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## EASY TO REACH

Samsung likes everything about Las Vegas, including its focus on technologies that save on electricity.

Gadget lovers who flew into Las Vegas last month for the giant Consumer Electronics Show got a chance to gawk at the city's newest, most impressive technology while riding the escalator on their way to claim their bags. Samsung Electronics greeted them with the largest video wall at any U.S. airport—a spectacular 627 square feet of cutting-edge, high-definition display engineering.

Why all the flash and glitter? “Because,” says Doug Albregts, vice president for sales and marketing at Samsung Enterprise Business Division, “there’s not a town in the world that embraces tech-

nology the way Las Vegas does—especially during that fabulous week in January, when technology’s best and newest products go on display at the CES.”

Samsung shows its wares at countless trade events throughout the world but makes Las Vegas its premier U.S. showcase. The company stakes out nearly 30,000 square feet of space on the CES floor. Samsung also holds center stage at numerous, more specialized Las Vegas trade shows and dealer events throughout the year, like Digital Signage Expo and InfoComm where it has launched such breakthrough products as the

world’s first LED-backlit displays for commercial use and glasses-less 3D displays.

“Las Vegas is just right for us,” says Albregts, not only because of its unbeatable conference facilities and luxurious accommodations, but also because of many other attractions—including nearby skiing and rock climbing, wonderful sights such as the Hoover Dam, and many of the finest restaurants in America. Those are key reasons, Albregts believes, why the acceptance rate among Samsung customers and partners averages 85% to 95% for Las Vegas events compared with about 50% for other meeting locations. In addition, Samsung likes the city’s focus on green technologies that save on electricity and minimize hazardous waste. “That’s a focus for Samsung, too,” he notes, “so it fits us to a T.”

Trade show organizers and exhibitors like Samsung have voted for Las Vegas as North America’s top meeting and convention site for 16 straight years. This year, the city will host some 19,000 meetings, conventions, and incentive programs, ranging in size from 10 to more than 100,000 attendees. With more than 10.5 million square feet of exhibit space and almost 150,000 hotel rooms, Las Vegas hosts more of the largest trade shows than the next two top venues combined.

Those hotel rooms are the most affordable at any major destination, and Las Vegas’s tax structure makes it an even better value. It’s also among the easiest destinations to reach. McCarran International Airport, with more than 900 flights daily, offers nonstop service to more than 130 cities.

“Las Vegas is a very easy place for us to do business,” says Samsung’s Albregts. What matters most, though, is the impression that partners and customers take with them on the flight home. Says Albregts: “Samsung is dedicated to providing our customers with innovative and quality products backed by unbeatable service. Exciting new products are essential to our work, as is staging them in the most exciting and appealing meeting venue. That’s Las Vegas.” ●

ALICIA HANSEN

# NO, I'VE NEVER SHOUTED "WOO HOO" OUT OF A LIMO.



If you don't think Vegas is a serious place for business, then you're missing out. We host more than 19,000 meetings, conventions and tradeshow every year. And when you compare us to other cities, you'll find we're one of the best values out there. In fact, you'll find some of the most affordable rates ever this winter. So get the facts. **Learn why so many of the Fortune 500® companies choose Las Vegas at [VegasMeansBusiness.com](http://VegasMeansBusiness.com).**

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