welcome Breakfast
- Range Practice
- Shotgun Start at 8:00 am
- Cart Rental & Tournament Administration
- Sponsored Contest Prize Holes
- Sponsored \$5,000 Hole in One Contest

SPONSORSHIP OPPORTUNITIES

Add to your existing sponsorship for \$1000:

- 1 Pairing with branded cart (includes 2 golfers)
- Hole-in-One Sponsor (limited to 1 sponsor)
- Branded Golf Balls (limited to 1 sponsor)
- Branded Golf Towels (limited to 1 sponsor)

Add to your existing sponsorship for \$2500:

- Beverage Cart (up to 3 sponsors)

Add to your existing sponsorship for \$500:

- Contest Hole with logo signage (up to 10 sponsors)

CLICK HERE FOR GOLF REGISTRATION

Detailed information regarding clubs/shoe rental, final foursome assignments, etc. will be sent to registered golfers closer to the event date. Visit the TPC website for information on their **Ship Your Clubs** program: [Ship Your Clubs to TPC Las Vegas](#) | [TPC.COM](#) | [TPC Las Vegas](#)

CONFERENCE HIGHLIGHTS



RED CARPET WELCOME RECEPTION

Monday, May 5th 5:30-7:00 pm

We're rolling out the red carpet for all of our esteemed attendees - everyone is a VIP at this reception! We can't wait to greet you at our first official conference networking event where you'll enjoy hors d'oeuvres, cocktails, and live music. Included with pre-paid conference sponsorship and attendee tickets.

Non-industry guests may be added for an additional fee to all three evening events.

INSPIRE & INNOVATE AWARDS DINNER

Tuesday, May 6th 7:00-9:00 pm

Join us for an unforgettable evening starting with a pre-dinner cocktail reception from 6:00 - 7:00 pm, followed by our seated dinner where we will honor this year's *Franchisor of the Year* and *Broker of the Year*. Then prepare to be amazed and entertained by the **Greatest Living Escape Artist, Michael Griffin!** Michael, known for his jaw-dropping stunts on *America's Got Talent* and other hit shows, will take the stage with his thrilling death-defying acts. This incredible evening is included for all conference attendees and pre-paid registered guests.

[Find out more about Michael Griffin...](#)

NETWORKING LUNCHES

Tuesday, May 6th & Wednesday, May 7th

A great opportunity to get to know fellow conference attendees, win some prizes and enjoy **10-minute presentations from two of our National Champion Sponsors** at each lunch. Lunch included with pre-paid conference sponsorship and attendee tickets only.



ELEVATE

OFFSITE EVENT

Wednesday, May 7th

After two days of productive business, we're treating you to an unforgettable escape into the stunning **Red Rock Canyon**! Get ready to unwind, recharge, and immerse yourself in the breathtaking natural beauty that awaits. This adventure is the perfect way to cap off your time with us and create memories to last a lifetime!

EXPERIENCE NATURAL ELEGANCE

Embark on a **scenic bus ride** to the breathtaking Red Rock Canyon, where stunning mountain views await. Upon arrival, you'll be treated to a delightful **cocktail hour**, perfect for unwinding and soaking in the serene beauty of the surroundings. As the evening unfolds, enjoy a **full buffet dinner** featuring a variety of delicious options to suit every palate, accompanied by an **open bar** to elevate the experience. Whether you're connecting with friends or making new ones, this event promises an unforgettable evening surrounded by nature's grandeur.



SOAR ABOVE THE MOUNTAINS

Get ready for a truly unforgettable adventure! At our event, you'll have the chance to soar above the mountains in a **tethered hot air balloon ride**. Marvel at the breathtaking views as you gently rise into the sky, taking in the serene beauty of the landscape from an entirely new perspective. This unique experience is perfect for capturing memorable photos, enjoying the fresh air, and feeling the thrill of floating above the ground. Whether you're an adventurer or just looking to enjoy something extraordinary, this ride is bound to be the highlight of your evening. Don't miss out on the opportunity to create a memory of a lifetime!

Our **final evening event** promises to be the perfect ending to an incredible experience—and it never disappoints! Gather around a crackling **bonfire** to roast s'mores under the stars, challenge your friends at the **authentic horseshoe pits**, and enjoy the sounds of **live music** filling the night air.

And it wouldn't be a BAI conference if it wasn't just a little bit "Extra". Of course, there are a **few more surprises** we're keeping under wraps for now. You'll just have to join us to discover the magic for yourself!

FEATURED SPEAKERS

Sarah Davies



Sarah Davies is the General Counsel of the International Franchise Association (IFA). Sarah is a seasoned franchise and global supply chain attorney and frequent speaker and author on issues impacting the franchise model.

Serving on the government relations team, Davies' extensive business experience and legal expertise will expand the organization's capacity to address the consistent challenges to the franchise business model on the federal, state, and local level, including an expanded joint employer standard, state-level threats such as California's FAST Act, and franchise relationship legislation. In addition, she will provide added member value to support IFA members as they navigate the ever-changing legislative and regulatory landscape.

Davies (formerly Bush) has a wealth of experience in legal, regulatory, and compliance policy with extensive experience in franchising, serving as General Counsel for Mayweather Brands and Dickey's Barbecue Pit in addition to serving as Counsel in the franchise practices at DLA Piper, Foley & Lardner and Perkins Coie, among others. Davies' expertise includes franchise regulatory compliance, domestic and international franchise transactions, franchisor-franchisee relationship issues, global supply chain management, and mergers and acquisitions. Sarah has worked with both emerging and mature franchisors spanning the full spectrum of policy issues facing the business model today. Davies holds a Juris Doctor from the University of Tennessee College of Law with a concentration in Business Transactions and is a member of the State Bar of Texas.

Paul Rocchio

Paul Rocchio joined the IFA staff in March of 1999 as Manager of Grassroots and Political Education, Promoted from Director to Senior Director in April 2013, Vice President in 2016 and Senior Vice President in 2024. Paul is responsible for the retention and recruitment of new members while creating continued value-added benefits and services to existing members. He staffs the IFA Supplier Forum Advisory Board and co-staffs the Membership Committee.

Before joining the IFA staff, Paul worked at the International Mass Retail Association where he was Manager of State Government Affairs and prior to that was Associate Staff in the State Affairs Department of the Chemical Manufacturers Association (CMA). Before starting his association career Paul worked as an Equipment Technician and Surgical Assistant in the operating room at the Northern Westchester Hospital Center in Mt. Kisco, NY.

Paul is a member of the American Society of Association Executives, received a Certificate in Nonprofit Organization Management from the U.S. Chamber's Institute of Organizational Management program in 2011, and is a Certified Franchise Executive. He received his Master of Arts in Political Management from The George Washington University, Washington, D.C., and a Bachelor of Science in Political Science from Northeastern University, Boston, MA. He lives with his wife Julie and their four children in Alexandria, Virginia.



CONFERENCE REGISTRATION

LOOKING FORWARD TO SEEING YOU!



CONFERENCE QUESTIONS

For questions related to sponsorship or the conference in general, please contact us by email at BAI@eventfullyyourz.com or by phone at **844.887.6477** and our event team will be happy to help.



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