

IR UPDATE WEEKLY

May 8, 2018

Viva Las Vegas

The [NIRI Annual Conference](#) is just one of 21,000 conventions, conferences, and meetings held in Las Vegas every year. More than 43 million people visit Las Vegas every year, including 6 million people who attend conventions (per data from the Las Vegas Convention and Visitors Authority).

A key reason for the growth of Las Vegas as a top convention destination is the hard work and professionalism of those who work in its hospitality industry. They are renowned for their attention to detail. As NIRI can attest from its months of planning, Las Vegas knows how to hold conventions. I've produced over a dozen conferences there over the years, and attended countless others and can attest to the pride that Las Vegasans take in their reputation for hospitality.

The spirit of hospitality was shattered by gunfire on the night of October 1, 2017. The shooting at the Route 91 music festival left 58 dead and 851 injured, including 422 from gunshot wounds. After an enormous outpouring of support, Las Vegas returned to the work of hospitality. But some of those who survived the shooting continue to struggle with PTSD and other issues as they work to put their lives back together. The [Route 91 Strong Foundation](#) was started to help them, and others who are survivors of such violence.

NIRI will join many other associations who have worked with the Route 91 Strong Foundation during their Las Vegas conventions. We will hold a silent auction during the NIRI Annual Conference, with 100 percent of net proceeds going to [Route91Strong](#).

For those who are unable to attend the 2018 Annual Conference but would like to bid on auction items, NIRI is offering an online pre-auction with some of the same items that will be up for bid in Las Vegas. This online auction will run June 4-8. To participate, please go to www.allstarenterprisesauctions.com starting at 1 pm (ET) on June 4 and sign up for on the NIRI online auction (under current auctions). Bidding instructions can be found at the above link under "How to Bid."

I hope that you will participate in the Annual Conference silent auction (or the online auction). One can also donate by visiting Route91Strong.org or by sending a contribution to Route91Strong, 2351 Sunset Blvd, Suite 170-945, Rocklin, CA 95765.

We can't wipe away the horrific reality of the Route 91 shooting, but we can do something to help the Las Vegas community as it continues to recover. Please join us, in the spirit of hospitality that shines so brightly in Las Vegas.

All the best,
Gary



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P.S. A reminder to register for NIRI's pre-conference seminars on June 9-10, which include: [Understanding Earnings](#), [Think Like an Analyst](#), and [Best in Class Investor Presentations](#).