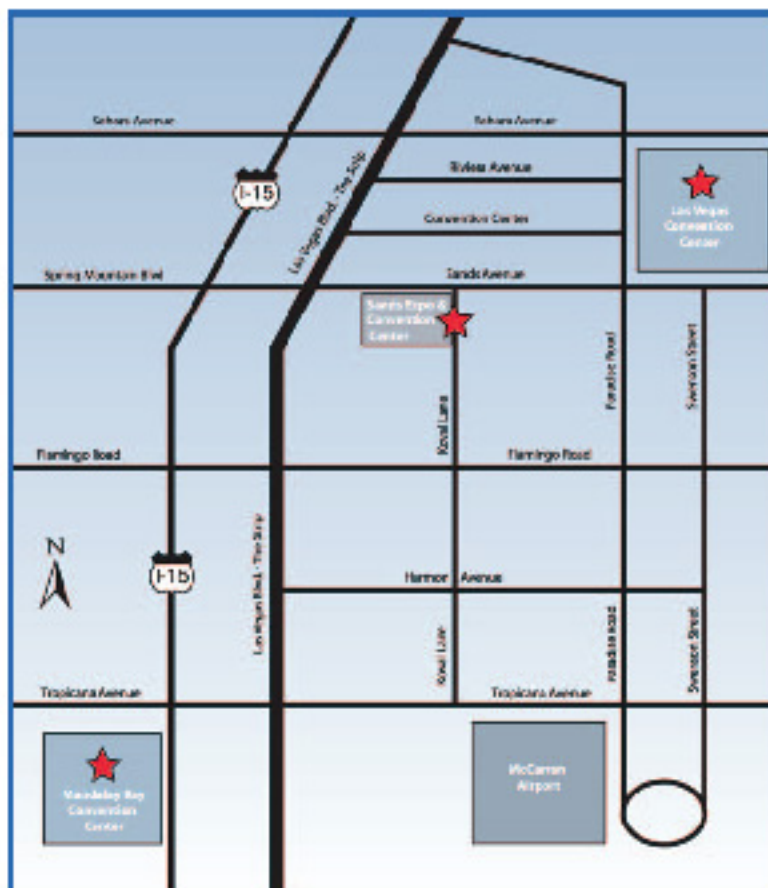


## Southwest - Las Vegas

## Dining &amp; Entertainment Guide

## Travel Destinations

Top Airlines that fly to Las Vegas non-stop:

**American Airlines**Reservations: 1-800-433-7300  
www.aa.com**Continental Airlines**Reservations: 1-800-523-3273  
www.continental.com**Delta Air Lines**Reservations: 1-800-221-1212  
www.delta.com**Southwest**Reservations: 1-800-435-0792  
www.southwest.com**United Airlines**Reservations: 1-800-864-8331  
www.united.com**US Airways**Reservations: 1-800-428-4322  
www.usairways.com

## A happy holiday tale from Las Vegas

By Christian Pollock

While making his annual inspection tour of all toy distribution centers in North America, Santa Claus was kind enough to invite ECN Tradeshow Lifestyles to his Las Vegas office to speak to the man himself about the most successful worldwide distribution network of all time.

So just how does this wildly efficient system work, Mr. Claus? Santa explained in layman's terms: "Well you see, we have this list, and we check it twice. The list tells us whether our clients are naughty or nice."

From there, what's the next step? "Well, at the biannual North Pole Toy Conventions (NPTC), my squad of research and development elves determines what new technology we're incorporating this year. Have to keep up with Fisher-Price and PlayStations, you know!"

He informed us that the main plant for all toy production is still at the North Pole, but with polar icecaps melting due to global warming, Santa just doesn't have enough space there anymore to store all his inventory. Thus, he's now shipping toys to his respective distribution centers around the world.

Mr. Claus, wouldn't it be easier to outsource all

your production efforts to China? After all, Chinese toy-makers seem to have the market cornered. "What an outrageous notion! The day my elves stop



making toys will be the day Mrs. Claus stops going to the South Pole for spa treatments!"

How is Mrs. Claus these days? With you working 364 days each year and all night on Christmas

Eve, you two must get quite lonely. "Mama Claus is doing quite well, thank you. Though I must share with you, I am a little suspicious of her activities every Christmas Eve."

Well, how about it, Mrs. Claus? Are you concerned about these rumors? "Oh goodness no, no. As an older woman, I am quite pleased he is gone all the time. His suspicions just come from looking down too many chimneys - HO, HO, HO!"

For centuries, Santa Claus has been reliable, courteous and generous. And although technology may have changed with new fuel and forms of transportation, Santa is still able to bring joy to boys and girls around the world. The tradeshow industry should follow his example by remembering the importance of storage and transportation needs, because every show opening is a lot like Christmas.

With 2008 just around the corner, take it from Santa: We must all resolve to be reliable, courteous and generous, despite all the hustle and bustle of our ever-changing lives. Happy holidays from your team at Exhibit City News! (See photo on page 15.)

Convention Planners &amp; Managers - Make Reservations In Advance