



Microsoft Inspire

Las Vegas, Nevada

July 14-18, 2019

Why Las Vegas Nevada?

We are excited to host Microsoft Inspire in a city as full of excitement, world-class hospitality and ingenuity as Las Vegas. Given the size and scope of our event requirements—primarily our session requirements and to a lesser degree sleeping room requirements—Las Vegas is the only city that can accommodate the current programmatic needs of Microsoft Inspire.

The current scale of Microsoft Inspire requires a unique combination of critical infrastructure elements:

- An arena/main stage environment that can accommodate 15,000+ attendees within one room
- A minimum of 166,000 sleeping room nights within a period of 7-10 days
- An expo space that can accommodate our centralized expo experience which utilizes ~800,000 square feet
- Conference and meeting spaces within a consolidated campus footprint that meet our content delivery needs. Las Vegas is home to three of the country's 10 largest convention centers and overall can offer more than 11.5 million square feet of convention and exhibition space.
- A selection of restaurants and venues that can accommodate hundreds of unique networking and social events across the week
- A selection of venues that can support our One Celebration experience objectives
- International airlift to support attendees from 150+ countries with over 1,000 in- and out-bound flights per day.
- Food and beverage infrastructure that can scale to meet the needs of 40,000+ attendees and crew
- Hotel brand families that partner with us to ensure competitive pricing to help maximize our investment and offer the agility required to support evolving programmatic needs



Microsoft Inspire

Las Vegas, Nevada

July 14-18, 2019

- Minimal union labor issues which translates to great cost avoidance for the overall program budget
- Close proximity to Redmond to maximize the ability for our Corp-based speakers to participate
- The venues and hotels we partner with have standard contract language and best practices in place to help drive a professional environment for our meetings. Even our competitors, such as AWS and IBM, are leveraging our best practices for their Las Vegas events.

How our Las Vegas venue partners are taking action in partnership with us to improve the experience:

We are working closely with our hotel and venue partners as they build the following elements into their offerings to help ensure more professional experiences for our attendees:

- Each environment is previewed by Microsoft with our venue partners to identify images, attire, etc. that may not be viewed as professional or appropriate, and our venue partners are open to and making changes based on our feedback, such as:
 - Cover windows with views of pool areas if accessible from meeting room corridors
 - Enforce appropriate attire beyond designated pool areas
 - Ensure waitstaff/servers are dressed appropriately for corporate evening events
 - Provide Microsoft with an opportunity to provide feedback on art installations, etc.
- Enforce stricter elevator access to sleeping rooms, such as a guard asking to see room key prior to elevator entry
- Offer gender neutral restrooms and provide more visible directional signage for gender neutral restrooms that may already exist



Microsoft Inspire

Las Vegas, Nevada

July 14-18, 2019

Microsoft Business Impact

- While we are investing in the strip operators in Las Vegas, they are also investing in Microsoft. For example: MGM, Caesars, Las Vegas Sands are all customers of Azure, O365, and Dynamics 365 and we continue to experience YoY revenue growth.
- With Caesars and MGM's position in Las Vegas, Microsoft's win with our three clouds has an effect on our other customers in-market. When Satya Nadella visited Wynn Las Vegas in the spring of 2019, their CIO and President commented on how "Microsoft seems to own the [Las Vegas] strip with Azure".
- Microsoft has invested in a new business venture to partner with Caesars to disrupt the casino management experience via gaming and HoloLens.
- Both MGM and Caesars went from zero Microsoft cloud infrastructure to becoming Microsoft cloud customers in the two years since our conferences moved to Las Vegas. Prior to that, MGM and Caesars were AWS customers. With the partnerships and balance of trade, both customers have purchased and deployed O365, Dynamics for Retail, and have stood up significant Azure workloads for data and analytics.
- The Las Vegas Microsoft store supports community-based events (such as [Digigirlz](#)), and we leverage our relationships with our commercial customers in order to further promote these events. We have experienced positive support from our Las Vegas customer set as these events align with their culture, as well.



Microsoft Inspire

Las Vegas, Nevada

July 14-18, 2019

Social Responsibility

Did you know?

- On average, less than 35% of [Las Vegas Strip hotel revenue](#) comes from gambling. Approximately 65% of revenue comes from entertainment, restaurants, and retail.
- The State of Nevada [issues more same-sex marriage licenses](#) than any other state in the US
- The MGM portfolio has a purposeful drive towards inclusion, developing female professionals, and sustainability. Here are a few examples:
 - [Women's Leadership Conference](#) Host: The MGM Foundation is the main sponsor of this event which promotes women's personal and professional development. Last year 1,500 people participated.
 - [MGM has won awards](#) from the Human Rights Campaign as one of the best places to work for LGBTQ – 8 years in a row!
 - MGM's Chief Diversity Officer has won a [prestigious award for diversity](#)
 - MGM has a [community grant fund](#) for local needs in the communities in which they are present
 - Microsoft and MGM share a common value around food waste. Both companies not only want to reduce food waste but also find uses for food that would have otherwise gone to waste. MGM [donates unused food](#) to local foodbanks and charities. MGM even [won an award](#) from the Environmental Protection Agency for their efforts.
 - MGM holds [job fairs](#) exclusively for US military veterans.
- Caesars prides itself on diversity and inclusion:
 - The Human Rights Foundation awarded Caesars a perfect score on their survey of companies around [corporate equity](#)
 - Caesars offers same sex / domestic partner health [benefits](#) to their employees
- Both Caesars and MGM have been recognized for their [inclusive practices](#)



Microsoft Inspire

Las Vegas, Nevada

July 14-18, 2019

Environmental Sustainability Practices at Microsoft Inspire

As we execute on Microsoft Inspire + Microsoft Ready, we are committed to working closely with our vendors and in partnership with our Las Vegas venues to focus on environmental sustainability practices in meaningful ways. The examples below highlight a few of these focus areas:

- Community
 - Donations of excess food to local food bank, [Three Square](#)
- Water and ecosystem
 - Sustainable proteins – on Thursday, July 18 all Microsoft Inspire menus will feature only drought-friendly proteins, reducing the water needed to produce the menu ingredients
 - All food is sourced locally when possible
- Energy
 - Partnering with venues that are LEED certified
 - Partnering with venues that have energy efficient solutions such as light sources, procedures for energy conservation, etc.
 - Partnering with venues for optimization of resource conservation where possible
- Waste minimalization
 - All venues will feature back-of-house sorting (recycling, compost, trash)
 - All production venues will have donation bins for unused items (giveaways, stationary, etc.)
 - All one-time use signage is produced on Cardboard substrate, 100% recyclable and made from recycled materials.