



KEY EXECUTIVES

# Mega-Conference

Solutions, Success Stories and New Ideas

## We Look Forward to Seeing You in Las Vegas!

The leadership and staff of Inland, Local Media Association, SNPA and the News Media Alliance look forward to seeing you at the 2019 Key Executives Mega-Conference in Las Vegas, Feb. 25-27. Here is information to help you plan your trip.

### PARIS LAS VEGAS HOTEL

The Mega-Conference will be held at [Paris Las Vegas](#). The address is 3655 Las Vegas Boulevard South. The hotel's telephone number is 877.796.2096. Here is a [map of the property](#).



For information on reserving a hotel room, [click here](#).

### GETTING THERE

The Paris Hotel is 3.2 miles from McCarran International Airport. Ride-share services, like Uber and Lyft, cost about \$15. Taxis are also available.

The hotel has a seven-story parking garage. Self-parking fees are: Free for less than one hour; \$9 for 1 to 4 hours, \$12 for 4 to 24 hours. Valet fees: \$15 for 0 to 4 hours; \$20 for 4 to 24 hours. Parking fees repeat for each 24-hour period. The parking fee for registered hotel guests includes in-out privileges within the same parking type (self or valet) across all Caesars hotels (subject to availability), [click here](#) for details.

Click here to get [door-to-door driving directions](#).

### GETTING AROUND

The Las Vegas Monorail is an easy, safe and entertaining way to see the best sights on the Strip. [Here is a map and details](#).

To reach the Monorail from Paris, enter the Paris Hotel & Casino from Las Vegas Boulevard and walk past the Lobby toward self-parking. Continue through Le Boulevard/Bally's connector and enter the Bally's Casino. Follow the Monorail signs and take the escalator to the Avenue Shops. Continue through Avenue Shops and past the Food Court to the automatic doors that lead to the Monorail. From Bally's,

take the escalators down to the Avenue Shops and sports book and continue out through the automatic doors to the Monorail fare-gates. Click [here](#) for more info on this station.

## CONFERENCE REGISTRATION DESK

The Mega-Conference Registration Desk is in the Paris Ballroom Foyer. The registration desk is open from 8 am to 7 pm on Monday, Feb. 25; from 7 am to 5:30 pm on Tuesday, Feb. 26; and from 7 am to 11 am on Wednesday, Feb. 27.

**Always wear your conference badge.  
Badges are required to enter the trade show, receptions, lunch and meetings.**

## MONDAY MORNING BONUS SESSION

If you arrive before 8:30 am on Monday, Feb. 25, plan to join one of our lively bonus sessions on Selling/Managing Sales People and Audience/Subscriber Management. These meetings will be held in Concourse A and Concourse B.

## A WIDE-RANGING PROGRAM TO SUIT EVERY NEED

This year's program features two Monday morning bonus sessions, six general session programs, 18 breakout sessions and a series of roundtables.

The main program begins at 1 pm on Monday, Feb. 25, and concludes at 11:30 am on Wednesday, Feb. 27.

[Here is the complete program.](#)

[Here is a list of attendees.](#)

[Here is a list of sponsors and exhibitors.](#)

## VISIT OUR SPONSORS AND EXHIBITORS

More than [70 R&D partners](#) are exhibiting in Las Vegas to share a wealth of knowledge about what is working at local media companies all over the U.S. Please make it your mission to visit with them. The right solution or suggestion can pay for your trip to Las Vegas many times over – and often, the experts behind the exhibit tables are your best source of information!

The trade show is open:

- 11 am to 7 pm on Monday, Feb. 25
- 7 am to 5 pm on Tuesday, Feb. 26 (continental breakfast from 7-8 am)
- 7 to 10 am on Wednesday, Feb. 27 (continental breakfast from 7-8 am)

Refreshments are available in the trade show throughout the day.

## WEATHER AND ATTIRE

The 10-day forecast calls for lots of sunshine, daytime highs in the mid-50s and evening lows in the mid-30s. [You can check here for an update as you pack.](#)

**Dress is business casual.** Ties are not necessary. This attire is suitable at almost any restaurant you may choose for dinner and for the Mega-Conference functions.

## WELCOME RECEPTION

The welcome reception on Monday evening, Feb. 25, will be held in the trade show from 5:30 - 7 pm.

Reception sponsors include: [AdCellerant](#) (*craft beer tasting*); [AffinityX](#); [Cribb, Greene & Cope](#); [Dirks, Van Essen, Murray & April](#); [Evvnt](#); [Grimes, McGoven & Associates](#) (*photo booth*); [OwnLocal](#); [PAGE Cooperative](#); [Piano](#); [Seyfarth Shaw LLP](#); [The Siebold Company](#); [Social News Desk](#); [Software Consulting Services](#); and [Southern Lithoplate](#).

## TUESDAY LUNCH

A buffet lunch will be held in the trade show on Tuesday, Feb. 26, from 12:15 to 1:30 pm – a perfect time to visit with colleagues and talk with our exhibitors.

The lunch is sponsored by [Alliance for Audited Media](#).



## MEGA-INNOVATION AWARD

The Mega-Innovation Award is now in its fourth year – and the entries were spectacular! The three finalists in the competition will speak on Tuesday afternoon, and the winner will be announced.

## JOIN THE CONVERSATION ON TWITTER

Engage with your fellow attendees on Twitter using the conference hashtag: [#2019MegaConf](#). And, follow us at [@megaconference](#), [@inlandpress](#), [@LocalMediaAssoc](#), [@SNPAatlanta](#) and [@newsalliance](#)

## DINING

You will find a restaurant in Las Vegas to suit every palate.

[EATER: The 38 Essential Las Vegas Restaurants, Winter 2019](#)

[EATER: A Guide to Nine Special Dinners in Las Vegas](#)

[LAS VEGAS SUN: Restaurant Guide](#)

## THINGS TO DO

Here are guides to nightlife, theme parks, music, arts and events in Las Vegas:

[VEGAS.COM: Las Vegas Attractions](#)

[LAVISH VEGAS: Events, Tours and Attractions](#)

[VISIT VEGAS: 10 Tips for Getting the Most Out of Your Vegas Vacation](#)

Safe travels! See you in Las Vegas!

A PARTNERSHIP OF:



[Preview all of our sponsors and exhibitors at this link!](#)