

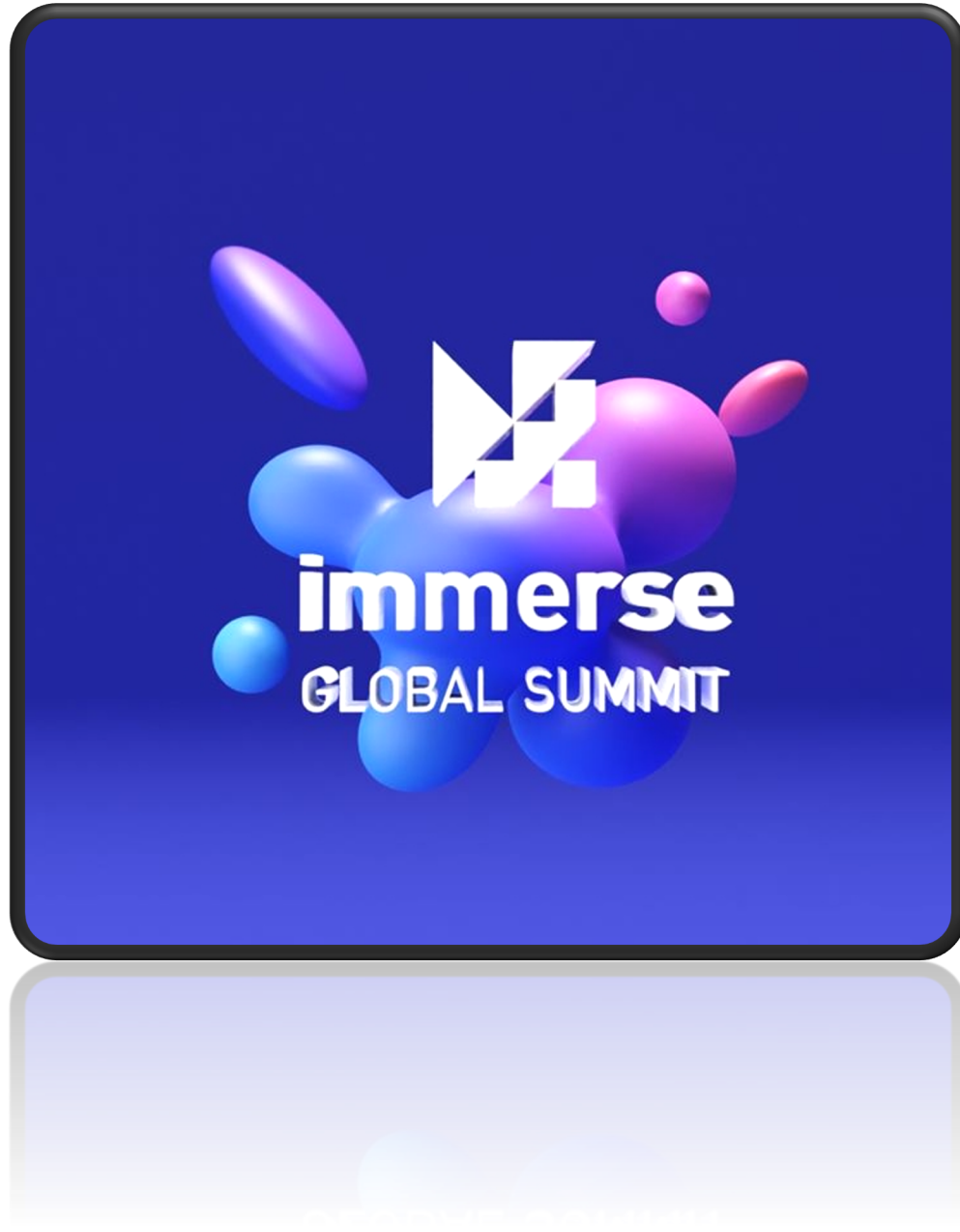


# IMMERSE GLOBAL SUMMIT

Las Vegas October 20-22nd, 2023

ABSTRACT  
Experience the future  
Mike Smith





# Planning & Timeline

- The Organization

- The VR/AR Association (VRARA) describes themselves as an international organization designed to foster collaboration between solution providers and end-users that accelerates growth, fosters research and education, helps develop industry best practices, connects member organizations and promotes the services of member companies.

- Objectives

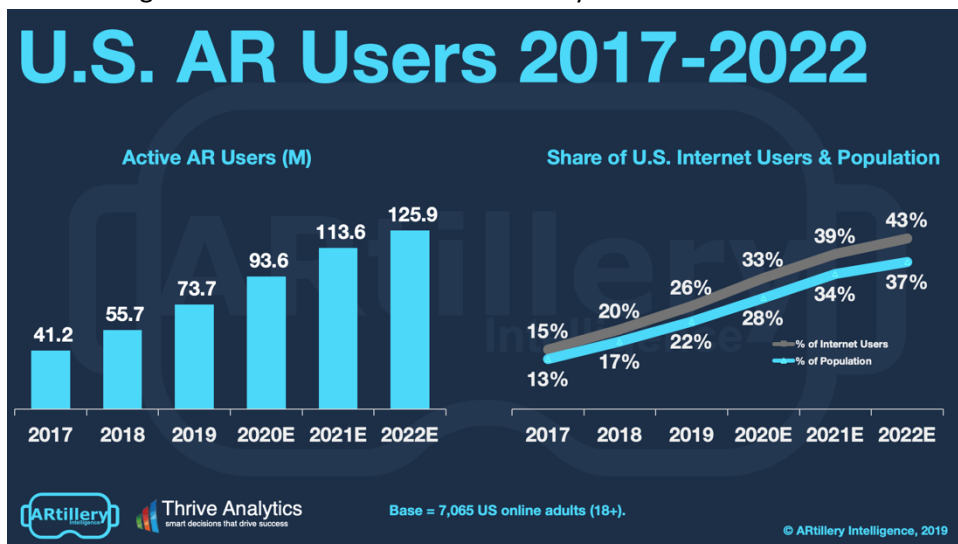
- **Grow** - memberships to VRARA by 20% before next year's summit
- **Learn** - increase engagement and attendance to panels by 50% by summits end
- **Connect** - raise networking connection for attendees and leads for exhibitors by 20% compared to last year's numbers

- Event History

- The conference is a new iteration of the CVR show that ran for 2 years in Vancouver. At the end of 2017 the original owners of the show decided not to continue with CVR, and the VR/AR Association (VRARA) saw the opportunity to fill the gap, and the VR/AR Global Summit was created. After being held in Vancouver, the summit would eventually move to Boston. It would be an online only event in 2020 and 2021. In 2021 the VR/AR Global Summit would rebrand as Immerse Global Summit for the foreseeable future. In 2022, the summit will be held in Miami at the Fontainebleau hotel.

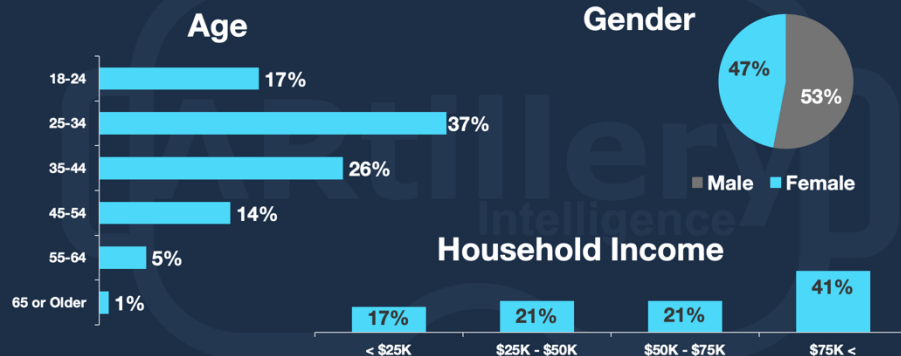
- Demographics

- There are no public demographic stats on the VRAR global summit. We can expect attendees to follow along the same lines as the VRAR industry as a whole.





# Mobile AR User Profile

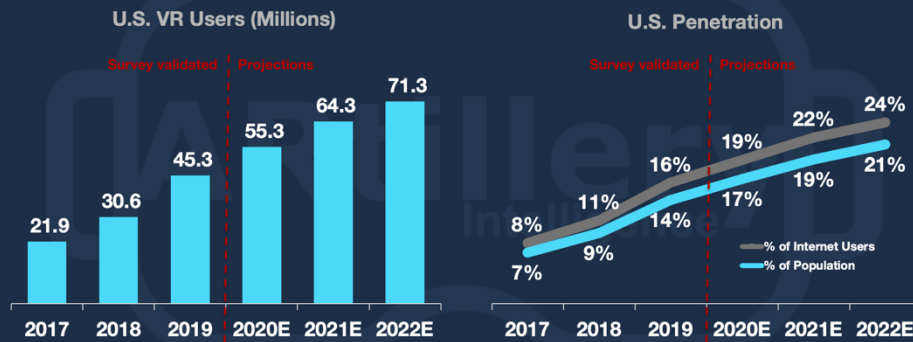


Thrive Analytics  
smart decisions that drive success

Base = 3,118 US online adults (18+).

© Artillery Intelligence, 2019

# U.S. VR Users 2017-2022



Thrive Analytics  
smart decisions that drive success

2017-2019 Base = 7,065 U.S. online adults

© Artillery Intelligence, 2019

## SWOT ANALYSIS

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>○ <u>Location</u> <ul style="list-style-type: none"> <li>▪ <i>The MGM Grand is in the heart of Las Vegas which raises attendance and has plenty of activities for attendees.</i></li> </ul> </li> <li>○ <u>Convention Capability</u> <ul style="list-style-type: none"> <li>▪ <i>The MGM Grand is experienced with conventions of all sizes and has a deeply experienced staff.</i></li> </ul> </li> </ul> <p>•</p>                                      | <p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"> <li>• <u>Popularity</u> <ul style="list-style-type: none"> <li>○ <i>MGM Grand is a popular location and can be hard to book and can be busy if not fully booked for convention.</i></li> </ul> </li> <li>• <u>Expense</u> <ul style="list-style-type: none"> <li>○ <i>The MGM Grand has a variety of rooms for all budgets, nevertheless it can be pricey for some.</i></li> </ul> </li> </ul>   |
| <p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• <u>Attractions</u> <ul style="list-style-type: none"> <li>○ <i>There are many events that are happening in Las Vegas during the convention, maximizing entertainment options for not cost.</i></li> </ul> </li> <li>• <u>Market Research</u> <ul style="list-style-type: none"> <li>○ <i>MGM Grand and the Las Vegas strip are full of consumers possibly opening market research opportunities outside the convention.</i></li> </ul> </li> </ul> | <p><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• <u>Competition</u> <ul style="list-style-type: none"> <li>○ <i>MGM Resorts and Las Vegas can host multiple conventions leaving the possibility of having to compete with multiple distractions.</i></li> </ul> </li> <li>• <u>Inflation</u> <ul style="list-style-type: none"> <li>○ <i>Raising prices and pandemics pose a threat to rising cost for productions.</i></li> </ul> </li> </ul> |

## Budget

| Account Code | Subcategory | Item                            | Quantity | Price        |
|--------------|-------------|---------------------------------|----------|--------------|
| <b>1000</b>  |             | <b>INCOME</b>                   |          |              |
| <b>1010</b>  |             | <b>Registrations</b>            |          |              |
|              | 1011        | Member Registrations            | 500      | \$599.00     |
|              | 1012        | Nonmember Registrations         | 200      | \$799.00     |
|              | 1013        | Early Registrations             | 100      | \$399.00     |
| <b>1020</b>  |             | <b>Special Classes</b>          |          |              |
| <b>1030</b>  |             | <b>Sponsorships / Donations</b> |          |              |
|              |             | Sponsorship Packages (combined) | 1        | \$124,500.00 |
|              | 1031        | Donations (combined)            | 1        | \$10,000.00  |
| <b>1040</b>  |             | <b>Sales</b>                    |          |              |
|              | 1041        | Booth Sales 20x20               | 26       | \$4,200.00   |
|              | 1042        | Advertising Sales               | 1        | \$10,000.00  |
|              | 1043        | Gala Ticket Sales               | 450      | \$200.00     |
|              | 1044        | Booth Sales 10x10               | 111      | \$2,500.00   |

***Subtotal INCOME***

| Account Code | Subcategory | Item                       | Quantity | Price       |
|--------------|-------------|----------------------------|----------|-------------|
| <b>2000</b>  |             | <b>EXPENSES</b>            |          |             |
| <b>2010</b>  |             | <b>Food &amp; Beverage</b> |          |             |
|              | 2011        | Breakfast - Fri 10/20/23   | 350      | \$48.00     |
|              | 2012        | Breakfast - Sat 10/21/23   | 300      | \$48.00     |
|              | 2013        | Breakfast - Sun 10/22/23   | 250      | \$48.00     |
|              | 2014        | Lunch x 3 days             | 1050     | \$25.00     |
|              | 2015        | Gala Dinner                | 550      | \$85.00     |
|              | 2016        | Staff Meals                | 60       | \$20.00     |
|              | 2017        | Morning Breaks x 3 days    | 850      | \$14.00     |
|              | 2018        | Afternoon Breaks x 2 days  | 850      | \$10.00     |
|              | 2019        | Service Charges / Taxes    | 1        | \$26,343.50 |
| <b>2020</b>  |             | <b>Marketing</b>           |          |             |
|              | 2021        | Website Management         | 1        | \$3,000.00  |
|              | 2022        | Social Media Blasts        | 1        | \$1,000.00  |

**2030****Facilities**

|      |                            |    |            |
|------|----------------------------|----|------------|
| 2031 | Meeting Room Rental        |    | \$0.00     |
| 2032 | Security                   | 2  | \$150.00   |
| 2033 | Cleaning (3 days)          | 3  | \$950.00   |
| 2034 | Electrical Power           | 20 | \$60.00    |
| 2035 | Licenses/Permits           | 1  | \$425.00   |
| 2036 | Labor/Setup Staff (3 days) | 1  | \$1,500.00 |

**2040****Registration**

|      |                                |   |             |
|------|--------------------------------|---|-------------|
| 2041 | 3rd Party Registration Company | 1 | \$15,000.00 |
|------|--------------------------------|---|-------------|

**2050****Administration**

|      |                             |    |             |
|------|-----------------------------|----|-------------|
| 2051 | Freeman                     | 20 | \$2,000.00  |
| 2052 | Insurance                   | 1  | \$2,000.00  |
| 2053 | Management & Production Fee | 1  | \$30,000.00 |

**2060****Speakers / Entertainment**

|      |                     |   |              |
|------|---------------------|---|--------------|
| 2061 | Keynote Speakers    | 6 | \$5,000.00   |
| 2062 | Gala Entertainment  | 1 | \$150,000.00 |
| 2063 | Cocktail Receptions | 1 | \$50,000.00  |

**2070****Signage**

|      |                       |    |          |
|------|-----------------------|----|----------|
| 2071 | Trade Show            | 30 | \$25.00  |
| 2072 | Educational Sessions  | 20 | \$30.00  |
| 2073 | Registration / Lounge | 4  | \$100.00 |

**2080****Décor**

|      |                                  |     |            |
|------|----------------------------------|-----|------------|
| 2081 | Hospitality Lounge, Furnishings  | 1   | \$1,800.00 |
| 2082 | Gala Entrance                    | 1   | \$9,000.00 |
| 2083 | Gala Tabletop Linen, Centerpiece | 45  | \$200.00   |
| 2084 | Gala Chairs - Chiavari           | 560 | \$15.00    |

**2090****AV/ Staging**

|      |                       |    |            |
|------|-----------------------|----|------------|
| 2091 | General Session       | 1  | \$2,500.00 |
| 2092 | Breakouts             | 20 | \$750.00   |
| 2093 | Gala Rigging          | 1  | \$3,000.00 |
| 2094 | Gala Sound / Lighting | 1  | \$5,000.00 |
| 2095 | Crew Labor            | 6  | \$3,600.00 |
| 2096 | Tech Supervisor Labor | 1  | \$1,250.00 |

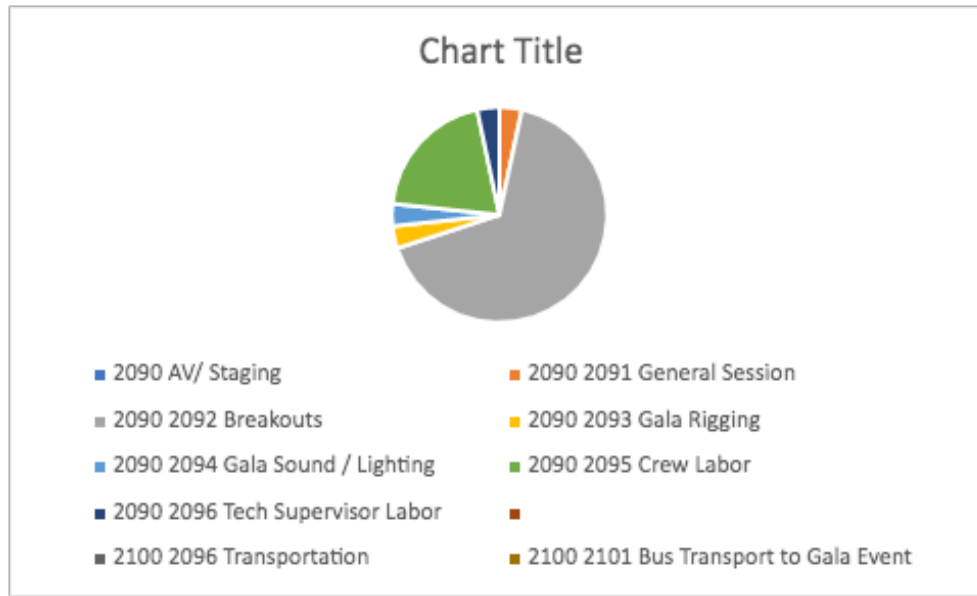
|                          |      |                                                                                         |   |          |
|--------------------------|------|-----------------------------------------------------------------------------------------|---|----------|
| <b>2100</b>              |      | <b>Transportation</b>                                                                   |   |          |
|                          | 2101 | Bus Transport to Gala Event                                                             | 0 | \$750.00 |
| <b>2110</b>              |      | <i>Continue with additional Income or<br/>Expense categories<br/>and sub-categories</i> |   |          |
| <b>Subtotal EXPENSES</b> |      |                                                                                         |   |          |
| <b>TOTALS</b>            |      | <b>PROFIT with 10% going to a charity<br/>(name)</b>                                    |   |          |

# Budget

- Income
  - **Registration**
    - Early registration
      - *Nonmembers: \$499*
      - *Members: \$399*
      - *VIP: \$799*
      - *Platinum VIP: \$1299*
    - General registration
      - *Nonmembers: \$799*
      - *Members: \$599*
    - VIP registration
      - *VIP: \$999*
      - *Platinum VIP: \$1999*
  - **Special Classes**
  - **Sponsorships & Donations**
    - *Platinum: \$30,000*
    - *Gold: \$15,000*
    - *Silver: \$7,000*
    - *Bronze \$5,000*
    - *Friday Night Party Presenting Sponsor: \$25,000 USD*
    - *VIP Reception Sponsor: \$15,000 USD*
    - *Friday Night Party Gold Sponsor: \$10,000 USD*
    - *Badges and Sponsor Lanyard Sponsor: \$7,500 USD*
    - *Friday Night Party Bronze Sponsor: \$5,000 USD*
    - *Coffee Break Sponsor: \$5,000 USD*
  - **Sales**
    - Booth sales
      - *20x20: (26) - \$4,200*
      - *10x10: (111) - \$2,500*
    - Advertisement sales
    - Gala Ticket sales
      - *\$120 x 800ppl*
- Expenses
  - **Food and Bev**
    - Breakfast
      - Sponsored
    - Breaks
      - Paid
    - Lunch
      - Sponsored
    - Opening reception
      - Sponsored
    - Hors devours
      - Paid
    - Gala
      - Sponsored
    - Bartenders

- Hosted bar hour 1
    - Cash bar hour 2
  - Servers
- **Marketing**
  - Website
    - 1 x \$1500
  - Social media
    - 1 x \$1500
  - Print
    - 10 x \$1000
- **Facilities**
  - Meeting spaces
    - Comped with food and bev
  - Cleaning
    - 3 x \$1000
  - Electrical
    - 3 x \$10000
  - Staff
- **Registration**
  - Third party registration service
    - 4 personnel 3 days 8 hours \$18
    - Badges - 1000 x \$.44
    - Reg kits - \$1250
    - Online registration - \$1000
    - Computer rentals
- **Administration**
  - Freeman - \$50,000
  - Insurance - 4 x \$500
- **Speakers/Entertainment**
  - Keynote speakers - \$5000
  - Guest speakers - \$2500
  - Opening night
  - Closing night
- **Signage**
  - Trade show - 30 x \$25
  - Education sessions
  - Registration
  - Maps - \$1000 x \$.10
  - Handouts - \$1000 x \$.10
- **Décor**
  - Tables \$30000
  - Chairs \$12,000
  - Linen \$10,000
- **Audio/Visual**
  - General session \$1800
  - Breakouts \$500
  - Gala rigging
  - Gala sound & lighting

- Crew labor
- Tech supervisor
- **Transportation**
  - Shuttles
  - Uber promo





# Site Selection

## 1. Identifying the meeting objectives

- **Grow** -memberships to VRARA by 20% before next year's summit
- **Learn** - increase engagement and attendance to panels by 50% by summits end
- **Connect** - raise networking connection for attendees and leads for exhibitors by 20% compared to last year's numbers

## 2. Gathering historical data

- **Beginning**
  - Immerse Global Summit started as the VR & AR global summit in 2015 before being rebranded as Immerse in 2022
- **Past Cities**
  - Past cities that have hosted the summit are Boston, Vancouver Canada, and Miami.
- **Past Venues**
  - Previous venues to host the summit are BOSTON Convention and Exhibition Center, Parq hotel and Casino in Vancouver, and the Fountain Bleu Hotel in Miami.
- **Ticket Cost**
  - Previous ticket cost \$509 for members and \$599 for non-members.

## 3. Determining the physical requirements of the meeting

- We are going to need a venue that is large enough to both host attendees and the actual events themselves. We need a combination of large rooms for opening/late-night ceremonies, tradeshow, and gala events. We will need smaller rooms for breakout sessions, classrooms and networking events. We also need a nice variety of rooms for different budgets, needs, and VIPS that can house 1000 rooms. Ideal locations have airport and freeway access for transportation and enough restaurants and amenities within walking distance to keep attendees entertained and safe. ADA compliancy, WIFI access, and sustainability policies are also a must for the location.

## 4. Considering interests and expectations

- Attendees expect the Immersive Global Summit to be the best opportunity they have to engage, learn, connect and grow their businesses by combining the best virtual reality and augmented reality solution providers with the best enterprise and media entertainment companies and minds from all over the world. Holding the event in Las Vegas ups the expectations for attendees as a tier one city. Stakeholders will expect world class entertainment and service throughout the entirety of their trip.

## 5. Selecting a destination and facility type

- Las Vegas is a major event destination and as such have a large workforce and hospitality capabilities. Las Vegas is a first-tier city and has a reputation for raising attendance for conferences and exhibits. The IGS has a history of being located in top tier one cities that are tourist destinations. A convention center is going to be needed to house the tradeshow, so a hotel large enough to house attendees and has its own convention center would be ideal. One on the Las Vegas Strip near the center would also be ideal for all stakeholders involved.

## **6. Preparing meeting specifications and RFPs**

- Immerse Global Summit is a three-day event that will include multiple classes and forums that will be attended physically as well as virtually with webcast and multiple videos being broadcast live and for download. Venue will need a variety of spaces both large such as banquet halls and or auditoriums that can be used for dining experiences but also some with stages for discussions for speakers that can include places to sit, podiums and or lecterns. Smaller rooms that can be equipped with screens and whiteboards for discussions and collaboration. A business center on site will also be necessary.

## **7. Reviewing and evaluating sites**

- Site evaluations have been narrowed down to three overall possible venues. Virtual tours will first be used before reaching out to each of the venues for site selection in person and complimentary stays to get a feel of the venue and environment will be inquired about. All venues will be toured with a personalized site inspection checklist that is custom made by the planner with input from stakeholders that is specific to this event and has been prepared in advance in order to make sure that no detail is overlooked during venue evaluation. Site inspection checklist will include at the minimum these categories: destination, hotel accommodations, meeting space, food and beverage services, exhibit spaces, office and storage, equipment, etc.

## **8. Selecting the site**

- After much careful consideration and site evaluation the MGM Grand on the Las Vegas strip would be the best venue for Immerse Global Summit 2023. The location is ideal for a variety of reasons. MGM Grand has over 5000 rooms and suites on location that fit a variety of need and budgets. A brand-new renovated convention center on location means that the entirety of the event can be held at the venue. Its location at the center of the strip means its within walking distance to the best that Las Vegas has to offer. The airport is 2 miles away and it's just off the 15 freeway for anyone driving. It also has its own stop on the Las Vegas Monorail that can take passengers up and down the strip, as well as thousands of taxis as well as rideshare services.

## **S.W.O.T. ANALYSIS**

- **Strengths**

- Location

- *The MGM Grand is in the heart of Las Vegas which raises attendance and has plenty of activities for attendees.*

- Convention Capability

- *The MGM Grand is experienced with conventions of all sizes and has a deeply experienced staff.*

- **Weaknesses**

- Popularity

- *MGM Grand is a popular location and can be hard to book and can be busy if not fully booked for convention.*

- Expense

- *The MGM Grand has a variety of rooms for all budgets, nevertheless it can be pricey for some.*

- **Opportunities**

- Attractions

- *There are many events happenings in Las Vegas during the convention, maximizing entertainment options for not cost.*

- Market Research

- *MGM Grand and the Las Vegas strip are full of consumers possibly opening up market research opportunities outside the convention.*

- **Threats**

- Competition

- *MGM Resorts and Las Vegas can host multiple conventions leaving the possibility of having to compete with multiple distractions.*

- Inflation

- *Raising prices and pandemics pose a threat to rising cost for productions.*

| Logo | Vendor                                                                                                                                                                                                                                                                                                  | Providing                                                                                                                                                                                                                                                  | Cost       | Reason for Use                                                                                                                                                                                                              |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|      | <b><u>MGM Grand</u></b><br><a href="#">Las Vegas Hotel on The Strip - MGM Grand Las Vegas</a><br><a href="http://mgmresorts.com"> (mgmresorts.com)</a><br>3799 S Las Vegas Blvd, Las Vegas, NV 89109                                                                                                    | <ul style="list-style-type: none"> <li>♦ Hotel rooms</li> <li>♦ Convention Center</li> <li>♦ Ballroom for Gala and Awards</li> <li>♦ Catering</li> <li>♦ Meeting Rooms</li> <li>♦ Linens</li> <li>♦ Chairs &amp; Tables</li> <li>♦ Food and Bev</li> </ul> | ♦ 580,450  | <ul style="list-style-type: none"> <li>♦ Central location, with world class service and amenities</li> <li>♦ Hotel rooms, meeting rooms, convention center</li> <li>♦ Experienced convention staff &amp; service</li> </ul> |
|      | <b><u>Encore Event Technologies MGM Grand Las Vegas Hotel &amp; Casino</u></b><br>P: 702-891-1150 E: MGMGrandLV@encore-us.com                                                                                                                                                                           | <ul style="list-style-type: none"> <li>♦ Power</li> <li>♦ Rigging</li> <li>♦ A/V for breakout meetings</li> <li>♦ House audio systems</li> <li>♦ Banners &amp; Signs</li> </ul>                                                                            | ♦ \$80,000 | <ul style="list-style-type: none"> <li>♦ In-house exclusive contractor for MGM Grand casino</li> <li>♦ Facility knowledge and experience</li> <li>♦ Reasonable cost</li> </ul>                                              |
|      | <b><u>Edlen Electrical Exhibition Services</u></b><br><a href="#">Edlen   Event Utility Solutions &amp; Services: What We Do</a><br>: Melanie Libonati<br>Director of Operations Edlen Electrical Exhibition Services - MGM Grand 4701 Koval Lane, Las Vegas, NV 89109 702.891.1027 mlibonati@edlen.com | <ul style="list-style-type: none"> <li>♦ temporary electrical</li> <li>♦ plumbing services</li> <li>♦ for all exhibit halls, ballrooms, and meeting rooms.</li> </ul>                                                                                      | ♦ \$18,000 | <ul style="list-style-type: none"> <li>♦ In-house exclusive contractor for MGM Grand casino</li> <li>♦ Facility knowledge and experience</li> <li>♦ Great reputation</li> </ul>                                             |
|      | <b><u>Hosts Las Vegas Special Events &amp; Services   Hosts</u></b>                                                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>♦ DMC - Onsite</li> <li>♦ Event design &amp; Production</li> <li>♦ Transportation</li> </ul>                                                                                                                        | ♦ \$25,000 | ♦ One stop shop capability                                                                                                                                                                                                  |

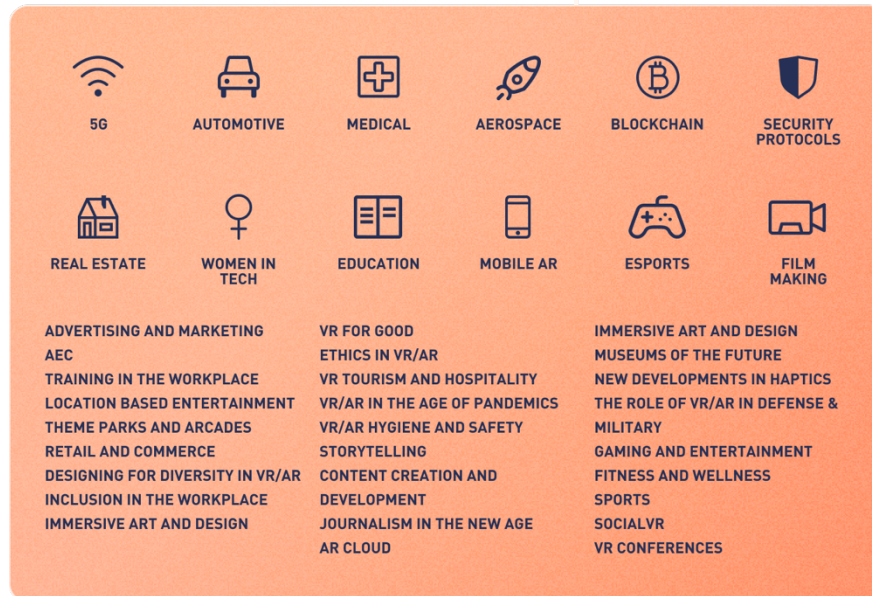
|  |                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                          |            |                                                                                                                                                                                                                                         |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <a href="#">Global (hosts-global.com)</a><br>Headquarters<br>2065 E. Windmill Lane<br>STE 154<br>Las Vegas, NV 89123<br>+1-800-634-6133                                                                                                                                       | <ul style="list-style-type: none"> <li>◆ Décor</li> <li>◆ Entertainment</li> <li>◆ Convention Services</li> </ul>                                                                                                                                                        |            | <ul style="list-style-type: none"> <li>◆ Creative synergy with theme of the summit</li> <li>◆ Intimate knowledge and expertise in the city of Las Vegas</li> <li>◆ Top notch reputation</li> </ul>                                      |
|  | <b>360 Destination Group</b><br><a href="#">Las Vegas Destination Management - Corporate Events &amp; Team Building Planning - Planning Company - 360 Destination Group (360dg.com)</a><br>Las Vegas<br>E:<br>lvinfo@360dg.comP:<br>725.228.6672                              | <ul style="list-style-type: none"> <li>◆ DMC – Digital Services</li> <li>◆ Virtual meeting engagement</li> <li>◆ Entertainment</li> <li>◆ Team-bonding &amp; CSR</li> <li>◆ Production Support</li> </ul>                                                                | ◆ \$20,000 | <ul style="list-style-type: none"> <li>◆ Expertise in digital services and virtual meetings</li> <li>◆ Variety of services provided</li> <li>◆ Production services and support</li> </ul>                                               |
|  | <b>Freeman Decorating Company</b><br>Contact: Stephen E Hagstette Jr. Director of Sales - Exposition Services Freeman<br>6555 West Sunset Road, Las Vegas, NV 89118<br>stephen.hagstette@freemanco.com PH 702-579-1509   FX 702-579-6180   C 702-491-7781   www.freemanco.com | <ul style="list-style-type: none"> <li>◆ Booth Setups</li> <li>◆ Exhibitor Services</li> <li>◆ Tradeshow floor layout &amp; design</li> <li>◆ Freight transportation</li> <li>◆ Material Handling</li> <li>◆ Booth Décor</li> <li>◆ Registration booth setups</li> </ul> | ◆ \$40,000 | <ul style="list-style-type: none"> <li>◆ In-house exclusive contractor for MGM Grand casino</li> <li>◆ Freeman is the largest trade show provider in Southern Nevada</li> <li>◆ Intimate knowledge and experience with venue</li> </ul> |
|  | <a href="#">DRAGON TALENT GROUP: We create experiential event solutions. —</a>                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>◆ Entertainment</li> <li>◆ Experiential Events</li> <li>◆ Immersive Storytelling</li> </ul>                                                                                                                                       | ◆ \$10,000 | <ul style="list-style-type: none"> <li>◆ Expertise in experiential events and</li> </ul>                                                                                                                                                |

|  |                                                                                                                                                                              |                                                                                                                                             |           |                                                                                                                                                                                             |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <a href="#"><u>DRAGON TALENT GROUP</u></a><br>7495 W Azure Dr<br>#219, Las Vegas, NV<br>89130 (877) 571-5561                                                                 | <ul style="list-style-type: none"> <li>◆ Design and Development</li> <li>◆ Creative FX</li> <li>◆ Talent Booking</li> </ul>                 |           | entertainment<br><ul style="list-style-type: none"> <li>◆ Experience with conventions and tradeshow</li> <li>◆ Experts in creative effects</li> </ul>                                       |
|  | <a href="#"><u>Escape On Demand - Portable Escape Room, Corporate Team Building</u></a><br>(702) 301-7345<br>5087 Arville St Ste H<br>Las Vegas, NV 89118                    | <ul style="list-style-type: none"> <li>◆ Entertainment</li> <li>◆ Team building activities</li> <li>◆ Networking events</li> </ul>          | ◆ \$5,000 | <ul style="list-style-type: none"> <li>◆ Experience with MGM Grand</li> <li>◆ Great team building and networking experiences</li> </ul>                                                     |
|  | <b><u>Alert Security Asset Protection</u></b><br>2670 Chandler Ave<br>Ste C5Las Vegas, NV<br>89120<br>alertsecurity@comcast.net<br>(702) 795-2522<br>(alertsecurityap.com)   | <ul style="list-style-type: none"> <li>◆ Armed &amp; Unarmed Private Security Guard Services at Alert Security Asset Protection</li> </ul>  |           | <ul style="list-style-type: none"> <li>◆ Unarmed security for onsite at MGM Grand</li> <li>◆ Experience with large level special events</li> <li>◆ Great reputation</li> </ul>              |
|  | <b><u>Interpreters</u></b><br>(alsglobal.net)<br>2620 S Maryland Pkwy Ste 201Las Vegas, NV 89109<br>translation@alsglobal.net<br>(702) 238-4136<br>Toll Free: (800) 951-5020 | <ul style="list-style-type: none"> <li>◆ Translation Services</li> <li>◆ Interpreting Services</li> <li>◆ Transcription Services</li> </ul> | ◆ \$1080  | <ul style="list-style-type: none"> <li>◆ Convention and tradeshow experience</li> <li>◆ Proximity to hotel and convention center</li> <li>◆ Essential service for summit success</li> </ul> |
|  | <b><u>Event-MedicalServices</u></b><br>3728 Prosperity Ln<br>Las Vegas, NV 89147<br>dave.robinson@event-medicalservices.com<br>(702) 985-5683                                | <ul style="list-style-type: none"> <li>◆ Paramedics</li> <li>◆ EMTs</li> <li>◆ Registered Nurses</li> </ul>                                 | ◆ 4050    | <ul style="list-style-type: none"> <li>◆ Experienced with conventions and events</li> <li>◆ Las Vegas based</li> <li>◆ Accreditation</li> </ul>                                             |

# TRADESHOW

- **Type of Tradeshow**

- Immerse Global Summit is a business-to-business trade show. Many of the exhibitors will have things that can be related to the consumer market, but that is not the focus of the show.
- There is a variety of types of exhibitors that cover many different industries such as:



- **History**

- The conference is a new iteration of the CVR show that ran for 2 years in Vancouver. At the end of 2017 the original owners of the show decided not to continue with CVR, and the VR/AR Association (VRARA) saw the opportunity to fill the gap, and the VR/AR Global Summit was created. After being held in Vancouver, the summit would eventually move to Boston. It would be an online only event in 2020 and 2021. In 2021 the VR/AR Global Summit would rebrand as Immerse Global Summit for the foreseeable future. In 2022, the summit will be held in Miami at the Fontainebleau hotel.

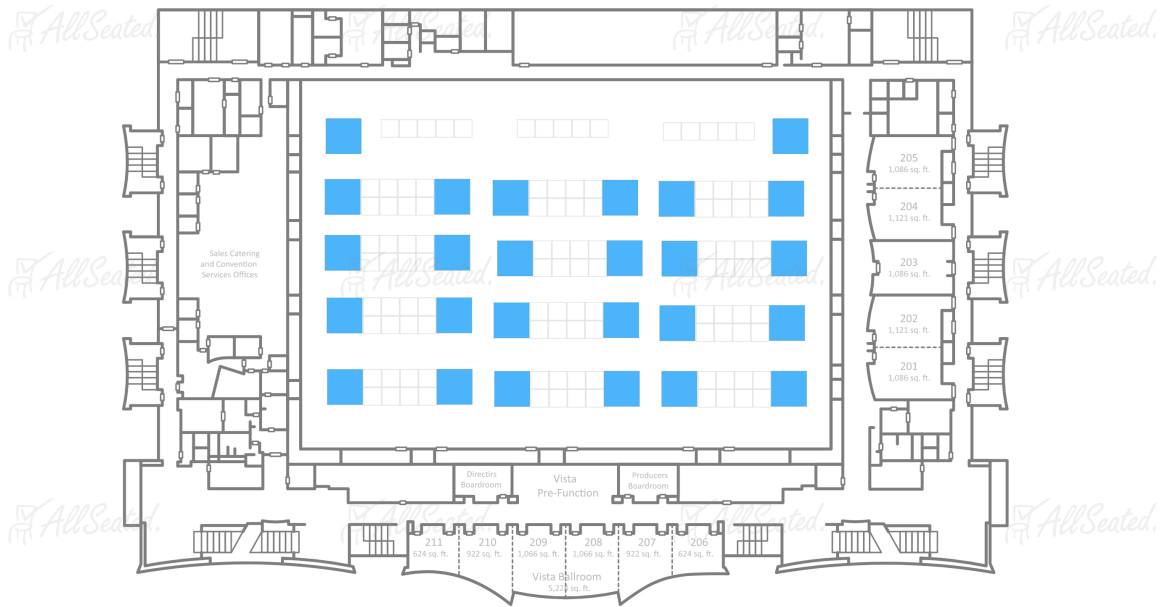
- **Marketing**

- **Direct Marketing** - we will send out emails and save the dates for all of our previous attendees and exhibitors. We will reach out to prospective companies and individuals who we think will work best for the environment and spirit of the trade show. We also want to place ads in trade magazines and reach out to influencers in the VR/AR market.
- **Content Marketing** - We will have an interactive website that is easy to navigate and understand that will have video from previous summits that have come in the past. The page with the booth space will be interactive

*allowing potential buyers to see just what the booth comes with and how much they cost. We will also have a large advertisement on the association's website and the websites of sponsors.*

- **Social Media Marketing** - *We will create content across each of the social media accounts that highlight the conference and tradeshow. We plan to work with social media influencers and business that have likewise goals that align with the goals of the Immerse Global Summit. We will also pay for social media ads like Facebook ads to target specific demographic and psychographic traits that relate to attendees and exhibitors and all stakeholders involved in the tradeshow.*
- **Description of Trade show floor**
  - *The Immerse Global Summit Trade Show will take place during the second day of the seminar from 9:00am until 5:00pm. There are over one hundred booths available which range in size from the standard 10 x 10 to 20 x 20 wide booth available.*
  - *The booths will be available in three different time frames for prospective users. Sponsors will get the first available slots followed closely by previous exhibitors who have worked a show with us before. All other slots will become available on a first come, first served basis*
  - *There are two types of booths available to tradeshow exhibitors*
    - *20 x 20 wide booths denoted in blue of which there are: 26*
    - *10 x 10 wide booths denoted in white of which there are: 111*



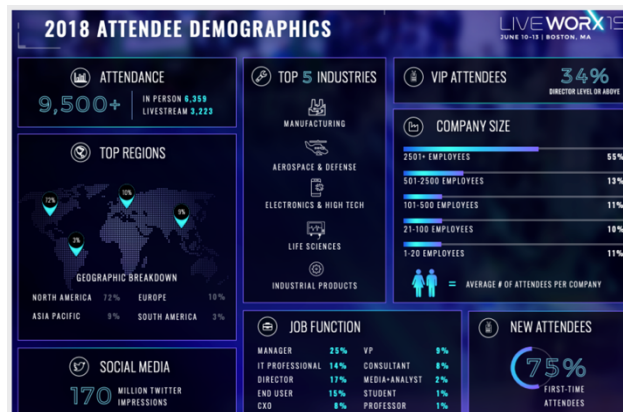


# MARKETING AND SPONSORSHIP

**Introduction** - This section contains all the information needed for the marketing plan for Immerse Global Summit 2023. In it you will find information on target market, marketing objectives and the plan according to the Four P's of marketing.

## Target market

- Attendees
  - CEO's
  - Developers
  - Investors
  - Artist
- Exhibitors
  - Entrepreneurs
  - Designers
  - developers
  - Entertainment media companies
- Demographics



## Marketing Objectives

1. Requests made to 100 potential exhibitors
2. Send sponsorship packages to 100 potential sponsors
3. Target Social media blitzes towards sites and apps often frequented by the best in business, tech and entertainment media.

## Marketing Plan

- **Direct Marketing** - we will send out emails and save the dates for all our previous attendees and exhibitors. We will reach out to prospective companies and individuals who we think will work best for the environment and spirit of the trade show. We also want to place ads in trade magazines and reach out to influencers in the VR/AR market.
- **Content Marketing** - We will have an interactive website that is easy to navigate and understand that will have video from previous summits and testimonials that have come in the past. The page with the booth space will be interactive allowing potential buyers to see just what the booth comes with and how much they cost. We will also have a large advertisement on the association's website and the websites of sponsors.

- **Social Media Marketing** - We will create content across each of the social media accounts that highlight the conference and tradeshow. We plan to work with social media influencers/bloggers/press and business that have likewise goals that align with the goals of the Immerse Global Summit. We will also pay for social media ads like Facebook ads to target specific demographic and psychographic traits that relate to attendees and exhibitors and all stakeholders involved in the tradeshow.

## **SPONSORSHIPS**

- Opportunities
  - Presenting sponsorship
  - Coffee breaks
  - Lanyards and badge
  - VIP welcome reception
  - Event party
  - Pitch fest
  - Wi-Fi
  - Volunteers' shirts
  - Supporter of the event
  - Friend of the event
  - Investors dinner and Program
  - Exhibition floor cocktails and/or mocktails
  - Sponsored livestream
  - Speed Dating

## **SPONSORSHIP LEVELS**



VR/AR GLOBAL SUMMIT

SPONSORSHIP LEVELS

VRARA MEMBERS **15% OFF**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Platinum Sponsorship</b><br/>Investment Level \$30,000 USD</p> <ul style="list-style-type: none"> <li>• Two Full Conference Passes</li> <li>• 10X10 Hard walled booth space</li> <li>• Logo recognition on website</li> <li>• Specific mentions on social media channels and website</li> <li>• Logo included in on-site signage (large)</li> <li>• Special Newsletter Feature (over 15,000 subscribers)</li> <li>• Exclusive email to VRARA members prior to event</li> <li>• Speaking opportunity at event</li> </ul> | <div style="text-align: center; margin-bottom: 10px;">  <p><b>Gold Sponsorship</b> - Investment Level \$15,000 USD</p> <ul style="list-style-type: none"> <li>• Two Full Conference Passes</li> <li>• 10X10 Hard walled booth space</li> <li>• Logo recognition on website</li> <li>• Specific mentions on social media channels and website</li> <li>• Logo included in on-site signage (large)</li> </ul> </div> <div style="text-align: center; margin-bottom: 10px;">  <p><b>Silver Sponsorship</b> - Investment Level \$7,000 USD</p> <ul style="list-style-type: none"> <li>• Two Full Conference Passes</li> <li>• Logo recognition on website</li> <li>• Specific mentions on social media channels and website</li> <li>• Logo included in on-site signage (medium)</li> </ul> </div> <div style="text-align: center;">  <p><b>Bronze Sponsorship</b> - Investment Level \$5,000 USD</p> <ul style="list-style-type: none"> <li>• Two Full Conference Passes</li> <li>• Logo recognition on website</li> <li>• Specific mentions on social media channels and website</li> <li>• Logo included in on-site signage (small)</li> </ul> </div> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### **Other Sponsorship packages**

- **Friday Night Party Presenting Sponsor**

- Investment Level \$25,000 USD
- Two Full Conference Passes
- Recognized as Presenting Sponsor at Friday night special event
- Special signage/sponsor activation on site at event
- Logo recognition on website
- Specific mentions on social media channels and website
- Logo included in on-site signage (large)
- **VIP Reception Sponsor**
  - Investment Level \$15,000 USD
  - Two Full Conference Passes
  - Special recognition on site on October 2023
  - at MGM Grand Hotel Reception (VIPs include speakers, sponsors, government, VRARA representatives, and special guests)
  - Exclusive signage on site at event
  - Logo recognition on website
  - Specific mentions on social media channels and website
  - Logo included in on-site signage (large)
- **Friday Night Party Gold Sponsor**
  - Investment Level \$10,000 USD
  - Two Full Conference Passes
  - Recognized as Gold Sponsor at Friday night special event
  - Sponsor activation on site at event
  - — One drink station is sponsored by your company
  - Logo recognition on website
  - Specific mentions on social media channels and website
  - Logo included in on-site signage (large)
- **Badges and Sponsor Lanyard Sponsor**
  - Investment Level \$7,500 USD
  - Two Full Conference Passes
  - Logo recognition on conference badges and lanyards
  - Logo recognition on website
  - Included on social media channels and website
  - Logo included in on-site signage (large)
- **Friday Night Party Bronze Sponsor**
  - Investment Level \$5,000 USD
  - Two Full Conference Passes
  - Recognized as Bronze Sponsor at Friday night special event
  - Logo recognition on website
  - Included on social media channels and website
  - Logo included in on-site signage (medium)
- **Coffee and Breakfast Sponsor**
  - Investment Level \$5,000 USD
  - Two Full Conference Passes
  - Logo recognition at specified coffee break on site during conference
  - Logo recognition on website
  - Included on social media channels and website
  - Logo included in on-site signage (medium)

## **PROGRAM DESIGN**

- **The Project Overview**

- **Intro** - *The VRARA's Immerse Global Summit for 2023 will be held at the MGM Grand Casino in Las Vegas, from October 20 to October 22, 2023. During the three-day summit, over six hundred attendees will take part in a variety of educational sessions to include an opening keynote with speaker, workshops, panels with speakers, and lastly multiple networking social events. The largest demographic is males at a ratio of 3 to 1 and the largest age range is the 25 to 45 years old.*
- **Event Purpose** - *VR and AR technologies are becoming pervasive and integrated into every fabric of our work and our personal lives, including industrial settings, the workplace, the home office, marketing, advertising, gaming, entertainment, social networks, hospitality, healthcare, and education. At the same time, more technologies are being integrated into VR and AR experiences like blockchain, 5G, NFTs, cryptocurrencies, real estate technology, customer service, cloud computing, edge networks, PCs, display technology, cloud storage, and cloud services.*
  - *Get aligned with a content-driven immersive technology show, featuring life-changing conversations, talks, exhibits, and events led by globally leading companies and organizations, who are sharing practical and valuable real-use cases from the immersive industry - all in a world-class city, topped off with parties, networking, and surprises.*

- **Site Selection** - *The MGM Grand on the Las Vegas strip is the best venue for Immerse Global Summit 2023. The location is ideal for a variety of reasons. MGM Grand has over 5000 rooms and suites on location that fit a variety of need and budgets. A brand-new renovated convention center on location means that the entirety of the event can be held at the venue. Its location at the center of the strip means its within walking distance to the best that Las Vegas has to offer.*

- *Program Length & Session Format* - The Immerse Global summit is a three-day event, taking place October 20th to the 22nd, in Las Vegas at the MGM Grand Casino and Hotel. Each day will start with registration at 7 in the morning. A breakfast/coffee and networking session will start the day at 8am. The day begins at 9am until after 5pm all three days. The 3rd there will be a awards luncheon and a cocktail reception with a Halloween masquerade instead of a Gala event that night.

## **MEETING AGENDA**

| TIME               | DAY 1 AGENDA                           | DAY 2 AGENDA                                               | DAY 3 AGENDA                                                       |
|--------------------|----------------------------------------|------------------------------------------------------------|--------------------------------------------------------------------|
| 7:00 am            | Registration Desk Open                 | 7am - Registration Desk opens                              | 7am - Registration Desk Opens (closes at noon)                     |
| 8:00 am            | Coffee/Breakfast/Networking            | 8am - Breakfast/Coffee/Networking                          | 8am - Breakfast/Coffee/Networking                                  |
| 9:00 am - 10:30 am | Keynote and General Sessions (Speaker) | 9am - TRADESHOW FLOOR OPENS (9AM - 5PM)                    | 9:00 am - 10:30 am - Keynote and General Sessions                  |
| 10:30am - 11:05am  | Morning Break                          | 9:15am - 10:15am - General Sessions                        | 10:30am - 11:05 am - Morning Break                                 |
| 11:10am - Noon     | Meetings & Panels                      | 10:15 - 10:45am - Morning Break                            | 11:10am - Noon - Workshops                                         |
| Noon - 7pm         | TRADESHOW FLOOR OPEN                   | 10:45am - 11:45am - Breakout meetings and Panels (speaker) | N/A                                                                |
| Noon - 12:45pm     | Speaker Session (speaker)              | Noon - 1pm - Speaker Sessions (Speaker)                    | 12:15pm - 1:15pm - Lunch                                           |
| 1pm - 1:45pm       | Lunch                                  | 1:15pm - 2pm - Lunch                                       | 1:30pm - 2pm - Speaker Session (Speaker)                           |
| 2pm - 2:45pm       | Workshops                              | 2pm - 2:45pm - Workshops                                   | 2:15 - Panel (speaker)                                             |
| 3pm - 3:45pm       | Workshops                              | 3pm - 3:45pm - workshops                                   | 2:45pm- 3pm Afternoon break                                        |
| 4pm - 4:30pm       | Workshops                              | 4pm - 4:30pm - workshops                                   | 3:15pm - 3:45pm - Closing session awards Closing Keynote (speaker) |
| 4:30pm - 4:50pm    | Afternoon break                        | 4:30pm - 4:50pm - Afternoon break                          | 4pm - 5pm Speed dating                                             |
| 5pm - 5:45pm       | Q&A and Wrap up                        | 5pm - 5:45pm - Q&A and Wrap up                             |                                                                    |

|           |                    |     |                                               |
|-----------|--------------------|-----|-----------------------------------------------|
| 6pm - 7pm | Speed Dating       | N/A | 6pm - 7:30 Cocktail reception                 |
| 7:00pm    | Cocktail Reception | N/A | 7:30pm - 11:30pm - Halloween Masquerade Party |

## PROGRAM SCHEDULE

### DAY 1 FRIDAY OCTOBER 20<sup>TH</sup>, 2023

| <u>TIME</u>        | <u>MEETING/EVENT</u>                   | <u>LOCATION</u>             | <u>SPEAKER</u>     |
|--------------------|----------------------------------------|-----------------------------|--------------------|
| 7:00 am            | Registration Desk Open                 | Grand Ballroom Pre-Function |                    |
| 8:00 am            | Coffee/Breakfast/Networking            | <u>Vista Ballroom</u>       |                    |
| 9:00 am - 10:30 am | Keynote and General Sessions (Speaker) | Marquee Ballroom            | <u>Frank Black</u> |
| 10:30am - 11:05am  | Morning Break                          | CEDAR BALLROOM              |                    |
| 11:10am - Noon     | Meetings & Panels                      | <u>202</u>                  |                    |
| Noon - 7pm         | TRADESHOW FLOOR OPEN                   | <u>Grand Ballroom</u>       |                    |
| Noon - 12:45pm     | Speaker Session (speaker)              | <u>203</u>                  | <u>Clare Bond</u>  |
| 1pm - 1:45pm       | Lunch                                  | <u>Vista Ballroom</u>       |                    |
| 2pm - 2:45pm       | Workshops                              | <u>204</u>                  |                    |
| 3pm - 3:45pm       | Workshops                              | <u>205</u>                  |                    |
| 4pm - 4:30pm       | Workshops                              | <u>206</u>                  |                    |
| 4:30pm - 4:50pm    | Afternoon break                        | CEDAR BALLROOM              |                    |
| 5pm - 5:45pm       | Q&A and Wrap up                        | <u>Cedar Ballroom</u>       |                    |
| 6pm - 7pm          | Speed Dating                           | <u>Vista Ballroom</u>       |                    |
| 7:00 pm            | Cocktail Reception                     | <u>Vista ballroom</u>       |                    |

### DAY 2 SATURDAY OCTOBER 21<sup>ST</sup> 2023

| <u>TIME</u>       | <u>MEETING/EVENT</u>                   | <u>LOCATION</u>             | <u>SPEAKER</u>      |
|-------------------|----------------------------------------|-----------------------------|---------------------|
| 7am               | Registration Desk opens                | Grand Ballroom Pre-Function |                     |
| 8am               | Breakfast/Coffee/Networking            | <u>Vista Ballroom</u>       |                     |
| 9am - 5PM         | TRADESHOW FLOOR OPENS                  | <u>Grand Ballroom</u>       |                     |
| 9:15am - 10:15am  | General Sessions                       | Marquee Ballroom            |                     |
| 10:15 - 10:45am   | Morning Break                          | CEDAR BALLROOM              |                     |
| 10:45am - 11:45am | Breakout meetings and Panels (speaker) | Cedar 250                   | <u>Marlo Brooke</u> |
| Noon - 1pm        | Speaker Sessions (Speaker)             | Cedar 251                   | <u>Cathy Hackl</u>  |

|                 |                 |                       |  |
|-----------------|-----------------|-----------------------|--|
| 1:15pm - 2pm    | Lunch           | <u>Vista Ballroom</u> |  |
| 2pm - 2:45pm    | Workshops       | <u>201</u>            |  |
| 3pm - 3:45pm    | Workshops       | <u>202</u>            |  |
| 4pm - 4:30pm    | Workshops       | <u>203</u>            |  |
| 4:30pm - 4:50pm | Afternoon break | CEDAR BALLROOM        |  |
| 5pm - 5:45pm    | Q&A and Wrap up | <u>Cedar Ballroom</u> |  |

**DAY 3 SUNDAY OCTOBER 22<sup>ND</sup>, 2023**

| <u>TIME</u>        | <u>MEETING/EVENT</u>                                   | <u>LOCATION</u>             | <u>SPEAKER</u>          |
|--------------------|--------------------------------------------------------|-----------------------------|-------------------------|
| 7am                | Registration Desk<br>Opens (closes at noon)            | Grand Ballroom Pre-Function |                         |
| 8am                | Breakfast/Coffee/Networking                            | <u>Vista Ballroom</u>       |                         |
| 9:00 am - 10:30 am | Keynote and General Sessions                           | Marquee Ballroom            | <u>Jacqueline Diaz</u>  |
| 10:30am - 11:05 am | Morning Break                                          | CEDAR BALLROOM              |                         |
| 11:10am - Noon     | Workshops                                              | Cedar 250                   |                         |
| 12:15pm - 1:15pm   | Lunch                                                  | <u>Vista Ballroom</u>       |                         |
| 1:30pm - 2pm       | Speaker Session<br>(Speaker)                           | Cedar 251                   | <u>Stephanie Llamas</u> |
| 2:15               | Panel (speaker)                                        | Cedar 252                   |                         |
| 2:45pm- 3pm        | Afternoon break                                        | CEDAR BALLROOM              |                         |
| 3:15pm - 3:45pm    | Closing session<br>awards/Closing<br>Keynote (speaker) | Marquee Ballroom            | <u>Nick Cherukuri</u>   |
| 4pm - 5pm          | Speed dating                                           | BOULEVARD<br>BALLROOM       |                         |
| 6pm - 7:30         | Cocktail reception                                     | TERRACE BALLROOM            |                         |
| 7:30pm - 11:30pm   | Halloween Masquerade<br>Party                          | <u>Grand Ballroom</u>       |                         |

**SPEAKERS**





## **Frank Black**

### **HTC-VIVE**

#### **Sr. Director Enterprise**

Director of Enterprise Sales Americas, HTC VIVE

Frank leads the sales and market development efforts for HTC's Vive Enterprise Americas business. He guides HTC's commercial customers in identifying, developing, and deploying high-value XR applications at scale throughout corporate enterprises.

Frank has a long history with emerging visual communication technologies, starting in the early '90s with the transition from analog to digital media, where he helped lead pioneering efforts in film and broadcast technologies at Discreet Logic and Autodesk. Over the last 20 years, he has focused on data-driven, real-time interactive 3D media technologies in the games, visualization, simulation, and training industries leading to his current role at HTC VIVE.



## **Clare Bond**

**EPAM Systems**

**Senior Director, Experience Design**

Clare Bond is UX and Experience Senior Director at Epam. She delivers a robust design vision grounded in user research and delivered projects for clients including Adobe, Samsung, Edmunds, Zoetis, Relay Health. She provides training & future vision projects for VR/AR, and Emotional Analytics and 3DUI research for VR.



## **Marlo Brooke**

**AVATAR Partners**

**CEO and Founder**

**Orange County CA**



Marlo is a technology visionary with a passion for innovating the impossible. Under her leadership for the past 17 years, AVATAR Partners™ continues to support its Customers, Partners and XR Ecosystem Industry with immersive Reality and Virtual Collaboration solutions that Simplify Complex Systems™, including heavy-duty, industrial grade Augmented Reality, Mixed Reality, Spatial Reality and Holographics for Aerospace, Construction, Defense, Healthcare and Manufacturing. Her solutions are known for increasing quality, efficiency, sales and profits throughout the product life cycle and the digital thread.



## **Cathy Hackl**

### **VR/AR Association Board of Advisors & Enterprise Strategy at Magic Leap**

LinkedIn Top Voice: Tech | Enterprise Strategy @ Magic Leap | Futurist | AR VR XR Spatial Computing Speaker

I help drive Magic Leap's enterprise go-to-market strategy as the company engages and provides solutions for enterprise verticals such as Manufacturing, AEC, Automotive, Education, and Healthcare. As part of the Enterprise/Channel GTM team, I help drive Magic Leap's enterprise go-to-market strategy as we engage and provide solutions for enterprise verticals such as Manufacturing, AEC, Automotive, Education, and Healthcare. Serve as a spatial computing strategist to vertical enterprise clients as needed.



## **Stephanie Llamas**

**SuperData (Nielsen)**

**VP of Research and Strategy & Head of XR**

Stephanie Llamas is Vice President of Research and Strategy and Head of XR for SuperData, a Nielsen company, the leader in market intelligence across digital gaming and interactive media such as streaming video and XR. Stephanie is one of the first analysts to provide market intelligence on the current generation of immersive technology, leading SuperData to become the gold standard in XR research. A thought leader and speaker, Stephanie regularly provides insights for leading outlets and events such as Forbes, WSJ, The New York Times, CES and SxSW. She is also a contributing author for the XR book "Charlie Fink's Metaverse". Stephanie lives in Brooklyn with her husband Carlos and her Pitbull Yuna.



## **Nick Cherukuri**

**ThirdEye Gen, Inc.**

**Founder and President**

Nick Cherukuri is the Founder and President of ThirdEye Gen, Inc. At ThirdEye, he leads the effort to bring the X1 AR Smart Glasses & AR platforms to the commercial and consumer worlds. Previously, he developed AR/VR applications that were successful in mobile App stores. He has lengthy experience with the software and hardware components of Augmented Reality and in creating powerful AR experiences for users as well as patents in the AR field. He graduated from the University of Pennsylvania where he was a founding member of the Penn VR/AR organization.



## **Jacqueline Diaz**

**Holiday Inn Americas® InterContinental Hotels Group**

**Brand Experience Manager**

Jacqueline Diaz is a passionate and innovative brand strategist whose mission is to help businesses engage with consumers in meaningful and creative ways. With more than 10 years of hospitality experience at Intercontinental Hotels Group®, one of the world's leading hotel companies, Jacqueline's wealth of knowledge helps drive innovation for the Holiday Inn® brand. Championing the use of AR/VR is her passion, and she continues to identify opportunities to bring to life hotel design through immersive, digital storytelling.

**Banquet Event Order**

Events Manager: Michael Smith

Date: 10/20-22/2023

**MGM GRAND CASINO**3799 Las Vegas Blvd S, Las Vegas, NV 89109  
(877) 880-0880**Account:** Immerse Global Summit 2023**Contact:** Michael Smith**Phone:** 800.929.1112**Email:** meetings@lv.mgmgrand.com**Sales Person:** Nancy Basi**Host:** Mike Smith

| DAY    | DATE             | TIME   | ROOM    | GUARANTEE | SET       |
|--------|------------------|--------|---------|-----------|-----------|
| Friday | October 20, 2020 | 8:00am | 101-102 | \$4000.00 | \$2000.00 |

**EVENT DETAILS**Breakfast 8:00 AM – 9:30 AM  
SUNRISE MENU**\$48 PER GUEST**

Please prepare for 40 vegetarians and 20 nut allergies.

**TABLE SETUP**40 Round Tables spaced evenly throughout room  
• 10 Chairs/table  
• 4 buffet tables along back of wall  
• White, floor-length linens on all tables  
• White overlay on all 40 round tables**AUDIO VISUAL SETUP**

None

**MENU**

**SPLASH** Fresh Juices Freshly Brewed Coffees and Teas **SEASONAL FRUITS** Whole Fruit Seasonal Melons Hand-Picked Berries  
**GRAINS AND DAIRY** Healthy Cereals and Chilled Milk Chef's Selection of Yogurts with House made Granola Bakery Basket of Freshly Baked Fruit Danishes, Whole Grain Croissants and Muffins  
Mini Bagel Toasting Station with Flavored Cream Cheeses Butter and Preserves  
**BAKED AND SAUTÉED** Fluffy Scrambled Eggs Breakfast Potatoes  
**Coconut Pineapple Waffle Crunch**  
**Applewood-Smoked Bacon, Turkey Sausage**

**PAYMENT DETAILS**

Present check to host

**NOTES****BEVERAGE DETAILS**

- Freshly Brewed Coffees and Decaffeinated Coffees
- Selection of Hot Teas
- Selection of Juices
- MGM Grand Bottled Water

Passed HDs:

AV Equipment:

Misc Other:

Deposit: \$1000.00

Gratuity: 20%

Take by: Mary

Prepared by: Lisa

Host Signature

Print Name

Date

Customer Signature

Print Name

Date

## **Banquet event orders**

- **Breakfast**
  - Event details
  - Bev details
  - Food details
  - Table setup
- 40 Round Tables spaced evenly throughout room
- 10 Chairs/table
- 4 buffet tables along back of wall
- White, floor-length linens on all tables
- White overlay on all 40 round tables
  - Notes
    - Staff -
  - Misc.
    - Day
    - Date
    - Time
    - Room
    - Guarantee
    - Set
- **Refreshment break (morning or afternoon)**
  - Event details
    - 10:30am - 11:05am - Morning Break
    - BOARDWALK - \$19 PER GUEST
  - Bev details

- Selection of Juices \$6.50 Each
- vitamin water (Assorted Flavors) \$7.00 Each
- FIJI Water \$7.00 Each
- MGM Grand Bottled Water \$5.50 Each
- Assorted Honest Iced Teas \$7.00 Each
- HIGH OCTANE Starbucks® Frappuccino \$8.00 Each Red Bull Energy Drink \$9.00 Each Powerade Sports Drink (Assorted Flavors) \$7.00 Each
- Food details
  - BOARDWALK (theme)
  - Assorted Donuts and Beignets, Fruit Skewers, Assorted Flavored Popcorn (Bulk - Choose Two from the Following Flavors: Salt and Vinegar, White Cheddar, Dill Pickle, Buffalo Hot and Ranch, Caramel, Chocolate Tide, Cookies and Cream, S'mores), and vitamin water
- Table setup
  - Banquet Tables (4x)
    - Two for food and snacks
    - Two for beverages
- Notes
  - NO STAFF NEEDED
- Misc.
  - Day - Friday
  - Date - October 20, 2020
  - Time - 10:30am - 11:05am
  - Room - Grand Ballroom Pre-Function
  - Guarantee
  - Set
- **Lunch (plated, boxed, buffet)**
  - Event details
    - 1:15pm - 2pm - Lunch
    - Lunch sponsored by BJ'S BREWHOUSE AND RESTAURANT
    - Boxed lunch
  - Bev details
    - FRESHLY BREWED COFFEE AND TEAS ICED TEA
    - Selection of Juices
    - MGM Grand Bottled Water
  - Food details
    - SPECIALTY ENTREE BOX DETAILS



- Choice of a specialty entree | choice of a starter salad | a chocolate chunk cookie
- Atlantic Salmon: oven-roasted salmon fillets | lemon chardonnay butter sauce | rice pilaf | steamed broccoli
- Barbacoa Chicken: Barbacoa-spiced chicken | brown rice | black beans | feta cheese | cilantro | greek yogurt crema | fire-roasted salsa
- Cherry Chipotle Salmon: oven-roasted salmon fillets | sweet, savory cherry chipotle glaze | roasted asparagus | fire-roasted red pepper, tomato + spinach couscous
- Lemon Thyme Chicken: Herb-roasted chicken breasts | Big Poppa Smokers' Desert Gold rub | brown rice | sauteed red onions | fire-roasted red peppers | tomatoes | roasted brussels sprouts | lemon thyme sauce
- Pacific Poke Soba Noodles: Sashimi-grade ahi tuna | buckwheat soba noodles | poke sauce | carrots | pickled vegetables | soy ginger sauce | wasabi guacamole | crispy wonton strips | green onions | sesame seeds
- Parmesan Crusted Chicken: Chicken breast | lemon chardonnay butter sauce | sun-dried tomatoes | fresh basil | parmesan cheese | white cheddar mashed potatoes | steamed broccoli
- Tri-Tip: 8 oz. slow-roasted sirloin tri-tip | BJ's Peppered BBQ sauce | Big Poppa's Double Secret Steak rub | white cheddar mashed potatoes | steamed broccoli
- Table setup
  - 50 Round Tables spaced evenly throughout room
  - 10 Chairs/table
  - 6 buffet tables along back of wall
  - White, floor-length linens on all tables
  - White overlay on all 40 round tables
    - Notes
      - Staff - provided by BJ's
    - Misc.
      - Day - Saturday

- Date - October 21, 2020
- Time - 1:15pm - 2pm
- Room
- Guarantee
- Set
- **Reception**
  - Event details
    - 7pm - *Cocktail Reception*
    - *Opening night cocktail reception*
  - Bev details
    - Hosted bar
      - ULTRA BRANDS Absolut Vodka, Bombay Sapphire Gin, Bacardi Light Rum, Captain Morgan Spiced Rum, Johnnie Walker Black Label Blended Scotch, Maker's Mark Bourbon, Crown Royal Whisky, Patrón Silver Tequila, Hennessy V.S. Cognac ONE HOUR \$30 PER GUEST
    - Cash bar
      - Attendee responsible for drinks
      - THE PREMIUM MARTINI BAR \$14 PER DRINK From Traditional Martinis to Handcrafted Cosmopolitans Made to Order Belvedere Vodka, Chopin Vodka, Grey Goose Le Citron Vodka, Grey Goose L'Orange Vodka, Bombay Sapphire Gin, Tanqueray No. 10 Gin
      - THE PREMIUM MARGARITA BAR \$14 PER DRINK Handcrafted Margaritas Using the Tequila of Your Choice, Cointreau and Freshly Squeezed Limes Patrón Silver Tequila, Patrón Reposado Tequila, Patrón Añejo Tequila
  - Food details
    - HORS D'OEUVRES
      - Hot
        - Fire-Grilled Chicken Empanadas
        - Mini Crab Cakes
        - Fried Ravioli (v)
      - Cold
        - Caribbean Crab Ceviche Cups
        - Antipasto Lollipops (v)
    - MARINATED AND CHARRED KABOBS \$25 PER GUEST Crispy Bacon-Wrapped Chicken Kabobs, Marinated Fresh Vegetable

Kabobs and Texas Dry-Rubbed Beef Kabobs Served with Birch Beer BBQ Sauce, Honey Mustard and Garlic Buttermilk Sauce

- DESSERT COCKTAILS \$16 PER GUEST Your Favorite Drinks Looking Like a Dessert and Served in a Glass Piña Colada - Pineapple Brown Rum Compote and Coconut Mousse Cherry Martini - Black Cherry in Vodka with Vanilla Mousse Mojito Lime - Lime Mousse and Mint Rum Gelee

- Table setup

- 10x 24" highboy round Lighted Cocktail Table with RGB LED Lights and Spandex Cover
- 45x 30" highboy round Lighted Cocktail Table with RGB LED Lights and Spandex Cover
- 105 barstools
- 28 Sofa Chairs
- Dance floor
- DJ booth

- Notes

- Staff
  - 5 bartenders
  - Cashiers
  - 10 reception staff

- Misc.

- Day - Friday
- Date - October 20, 2020
- Time - 07:00pm
- Room - Ballroom
- Guarantee
- Set

- **Gala style (plated)**

- Event details

- 7:30pm - 11:30pm - *Halloween Masquerade Party*
- *Sponsored by Snap*

- Bev details

- Hosted bar
  - ULTRA BRANDS Absolut Vodka, Bombay Sapphire Gin, Bacardi Light Rum, Captain Morgan Spiced Rum, Johnnie Walker Black Label Blended Scotch, Maker's Mark Bourbon, Crown Royal Whisky, Patrón Silver Tequila, Hennessy V.S. Cognac ONE HOUR \$30 PER GUEST

- Cash bar
  - Attendee responsible for drinks
  - THE PREMIUM MARTINI BAR \$14 PER DRINK From Traditional Martinis to Handcrafted Cosmopolitans Made to Order Belvedere Vodka, Chopin Vodka, Grey Goose Le Citron Vodka, Grey Goose L'Orange Vodka, Bombay Sapphire Gin, Tanqueray No. 10 Gin
  - THE PREMIUM MARGARITA BAR \$14 PER DRINK Handcrafted Margaritas Using the Tequila of Your Choice, Cointreau and Freshly Squeezed Limes Patrón Silver Tequila, Patrón Reposado Tequila, Patrón Añejo Tequila
- Food details
  - HORS D'OEUVRES
  - Starters
    - Marinated Asparagus Salad - Gem Lettuce Leaves, Purple Chicory, Roasted Red Peppers, Pickled Pearl Onions and Matchstick Radishes with Lemon Thyme Vinaigrette
    - Citrus Kale Salad - Scissor-Cut Kale and Frisée, Marinated Oranges, Wilted Cranberries and Toasted Almonds with Pomegranate Emulsion
  - Entrees
    - Red Wine-Braised Beef Short Rib, Lemon Asparagus Tips, \$99 per Guest Oven-Roasted Parsnips, Pearl Onions and Olive Oil Pomme Purée with Natural Reduction
    - Citrus and Herb-Crusted North Pacific Rock Fish, \$95 per Guest Butter-Braised Pearl Pasta, Sunburst Squash, Early Zucchini and Peruvian Sweet Peppers with Yuzu Nage
    - Seared Wild King Salmon, Heritage Grain Rice Pilaf, \$97 per Guest Charred Corn and Sweet Sugar Snap Peas with Shallot and Tomato Jam
    - Vegetable Pave with Baked Layers of Squash, Eggplant, \$75 per Guest and Zucchini, Roasted Tomato Emulsion, Whipped Ricotta and Balsamic Onions (v)
  - Desserts
    - SELECT ONE DESSERT
      - Tropical Cheesecake Dome - Vanilla Cheesecake with Tropical Fruit Cream Center and Coconut Crunch Served Over an Almond Sponge

- Gluten-Free Chocolate Cake with Amarena Cherries - Flourless Chocolate Cake, Chocolate Mousse and Amarena Cherries
  - Duo of Passion Caramel Shooter and Chocolate Hazelnut Bar
  - Sweet Trilogy - Caramel Banana Tart, Vanilla Cheesecake with Raspberry Cream and Triple Chocolate Trifle
  - Peanut Butter Bar - Peanut Cake, Crispy Peanut Butter, Milk Chocolate Mousse and Caramel Cream
- Table setup
  - 80 Round Tables spaced evenly throughout room
  - 10 Chairs/table
  - Dance Floor (50'x30')
  - Stage (115'x45')
  - Stage Thrust (20'x25')
- Notes
  - Staff
  - AV
    - DJ Booth
- Lighting
- Speakers
- On-stage monitors
- Band Set-up
- 4 Projectors
- Lectern with microphone
  - Misc.
    - Day
    - Date
    - Time
    - Room
    - Guarantee
    - Set



## Special Event: Gala Dinner & Event Decor

- **Special Event Description and Rationale**

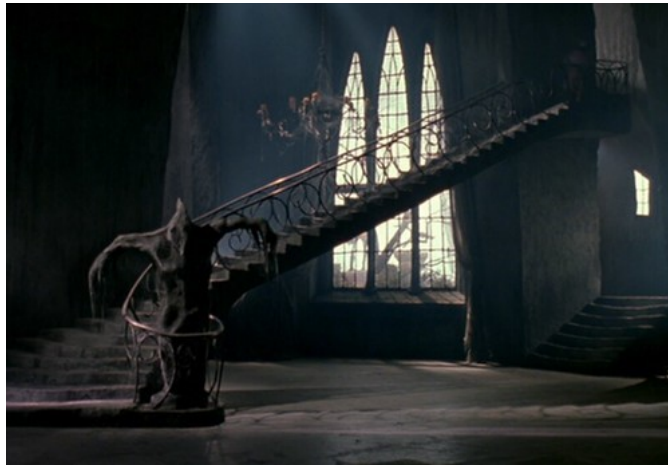
- *Since it is during the Halloween time, I thought the gala would have a Halloween theme. I wanted it to have the feel of a Halloween meets Alice in wonderland type theme. During research I found that the wonderland theme has been used many times already. So, to be unique I wanted to add my own twist to the theme. I plan to use a Tim Burton theme inspired by his movies motif's especially Beetlejuice and its netherworld elements and earlier films such as Edward Scissorhands and Gotham City from the Batman Returns movies. I have a Beetlejuice Impersonator to host the nights events. I want Jack Skellington to lead a skeleton band. Edwards Scissorhands behind the bar etc.*



○



○



Decorative Elements



- Entrance:
  - The entrance will mock the opening of the entrance to the land of the dead from Beetlejuice.





Room Decor:

- The room will be filled with 2d and 3d props. The room will resemble a cemetery, but with Tim Burton's trademark mix of whimsy and macabre. Black and white stripes and checkers will also be mixed in to match Beetlejuice's and Tim Burton's favorite two colors.
- Lighting Design:
  - The room will be filled with green, and purple lighting everywhere. Gobo lights with the name of the event will be displayed all over the room.
- Dining Display:

Each of the tables will be covered in a floor-length tablecloth with sheer purple iridescent overlays. All chairs will be covered in black fabric, as well. The plate ware, all black, will sit on black serving trays. The centerpieces on each table will be Purple, cloud-like peony floating above the guests in glass epergnes, with pin lights aimed at each centerpiece that will change color with the rest of the room.

- Staff Wardrobe:

Servers and bartenders will all be dressed as their favorite Tim Burton Movie characters, and our host will be dressed as Beetlejuice himself

- Stage Layout:

Our stage, which will be 115'x45' and contain a 20'x25' thrust, will have a 2-dimensional white face containing stripes in black and white to reflect the colors of the Beetlejuice. On the stage and to either side will be large projection screens that serve to show several videos that will play throughout the night as well as a live feed of the presentations occurring onstage.

- The Interactive Stations:

Open during the course of the evening will be 5 "Virtual Reality" stations that our guests can partake in. In trying to keep with both our theme and consideration of the demographics, there will be a Halloween or horror type event at each VR station to include things like escape rooms or zombie outbreak.

- Dancers' Costumes:

- All dancers will be dressed a zombie burlesque dancer for the nights event.

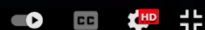


We're back on Broadway! | Beetlejuice The Musical



0:17 / 0:54

Scroll for details

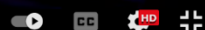


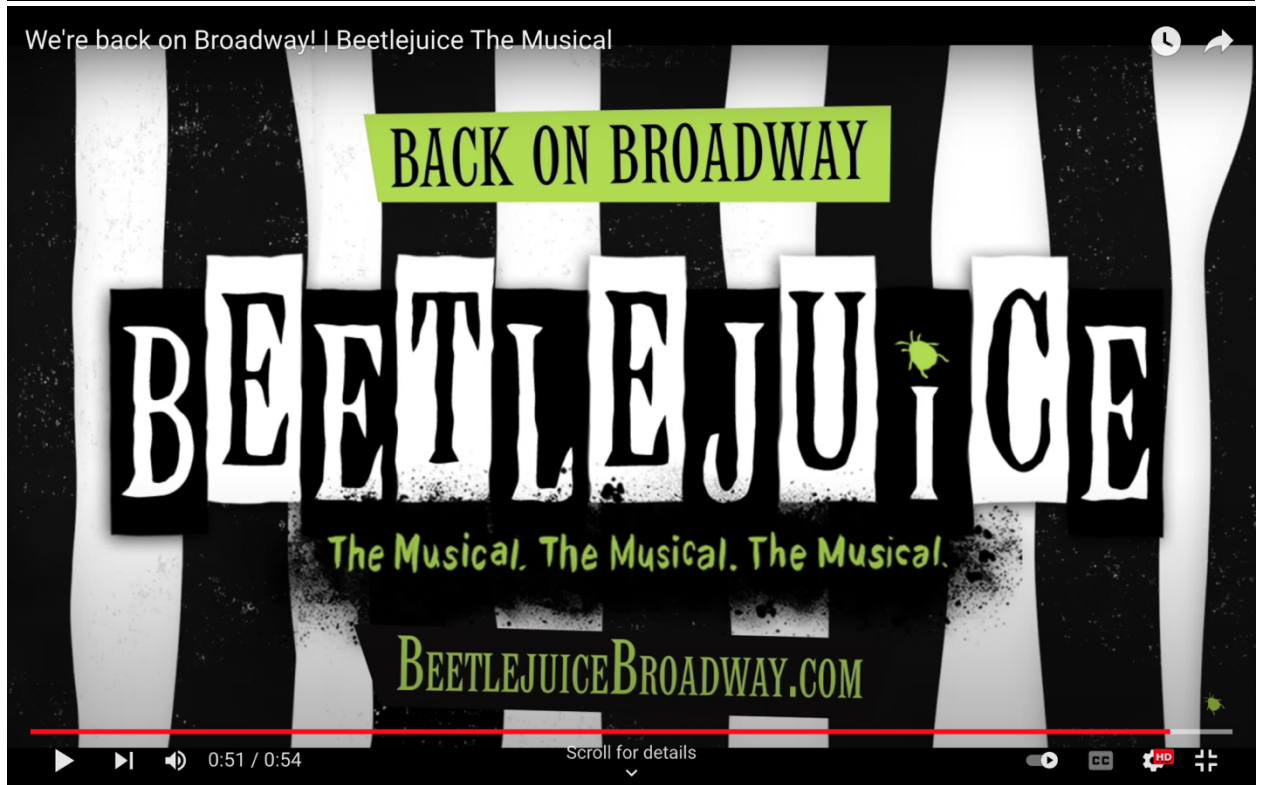
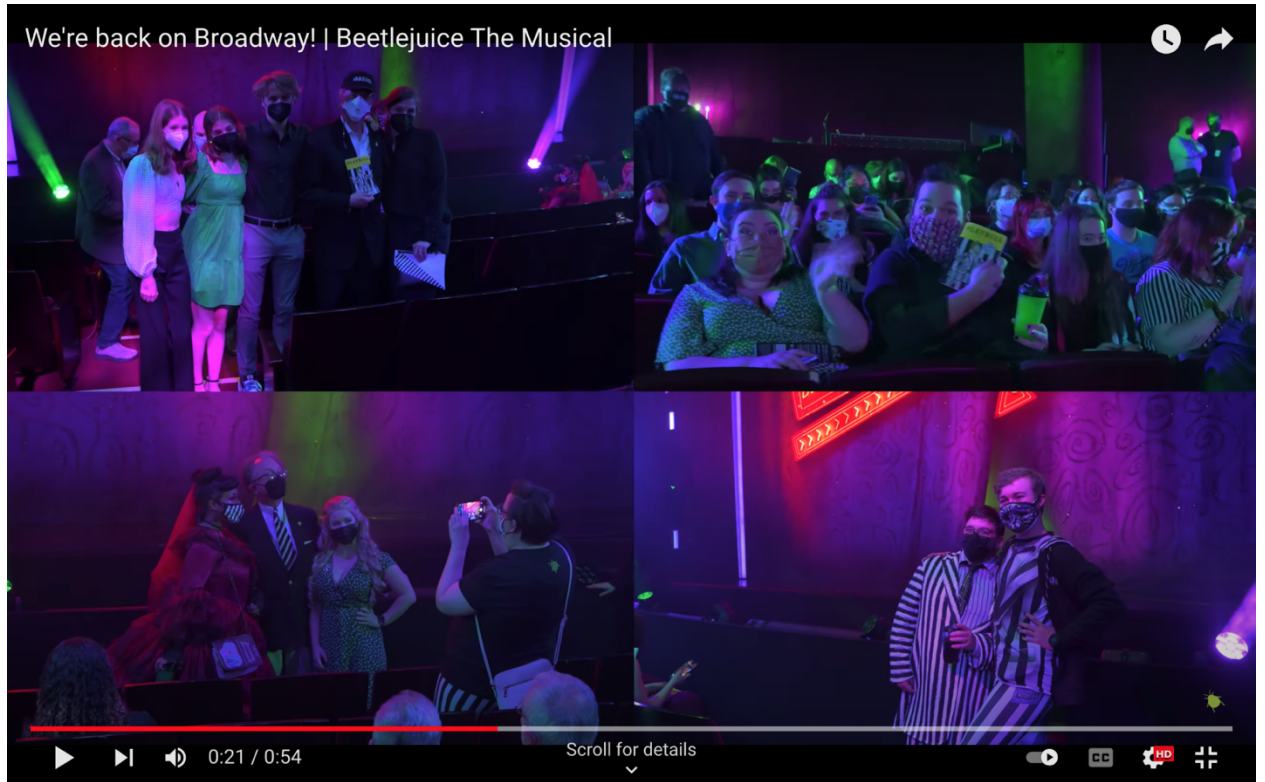
We're back on Broadway! | Beetlejuice The Musical



0:34 / 0:54

Scroll for details





- Entertainers
  - Live screening of the Beetlejuice musical.
  - Zombie themed dancers and entertainers







## **RISK ASSESSMENT FOR IMMERSE GLOBAL SUMMIT 2023**

- **Risk assessment statement**

- Immerse Global Summit 2023 will be held in Las Vegas Nevada, on the world-famous strip. While education and entertainment are the primary goal of the event, potential emergencies, disaster, and or crisis can emerge at any given time. With that in mind we have done a risk assessment and have found the following three issues to be the most likely to present an issue during the event and the steps taken to prevent and or mitigate them.
  - *Electrical and/or Fire hazard: There will be many electrical devices being used throughout the entirety of the show and any negligence or inconsideration can cause an issue for the event.*
  - *Excessive intoxication: There will be two cocktail receptions at the event and even though the entire event is happening onsite and there is no need to drive, we still are taking precautions with attendees and alcohol consumption.*
  - *The Covid virus has shown that a viral outbreak can happen at any given time. Las Vegas is one of the most visited locations in the world and has visitors from every corner of the globe. Our event also is open to people from all over the countries so any contagious virus the breaks out can spread quickly and become an issue for more than just the event.*

- **Event risk assessment**

- a. Electrical/Fire

- *Floor plan sent to Clark County fire department*
    - *Fire Marshall walk through*
    - *Fire extinguishers in their proper place*
    - *Advance sprinkler system*
    - *No pyrotechnics or open flames will be used during any events*
    - *All drapery and decor will be fire-retardant in accordance with Fire Code section 318.1-318.3.5.*
    - *An ambulance with medical personnel will be present on property during the entire duration of the event.*

- b. Excessive intoxication

- i. *Open bar for only one hour*
    - ii. *Food being served*
    - iii. *Event and sleeping rooms are on site*

- c. Virus outbreak prevention

- iv. *We are following the guidance and protocols from the CDC, OSHA, and Department of Labor.*

- d. Pre-convention walkthroughs

- i. *a. Emergency escape procedures/routes*
    - ii. *b. Fire extinguisher locations and proper use*
    - iii. *c. Head count procedures*
    - iv. *d. Major facility fire hazards*
    - v. *e. Fire prevention practices*
    - vi. *f. Means of reporting fires/emergencies (use of alarm systems)*



- vii. *g. Names/titles of Coordinators*
- viii. *h. Availability of the plan to employees*
- ix. *i. housekeeping practices*
- x. *j. No smoking areas*
- xi. *k. Hazardous weather procedures*
- xii. *l. Special duties as assigned to Coordinators and those listed above.*
- e. Miscellaneous
  - v. Security Plan
    1. Security plan has been distributed and daily site inspection checklist have been passed out and implemented daily
  - vi. EMS Plan
    2. Emergency medical service will be onsite with an ambulance throughout the entirety of the event.
  - vii. Fire Marshall
    3. Floor plan sent out and Fire Marshall walk through scheduled and conducted.
  - viii. Crowd Control
    4. Security officers have been hired for the event.

#### **Medical Emergency Information**

| <b><u>NAME</u></b>                  | <b><u>ADDRESS</u></b>                         | <b><u>PHONE</u></b>                            | <b><u>WEBSITE</u></b>                                                                                             |
|-------------------------------------|-----------------------------------------------|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| Elite Medical Center                | 150 E Harmon Ave,<br>Las Vegas, NV 89109      | <a href="tel:(702)546-0911">(702) 546-0911</a> | <a href="http://elitelv.com">Elite Medical Center - Hospital and Emergency Room - Las Vegas, NV (elitelv.com)</a> |
| Sunrise Hospital and Medical Center | 3186 S Maryland Pkwy, Las Vegas, NV 89109     | <a href="tel:(702)961-5000">(702) 961-5000</a> | <a href="http://www.sunrisehospital.com">Hospital &amp; ER in Las Vegas, NV   Sunrise Hospital</a>                |
| Las Vegas Police Department         | 750 Sierra Vista Dr, Las Vegas, NV 89169      | <a href="tel:(702)828-6430">(702) 828-6430</a> | <a href="http://www.lvmpd.com">LVMPD Home</a>                                                                     |
| Clark County Fire Station 12        | 3050 S Sammy Davis Jr Dr, Las Vegas, NV 89109 | <a href="tel:(702)455-7311">(702) 455-7311</a> | <a href="http://www.clarkcountynv.gov">Clark County Fire Department (clarkcountynv.gov)</a>                       |
| MGM Grand                           | 3799 S Las Vegas Blvd, Las Vegas, NV 89109    | <a href="tel:(877)880-0880">(877) 880-0880</a> | <a href="http://mgmresorts.com">Grand Conference - MGM Grand Las Vegas (mgmresorts.com)</a>                       |