

41<sup>ST</sup> ANNUAL LAS VEGAS PERSPECTIVE COUNCIL MEMBERS



# 41<sup>ST</sup> ANNUAL LAS VEGAS PERSPECTIVE

AUGUST 13<sup>TH</sup> 2021 | 7:30-10:30 AM  
SIMULTANEOUS IN-PERSON AND DIGITAL EXPERIENCES



# 41<sup>ST</sup> ANNUAL LAS VEGAS PERSPECTIVE

AUGUST 13<sup>TH</sup>  
2021

## EVENT + PUBLICATION

---

- Be part of Southern Nevada's premiere source of community and economic development data, analysis, and forecasting.
- Las Vegas Perspective provides the highest value community and economic development content through a comprehensive data book, newsletter and event.
- New digital publication format designed to complement hard copy data book while dramatically expanding PERSPECTIVE's audience.

## ABOUT PERSPECTIVE

- The PERSPECTIVE data book has been produced since 1981 and has annual readership in excess of 100,000.
- The PERSPECTIVE data book is used by a diverse group of companies and residents, ranging from small business entrepreneurs to some of the largest companies in Nevada.
- Readers of the publication also specialize in a wide range of industries, including but not limited to:

- Retail
- Real Estate
- Law
- Banking
- Hospitality
- Construction
- Communications
- Government
- Energy
- Information Technology

- The shelf life of the publication extends well beyond its initial release. It will be unveiled at the main event in August 2021 and via bulk sales distributed to business and community leaders, resident newcomers and firms relocating to Las Vegas. Readers reference PERSPECTIVE throughout the year as their main Southern Nevada data reference guide.
- The publication provides in-depth analysis and coverage of the following main categories:

- Demographics
- Education
- Employment
- Tourism
- Community
- Business & Industry
- Recreation
- Retail

**DEADLINE FOR PUBLICATION: JUNE 8<sup>TH</sup>**

## 2021 ENGAGEMENT OPPORTUNITIES

---

### PERSPECTIVE COUNCIL MEMBER: \$15,000

#### **Pre-Event Recognition**

- Provides direction and planning for event and publication
  - Provides direction and planning for event direction; publication content
- Opportunity to participate in televised PSA promoting the event
- Recognition on Perspective event website
  - Link to your company website from event homepage
  - Logo image to use on your company website and social media; promoting your Perspective Council engagement

#### **Publication Recognition**

- Company logo on publication front cover
- Full page advertisement
- 400 copies of the Perspective publication with custom back covers

#### **Event Recognition**

- 20 in-person tickets
- 40 digital tickets
- Company logo on event login screen
- Company logo on event community screen
- Sponsor recognition via app push notification
- Sponsor recognition via event feed
- Detailed sponsor profile in event app (self-completed)

#### **Recognition in Perspective Newsletter**

- Access to Perspective e-newsletter for all company contacts

**DEADLINE FOR PUBLICATION: JUNE 8<sup>TH</sup>**

## 2021 ENGAGEMENT OPPORTUNITIES

---

### PRISM: \$5,000

#### Pre-Event Recognition

- Recognition on Perspective event website
- Social media recognition as Prism sponsor
- Televised PSA recognition

#### Publication Recognition

- 1/2 Page Ad in Perspective Publication (Upgraded to full page with sponsor commitment by June 8<sup>th</sup>)
- 35 copies of the Perspective Publication (to be delivered to your office post event)

#### Event Recognition

- 10 in-person tickets
- 20 digital event tickets
- Company logo on event community screen
- Sponsor recognition via event feed
- Detailed sponsor profile in event app (self-completed)

### PERISCOPE: \$3,500

#### Pre-Event Recognition

- Recognition on Perspective event website
- Social Media recognition as a Periscope sponsor

#### Publication Recognition

- 1/4 Page Ad in Perspective Publication (Upgraded to 1/2 page with sponsor commitment June 8<sup>th</sup>)
- 15 copies of the Perspective Publication (to be delivered to your office post event)

#### Event Recognition

- 10 in-person tickets
- 10 digital event tickets
- Detailed sponsor profile in event app (self-completed)

**DEADLINE FOR PUBLICATION: JUNE 8<sup>TH</sup>**

## ARTWORK SPECIFICATIONS

---

### File Format & Production Notes:

Press-ready Acrobat PDF files with images and fonts embedded are preferred. Please do not include crop marks or color bars in your submitted final artwork. This publication is printed using four color process ICMYKI, use of spot colors may result in a color shift. Please be sure to convert all spot colors in your document to process color. Our workflow is 100% digital and can only accept digital file formats. A final 100%-size proof with crop marks should accompany your ad. Minimum resolution requirements: 300 ppi photos, 1200 ppi line art.



### FULL PAGE (with bleed):

Live: 7.2" [w] x 9.625" [h]

Trim: 8.375" [w] x 10.875" [h]

Please add+ .25" bleed all around

**FULL PAGE (no bleed):** 7.2" [w] X 9.625" [h]

**1/2 PAGE (horizontal):** 7.2" [w] X 4.677" [h]

**1/2 PAGE (vertical):** 3.464" [w] X 9.625" [h]

**1/4 PAGE:** 3.464" [w] X 4.677" [h]

# 41<sup>ST</sup> ANNUAL LAS VEGAS PERSPECTIVE

AUGUST 13<sup>TH</sup>  
2021

## ENGAGEMENT FORM

---

### TERMS AND CONDITIONS

- A. All contracts subject to acceptance by LVGEA.
- B. Las Vegas Perspective reserves the right to refuse any advertising and shall not be liable for damages if for any reason advertisement is not published.
- C. Upon Las Vegas Perspective approval, contract is non-cancelable
- D. Payment policy: 100% due upon receipt of invoice
- E. Payment defaults will be turned over for collection with advertiser fully responsible for all fees charged by collection agency of attorney.
- F. Client to provide press-ready digital artwork
- G. All advertisements are accepted and published upon representation that the advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of Las Vegas Perspective's acceptance of such advertisement for publication, the advertiser will indemnify and hold Las Vegas Perspective harmless from and against any loss or expense from claims and suits based upon contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.

I hereby warrant that I have read the Contract Conditions (Terms and Conditions) above and that I have full power and authority to sign for the below named firm.

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Engagement Level:  PERSPECTIVE /  PRISM /  PERISCOPE

Credit Card # \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

LAS VEGAS PERSPECTIVE C/O LAS VEGAS GLOBAL ECONOMIC ALLIANCE  
6720 Via Austi Pkwy., Ste. 330, Las Vegas, NV 89119 • Tel: 702.791.0000 • lvgea.org

Acceptance by Publisher: \_\_\_\_\_ Date: \_\_\_\_\_