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## **Las Vegas Brings Trade Show Delegation to Santiago and Buenos Aires**

*Mission Provides Chile and Argentina-based Companies Access to Global Marketplace*

LAS VEGAS – The Las Vegas Convention and Visitors Authority (LVCVA) is forging ahead with developing and strengthening business relationships in South America. The LVCVA’s most recent effort in this region includes a trade show trade mission August 7 through 13 in Santiago, Chile and Buenos Aires, Argentina. The trade mission is an opportunity for Las Vegas to promote participation and attendance at Las Vegas-based tradeshows. For businesses in both Santiago and Buenos Aires, the mission provides access to the global marketplace through the many international trade shows held in Las Vegas.

As part of the trade show trade mission, representatives from globally recognized associations and companies including, Consumer Technology Association (CTA), Convvexx, Emerald Exhibitions, Informa, National Association of Broadcasters (NAB), National Ground Water Association (NGWA) and National Shooting Sports Foundation, met with local companies to explore advantages of participating in Las Vegas-based trade shows.

The group represents a collection of industries including technology, construction, infrastructure, sports and apparel, gift, home and general merchandise, beauty and security. They are responsible for attracting more than 600,000 international and domestic business travelers to Las Vegas.

Las Vegas is a global destination for international commerce through its robust and varied trade show network. Las Vegas hosted nearly 22,000 meetings, conventions and trade shows last year attracting 5.9 million business delegates. It has been named the No. 1 trade show destination in North America for a record 22 consecutive years hosting 54 of the 250 largest shows. The largest of which is CES, which attracted more than 175,000 attendees in 2016 with more than 53,000 coming from outside the United States.

The group represents a variety of high-profile Las Vegas-based trade shows including CES, ASD Trade Shows, World of Concrete, NGWA’s Ground Water Week, NAB Show, SHOT Show, Interbike Expo, Kitchen & Bath Industry Show, Sports Licensing & Tailgate Show, Wedding & Portrait Photographers, International Pizza Expo.

Available interview opportunities: Chris Meyer, vice president of global business sales for the LVCVA; Krista Silano, International Communications Manager of CTA; Alexandra

Fleck, International Marketing Manager of CTA; Amy Sadikoff, Attendee Acquisitions Manager of Emerald Expositions; Jackie James, Director of Informa, Margaret Cassilly, Vice President of International Programs for NAB; Kathy Butcher, Director of Learning and Knowledge for NGWA and Chris Dolnack, Vice President and Chief Marketing Officer of the National Shooting Sports Foundation.

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