

CASE STUDY: LAS VEGAS

TAXI: YOUR CONVENTION CONNECTION

Long known as one of the convention capitals of the world, more and more conventions are heading for the bright lights of Las Vegas. Over 6.3 million delegates visited with an average of 23,800 conventions held in 2006 (LVCVA).

Las Vegas is a very compact town; everything is within a five mile radius. The airport, the hotels and the convention centers as well as 95% of all the taxis are within this five mile radius.

The taxis are consistently traveling where show attendees frequent and are extremely heavy at the convention centers. This consistent frequency and exposure make Taxi Media the most powerful medium available in Las Vegas for a convention. Statistics from the LVCVA show that most attendees will take a taxi a minimum of 10 times during their stay for a 4-5 day convention, adding more visibility than other medium.



Shows to consider:

- CES
- NAB
- WSA
- MAGIC
- G2E
- SEMA