



2010 CEMA Summit to Celebrate 20th Anniversary in Las Vegas in June

***The Annual Event for Technology Event Marketing Professionals
to be Held at Caesars Palace***

FOR IMMEDIATE RELEASE

Contact: Erika Brunke, CEMA, 512-310-8330, erika@CEMAonline.com

Las Vegas, NV, January 8, 2010 – The Corporate Event Marketing Association (CEMA), Las Vegas Convention and Visitors Association Authority (LVCVA) and Las Vegas Meetings by Harrah’s Entertainment announced today that the annual CEMA Summit, which is celebrating its 20th anniversary this year, will be held at Caesars Palace in Las Vegas on June 27-29, 2010.

“CEMA is the premier community for technology event marketing professionals and celebrates its 20th anniversary in 2010,” said Ric Peeler, president of CEMA and marketing director for Intel Corporation. “Las Vegas is a unique and vital destination for event marketing, and we are pleased to hold our 2010 CEMA Summit in a city that continues to have a profound impact on our industry.”

The 3-day event will draw more than 200 senior event marketing professionals from many of the world’s top technology brands and offers a wide range of conference sessions and networking opportunities.

“Las Vegas is the leading meeting and convention destination and was built to host major events,” said Cathy Tull, senior vice president of marketing for the LVCVA. “We are excited to welcome the members of CEMA to our destination, and we look forward to showing everyone what Southern Nevada has to offer their organizations and clients.”

“What an honor and pleasure to host the 2010 CEMA Summit at our flagship property, Caesars Palace,” Said Jordan D. Clark, vice president of sales for Las Vegas Meetings by Harrah’s Entertainment, which is the meetings umbrella for Caesars Palace as well as six other Las Vegas properties. “We all know that meetings mean business, and there is no better place for event marketing professionals to get business done than in Las Vegas, and at Caesars Palace.”

Additional information is available by visiting <http://www.CEMAonline.com>. Conference registration opens in early April. Sponsorships are available in the categories of Content, Networking, Education and Marketing.

About the LVCVA

The Las Vegas Convention and Visitors Authority (LVCVA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center and Cashman Center. With approximately 140,500 hotel rooms in Las Vegas alone and more than 9.8 million square feet of meeting and exhibit space citywide, the LVCVA's mission centers on attracting ever-increasing numbers of leisure and business visitors to the area. For more information, go to www.lvcva.com or www.VisitLasVegas.com.

About Las Vegas Meetings by Harrah's Entertainment

The 2005 merger between Harrah's Entertainment and Caesars Entertainment launched a ground-breaking philosophy aimed at offering more choices to meeting planners by unifying the meeting sales and operations of seven distinctive Las Vegas properties into a single city-wide operation under one leadership umbrella. This unique concept led to the creation of Las Vegas Meetings by Harrah's Entertainment, which comprises some of Las Vegas' most notable properties: Bally's Las Vegas, Caesars Palace, Flamingo Las Vegas, Harrah's Las Vegas, Imperial Palace, Paris Las Vegas and Rio All-Suite Hotel & Casino. The combination offers 1 million square feet of cumulative meeting space, 20,000 guest rooms and suites, and countless options for dining, entertainment and leisure. The distinct advantage for the planner is the convenience and leverage of one contact and one contract, combined with the access and freedom to enjoy the wide variety of venues and amenities across all seven Las Vegas properties.

About CEMA

CEMA is the premiere community for technology event marketing professionals, association peers and partners. Our mission is to promote professional networking and knowledge sharing, provide thought leadership and education, advocate the value of event marketing and drive industry standards.