

**PROPOSAL**

AR/R - CES 2023

**A**merican

**G**uerilla

**M**arketing

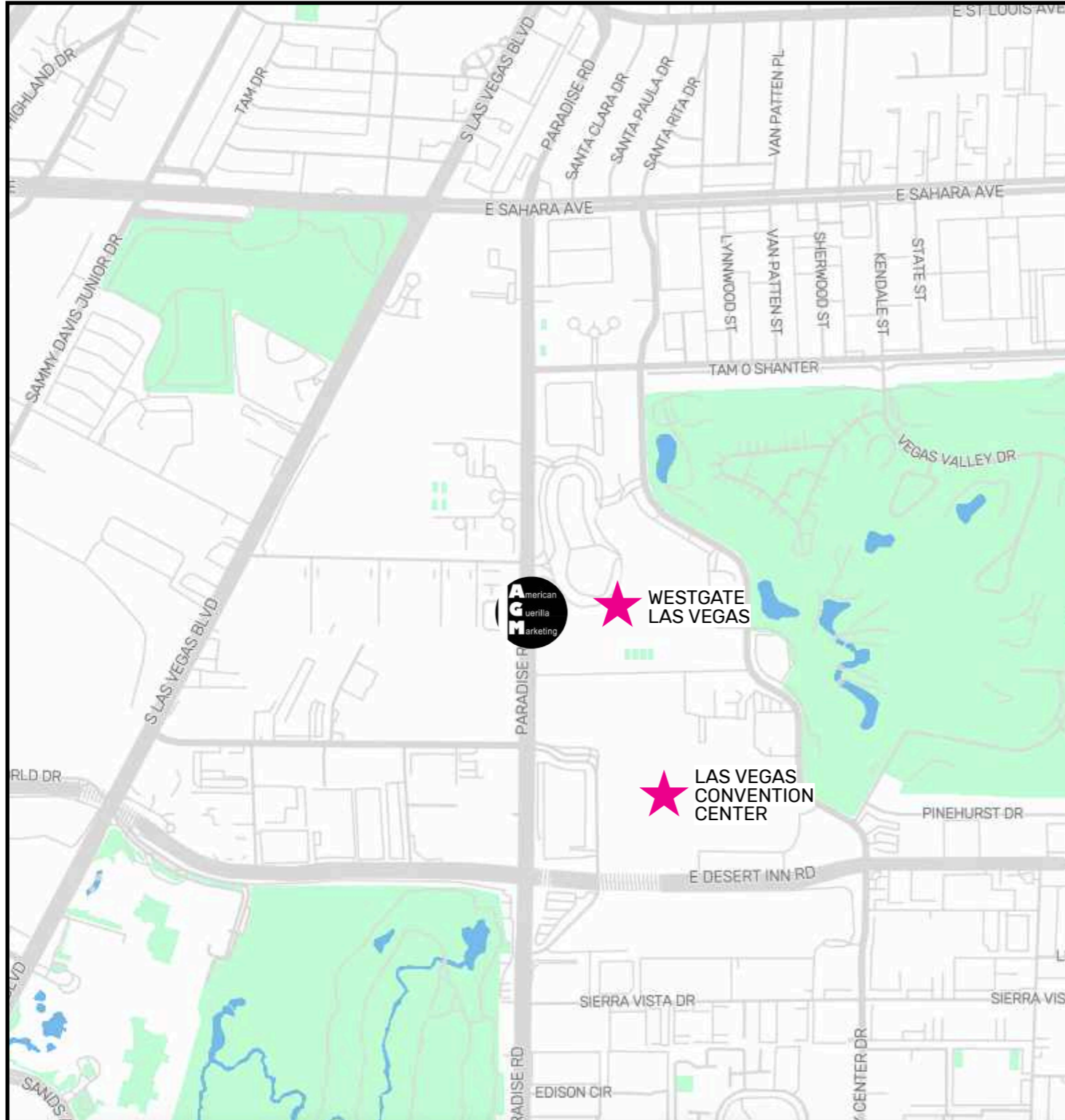




# LAS VEGAS

NEVADA

# WELCOME TO LAS VEGAS



2.3M

RESIDENTS IN THE  
LAS VEGAS DMA

32M

ANNUAL  
VISITORS

2.2M

ANNUAL CONFERENCE  
ATTENDEES

\$34B

ANNUAL VISITOR  
EXPENDITURE

6.3M

TOTAL  
IMPRESSIONS  
DELIVERED WEEKLY

INVENTORY:

- STATIC
- DIGITAL
- LANDMARK

# LAS VEGAS

# #4001

## WESTGATE

Capture the attention of locals, tourists, and convention attendees through 15,000 square feet of industry-leading digital signage standing nearly 200 feet tall in the heart of Las Vegas. This digital opportunity features double-sided, full-motion capabilities with amazing clarity at the entrance to the remarkable **Westgate Las Vegas Resort & Casino** and the world-famous **Las Vegas Convention Center**, which welcomes over 50 major conventions and 1.4 million convention attendees each year. This dynamic opportunity consists of two massive back-to-back screens located on the Westgate Resort Marquee, providing advertisers with A+ visibility from Paradise Road (where visitors enter the Convention Center), the Monorail track, Monorail station, and other iconic touch-points.

### QUICK FACTS:

**FORMAT:** DOUBLE DIGITAL SPECTACULAR

**SOV:** 10-SEC SPOT / 100-SEC LOOP

**SIZE:** 96' 7" H x 79' 9" W (PER SIDE)

**WEEKLY IMPS:** 514,969

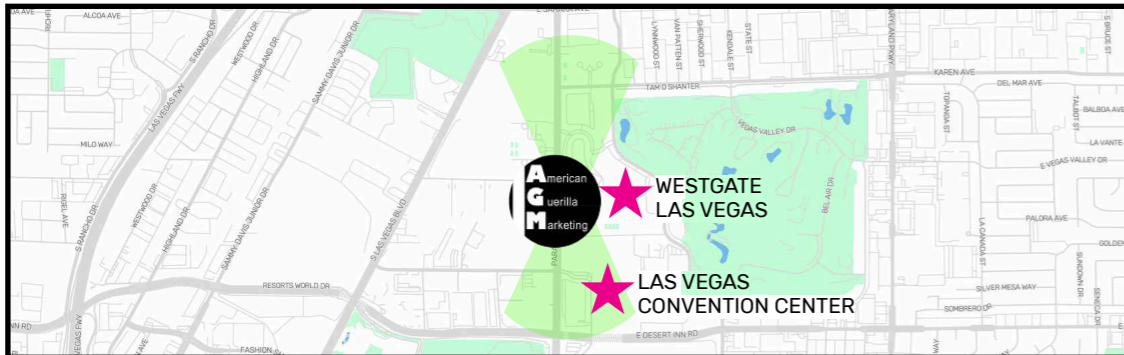
**FACING:** NORTH & SOUTH

**READ:** LEFT & RIGHT

**LAT/LONG:** 36.135369/-115.154224

**CROSS STREETS:** PARADISE RD & ELVIS PRESLEY BLVD

**2M**  
4-WEEK (A18+)  
IMPRESSIONS

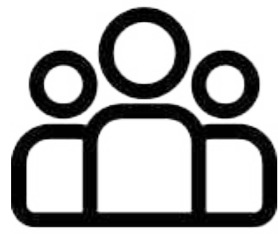


Google Maps

# LAS VEGAS

NEVADA

DEMOGRAPHICS



POPULATION

651K



MEDIAN HOUSEHOLD INCOME

\$58K



MEDIAN PROPERTY VALUE

\$305K

3 LARGEST ETHNIC GROUPS

- 1. WHITE
- 2. HISPANIC
- 3. BLACK



80%

DOMESTIC VISITORS



50%

MALE/FEMALE

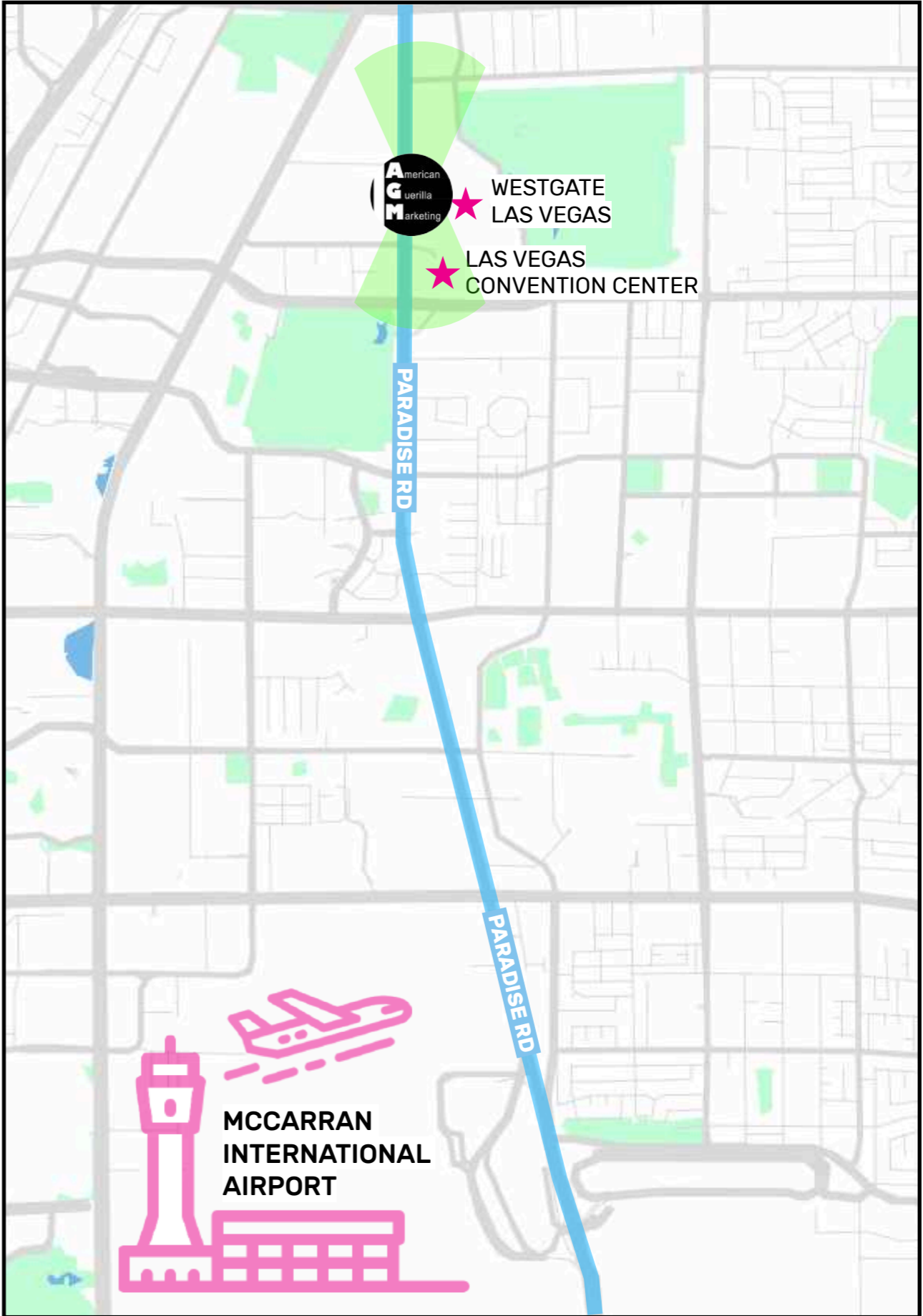
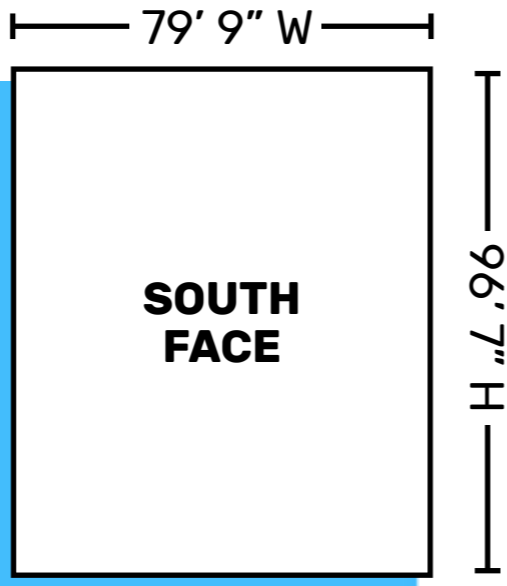
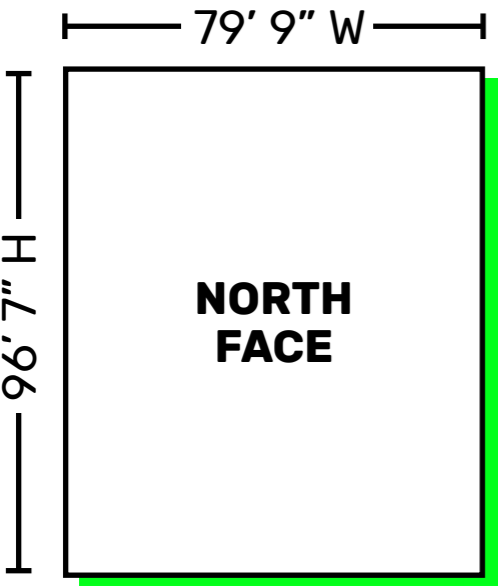


150K

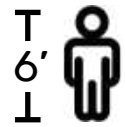
HOTEL ROOMS

TOURISM

# 15,000 SQ FT OF DIGITAL SIGNAGE!

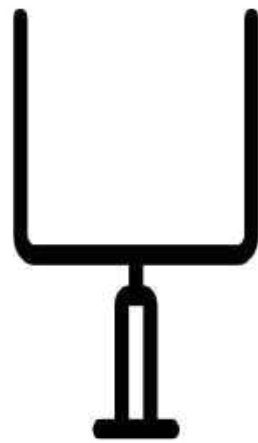


# HOW BIG?



HUMAN

6'  
30'



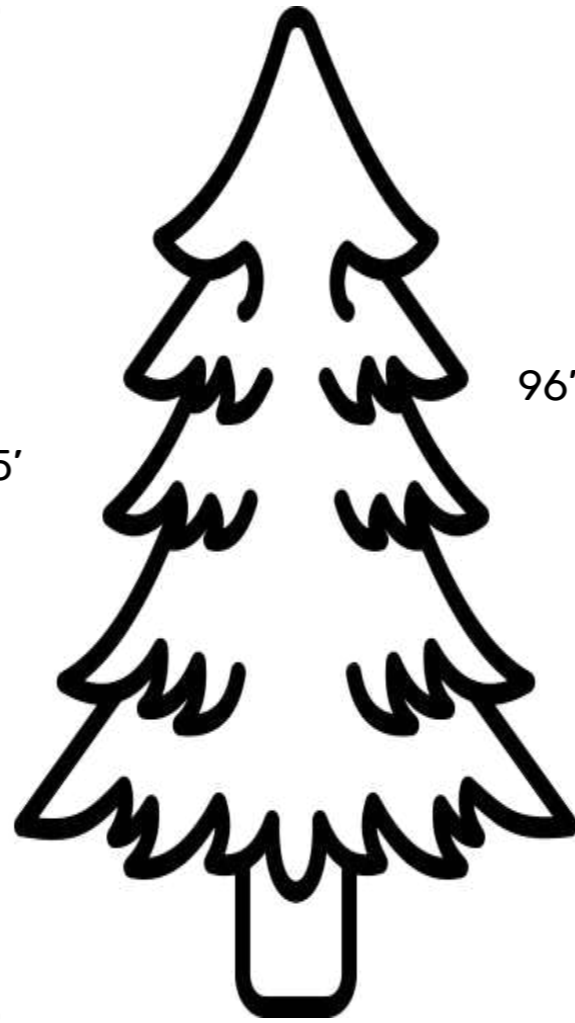
FOOTBALL GOAL POST

40'



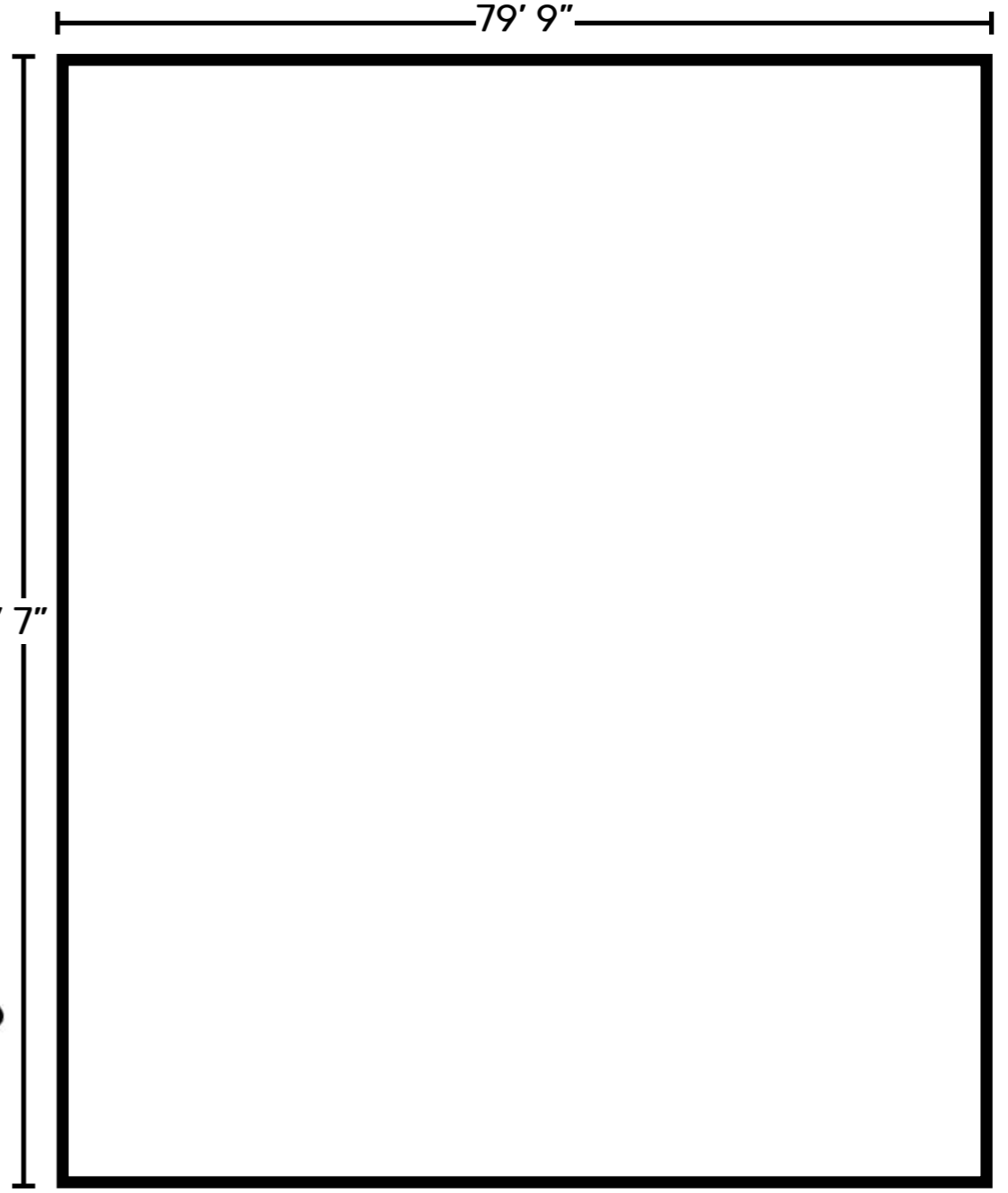
ELECTRICITY POLE

75'



2020 ROCKEFELLER CHRISTMAS TREE

96' 7"



LAS VEGAS #4001

# NORTHFACE

# WESTGATE

ALL-NEW SORENTO  
THE 281-HP  
STORYTELLING  
MACHINE



GIVE IT EVERYTHING 

LAS VEGAS  
CONVENTION  
CENTER



DOWNTOWN  
LAS VEGAS 4001



# SOUTHFACE

LAS VEGAS  
CONVENTION  
CENTER →

# WESTGATE

BEER IN ITS  
ORGANIC FORM



WESTGATE  
LAS VEGAS ↓

WESTGATE

GEORGE  
WALLACE  
LEGENDARY COMIC  
8PM

WESTGATE  
LAS VEGAS  
RESORT & CASINO



DOWNTOWN  
LAS VEGAS 4001

**LAS VEGAS**

# CONVENTION CENTER

**Q2 2022 CALENDAR**

The **Las Vegas Convention Center** is one of the largest and busiest convention facilities in the world. More than 50 major conventions take place here each year, bringing in over **1.4 million attendees**. Our double-sided digital spectacular, located on Paradise Road, sits just 1,000 ft from the Convention Center's outdoor exhibit space, providing brands with a unique opportunity to reach Las Vegas locals, tourists, and convention-goers.



**CONVENTIONS  
HELD EACH YEAR**



**ANNUAL  
ATTENDEES**



**CONVENTIONS  
IN Q2 2022**



**ATTENDEES  
IN Q2 2022**

## Q2 2022 CONVENTIONS

### **NATIONAL HARDWARE SHOW**

April 5th - 7th  
20k attendees

### **WASTE EXPO**

May 9th - 12th  
14k attendees

### **AVIXA INFOCOMM**

June 4th - 10th  
15K attendees

### **CANNAONE BIZCON EXPO**

June 22nd - 24th  
5k attendees

### **COVERINGS**

April 5th - 8th  
10k attendees

### **ICSC**

April 22nd - 24th  
30k attendees

### **EMBEDDED TECHNOLOGY**

June 8th - 10th  
7k attendees

### **IBS**

June 25th - 27th  
15k attendees

### **NAB SHOW**

April 23rd - 27th  
100k attendees

### **WHITE LABEL WORLD EXPO**

April 25th - 26th  
15k attendees

### **LIGHTFAIR INTERNATIONAL**

June 19th - 23rd  
24k attendees

### **INTERNATIONAL BOWL EXP**

June 26th - 30th  
20k attendees



# VIEW FROM THE MONORAIL



# VIEW FROM CONVENTION CENTER DRIVE

LAS VEGAS  
CONVENTION  
CENTER



 **DOWNTOWN  
LAS VEGAS 4001**