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702.791.6988
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Just Minutes from all Las Vegas Convention Centers.

Hot! Hot! Hot!

By Vegas Vicki

Wow! The offices of Park's People and Red Hot Events were certainly hopping recently with the SEMA, AAUW and AAPEX conventions in town.

"We finally have a chance to breathe," said Faith Chapin from Red Hot Events. Between both companies, the staffs arranged 11 separate dinner parties at various Vegas venues, complete with limousines transporting guests to and from their events, plus a few golf outings.

With just a day's rest from SEMA, Red Hot Events was selected to cater breakfast and lunch for the Crew Base Opening for Southwest Airlines on Nov. 5 at McCarran International Airport. This required the staff to work through the night, preparing burritos and delivering them to the airport by 4:30 a.m. There were several droopy eyes in the office that morning!

It's Vegas Vicki here. Check out our Web site at www.redhotevents.net.



Why roll the dice on lead generation at your next tradeshow?



An AGR craps table brings conventioners to your booth.

Because it works!

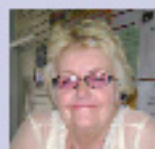
You've booked the booth, ordered the carpet and electrical, shipped the brochures to the convention center, and made the plane and hotel reservations for your sales staff. Now how do you get customers to notice you and your product as they walk down the aisle past your booth?

Tradeshow attendees walk past hundreds of booths on the showfloor, but when they see something unexpected or out of context, such as a craps table, mosaic booth or NASCAR simulator, the

gleeful over look in their eyes gives way to curiosity. "Why is there a craps table in a booth at a show about concrete?" Then they head for your booth to investigate why and to see if maybe they can win something. A quick craps of their badge and they're throwing the dice or climbing behind the wheel of a genuine NASCAR with your logo on the hood.

"Exhibitors go to a great deal of trouble and expense to make wonderfully attractive booths that are predominantly visual, but not necessarily interactive. By having an oxygen bar, racing games or Shuffleball lanes in your booth, you create an interactive attraction that attendees can't resist," said AGR Las Vegas President Eric Brashear. "And with our corporate branding packages for games, they can fit the image of the booth better than exhibitors initially think!"

Explore the dreams of 'tradeshow traffic builder' that AGR Las Vegas offers nationwide at www.AGRLasVegas.com.



From the desk of
Aunt Sharron

Oh, well... another year, didn't lose weight, didn't get married (again). As your Aunt Sharron, here at Tradeshow Lifestyles

Headquarters in the heart of Las Vegas, I'm waiting to give you love and service.

Wherever you are, whoever you are, your Tradeshow Lifestyles Elite Staff is here to help you and your company with any dining, entertainment, attractions and lodgings you need. I have all the connections for you. PS: If you are interested in getting married, send a photo to sharronw1@aol.com and we'll let the paper do the walking for you.

Or send my pal Santa a note (at the North Pole).
May the God of your understanding protect you and have a Happy, Joyous New Year.

Aloha! Aunt Sharron



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www.ts-crew.com

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