

Las Vegas

A Business One-Stop Shop

BY DAN JOHNSON & MARITZA COSANO

Las Vegas means business. Beyond the façade of glitz, glamour, and around-the-clock fine dining and gaming excitement — Las Vegas is a favorite destination for business leaders looking for a one-stop shop where they can keep everyone under one roof.

When you consider comprehensive Las Vegas classics like Caesars Palace, Red Rock Casino Resort & Spa, Rampart Casino at the Resort at Summerlin, Resorts World Las Vegas, The D Las Vegas, Bellagio Las Vegas, Mandalay Bay, Paris Las Vegas, Wynn Las Vegas, The Venetian Resort Las Vegas, Sahara Las Vegas, MGM Grand Hotel and Casino, ARIA Resort & Casino . . . this city is a magnet for in-person corporate events where serendipitous moments happen. Coffee with a new friend leads to an interesting business connection. A food tour develops into employee bonding and cocktails with the boss sparks a new collaboration.

In other first tier cities, transportation may be an issue. Not in Las Vegas. Convenient for business travelers, Las Vegas Airport provides free shuttle service to select hotels in the Las Vegas Strip.

Experiential Entertainment

Las Vegas may be synonymous with gambling, Michelin-starred restaurants helmed by celebrity chefs, but it is also exploding with spectacular, mind-bending technological experiences like the one in store for attendees at Hewlett Packard Enterprise's HPE Discover at Sphere this summer.



“Our goal is to leverage the complete capabilities of the Sphere to create a magical moment for our customers,” says Jason Newton, vice president of global marketing at Hewlett Packard Enterprise. “We believe that Sphere creates a unique platform for brand storytelling and we’re really excited to be the first company in the world to be able to hold the brush on this amazing palette.”

Located just off the Las Vegas Strip and east of The Venetian/Palazzo Las Vegas, Sphere is 366 feet high, 516 feet wide at its broadest point and has 875,000 sf of space, making it the largest spherical building in the world.

It includes 18,600 seats, all with high-speed internet access, as well as a 160,000-sf wraparound LED screen and beamforming audio technology that can direct sound with pinpoint accuracy. The exterior of Sphere features 580,000 sf of event space that can be used for advertising and featuring holiday themes.

Sphere opened last fall, as the rock band U2 began a residency there. Hewlett Packard Enterprises will use the venue for the keynote address of Antonio Neri, its CEO and president. Newton says that he expects at least 12,000 attendees.



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Courtesy of Melissa DeLeon

(Left) Las Vegas is filled with possibilities for meeting planners on the strip and beyond. (Top) The lure of Las Vegas brings in the stars. BradyPLUS held an event at the Fontainebleau in Las Vegas and featured a superstar — Nelly, a popular singer and rapper.

“When plans were announced to build Sphere, we were very interested because we saw this as an opportunity to deliver an expanded message to an even larger audience, as well as to elevate the experience, giving us the added benefit of a huge platform to tell our message to the world,” he says. “Another reason we chose to integrate Sphere is we wanted to signal that we are dramatically transforming HPE as a company and we need a platform to reintroduce it today to a broader market.”

HPE intends to make good use of one of Sphere’s most advanced technological features: presentations in multiple languages without using headphones.

“One of the obvious uses for beamforming technologies is providing translations into different languages,” Newton says. “We will be hosting customers not only from throughout North America: Customers from more than 80 countries will be in attendance.”

HPE Discover 2024 will be held at The Venetian/Palazzo Las Vegas, which has more than 3,000 guest rooms and 2.25 million sf in its Venetian Expo Convention Center. The spaces at Sphere will be used to host small groups and receptions, as well as the keynote.

“The combination and convenience of Venetian and the Sphere is unbeatable,” he says.

Sphere’s Oculus Grand Ballroom occupies the whole geodesic dome and seats up to 2,150 for a theater-style presentation and 1,300 for a banquet, and can be divided into seven smaller areas for breakout meetings. Lagoon Pavilion is an airy outdoor space with lush landscaping that can accommodate up to 350 attendees for receptions, lunches or cocktail socials. The 160-sf boardroom is well-suited for small executive meetings or VIP gatherings with up to 16 people. The Venetian/Palazzo Las Vegas culinary team can provide on-site catering for meetings and events at Sphere.

Allegiant Stadium is another large, attractive venue for large corporate and incentive business gatherings. This domed, all-purpose venue in Paradise, adjacent to Las Vegas, is best known as the home of the National Football League’s Las Vegas Raiders. It offers more than 10 spaces for private events, including the 95,000-sf field.

Kim Lefebvre, DMCP, the general manager and “quarterback” of Imprint Events Group in Las Vegas, planned activities at the stadium for a gathering of 1,300 attendees last year.

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