

2011 INTERNATIONAL CES EXHIBITOR STAFF GUIDE

January 6–9, 2011 | Las Vegas, Nevada

**LAS VEGAS CONVENTION CENTER
LAS VEGAS HILTON | THE VENETIAN**



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

SHOW HOURS:

THURSDAY, JANUARY 6 10 A.M.-6 P.M.

FRIDAY, JANUARY 7 9 A.M.-6 P.M.

SATURDAY, JANUARY 8 9 A.M.-6 P.M.

SUNDAY, JANUARY 9 9 A.M.-4 P.M.



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Show Services

Hotel/Travel Information

CES Hotels

We've worked hard to bring you great rates at a variety of popular Las Vegas hotels. CESweb.org/hotel is the place to visit to book individual reservations or request a block of 10-20 rooms or more. For the most up-to-date information about hotels and other travel needs visit CESweb.org/travel.

CES Hotel Phone and Fax Numbers

Hotel	Hotel Phone	Hotel Guest Fax
Alexis Park	702-796-3000	702-796-3354
ARIA at CityCenter	702-590-7171	n/a
Bellagio	702-693-7111	702-693-8546
Circus Circus	702-734-0410	702-794-2268
Cosmopolitan Las Vegas	702-698-7000	702-698-7007
Encore at Wynn	702-770-8000	702-770-1500
Excalibur	702-597-7777	702-597-7009
Hilton Grand Vacations-Las Vegas	702-735-8300	702-697-2910
Hilton Grand Vacations on the Las Vegas Strip	702-765-8300	702-765-8312
Hooters Casino Hotel	702-739-9000	702-736-1120
Hyatt Place	702-369-3366	702-369-0009
Las Vegas Hilton	702-732-5111	702-732-5778
Luxor	702-262-4000	702-262-4404
Mandalay Bay	702-632-7777	702-632-7234
Mandarin Oriental	702-590-8888	702-590-8880
MGM Grand	702-891-1111	702-891-3036
Mirage	702-791-7111	702-791-7414
Monte Carlo	702-730-7777	702-730-7200
New York New York	702-740-6969	702-740-6700
Platinum Hotel and Spa	702-365-5000	702-365-5001
Renaissance Las Vegas	702-733-6533	702-735-3130
Riviera	702-734-5110	702-734-9663
Sahara	702-737-2111	702-737-2536
Signature at MGM Grand	702- 891-7777	702-767-6150
THE Hotel at Mandalay Bay	702-632-7777	702-632-7234
Treasure Island	702-894-7111	702-894-7414
Tropicana	702-739-2222	702-739-3648
Trump International Hotel Las Vegas	702-982-0000	702-476-8450
Vdara at CityCenter	702-590-2111	702-590-2112
Venetian	702-414-1000	702- 414-1100
Westin Casuarina	702-836-9775	702-836-9776
Wynn Las Vegas	702-770-7000	702-770-1500



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Airline Check-in Kiosks

Not checking bags? Use SpeedCheck, the nation's first multiple- airline check-in system. Print your boarding passes up to 24 hours in advance at the Las Vegas Convention Center and McCarran Airport. There are six SpeedCheck kiosks at the LVCC. Kiosks can be found in the Grand Lobby, Central Lobby, North Hall Lobbies and South Hall 1 Lobby. At The Venetian, the SpeedCheck kiosk is located in the meeting room's area on Level 1, Galileo Foyer.

Participating Airlines

- AirTran
- JetBlue
- Alaska
- Frontier/Midwest
- America West
- Northwest
- American
- Southwest
- Continental
- United
- Delta
- US Airways

Bags to Go Now Services Six Major Airlines

Now you can stay at CES longer and head to the airport later! If you are flying Delta, Frontier/Midwest, Southwest Airlines, United Airlines, US Airways or Virgin Atlantic, Bags to Go is a convenient service available at the Las Vegas Convention Center, The Venetian and Palazzo hotel (Southwest and US Airways only), the Luxor and the McCarran airport Rent-A-Car center. Bags to Go enables you to check-in your luggage through to your final destination and also gives you the option of printing your boarding pass in advance. To take advantage of this service, you must check luggage three hours prior to your flight and have an e-ticket. All participating airlines charge a fee of \$20 per person to check up to two bags.

Additional airline fees may still apply for additional, excess, overweight, and oversized bags. Please check with your airline for their current baggage handling policy. At the LVCC, Bags to Go is located in the Grand Concourse, across from Central Hall 3. At The Venetian and Palazzo, Bags to Go is located in each hotel front desk area. At the Luxor, Bags to Go is located on the business center level, next to VIP check-in. This service is also available in the lobby of the McCarran airport Rent-A-Car center. For additional information, please call Bags to Go at 702-261-7700 or visit their website www.baggagecheckin.com.

Transportation

Hotel Shuttle Buses

Let us do the driving! CES provides complimentary shuttle bus service to/from official CES hotels to the Las Vegas Convention Center. See the complete map and schedule on CESweb.org/travel.

Venetian Express

CES offers direct shuttle service from the front of the Las Vegas Convention Center to The Venetian. The express service operates every 10 minutes Wednesday-Saturday from 7:30 a.m. to 6:30 p.m. and Sunday 7:30 a.m. to 4:30 p.m. See the map on page 36 for more information.

LVCC Shuttle Loop

If you need to go from one side of the Las Vegas Convention Center to the other, consider this shuttle to save time and to give your legs a break. The shuttle runs every 10 minutes and stops at five key locations around the building.

Golf Cart Intraconnect & Pedestrian Walkway

Use the complimentary Golf Cart Intraconnect service at the Las Vegas Convention Center to travel from the back of Central Hall 5 to the back of South Halls 1-2 during show hours.



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Airport Shuttle Service

Shuttle service to McCarran International Airport is available from the Las Vegas Convention Center and The Venetian (bus loading area). The one-way trip cost is \$5 per person and is available every 30 minutes on the last two days of the show.

Taxi Cabs

Taxis are another way to get around Las Vegas. You can hail a taxi from the front of the Las Vegas Convention Center (in front of both North and South Halls), the Las Vegas Hilton, Renaissance and The Venetian. Cab lines do tend to be long, however, especially at the end of the show. Hop on one of the free CES shuttles or take the Las Vegas Monorail to avoid the crowds.

Las Vegas Monorail

Use the Las Vegas Monorail to get to three of our venues: the Las Vegas Convention Center (LVCC), the Las Vegas Hilton and the Renaissance. In 15 minutes or less, Monorail riders can travel to and from the LVCC and the Las Vegas Strip in a safe, clean, and climate-controlled environment. Visit CESweb.org/travel to pre-purchase tickets and take advantage of the CES discount. Offer only available until December 23, 2010. It's never too early to purchase tickets as they are valid for one year after date of purchase. Please note the Las Vegas Monorail does not service The Venetian. Take the complimentary Venetian Express instead.

Parking

Parking is extremely limited at all CES venues and lots fill up fast. We recommend taking the complimentary CES shuttles or the Las Vegas Monorail.

Las Vegas Convention Center:

If you need to, park in the Gold Lot at the LVCC located on the corner of Paradise Road and Convention Center Drive for \$10 a day. There are also several satellite parking lots around the convention center, including the neighboring Las Vegas Hilton and Renaissance Las Vegas. [Download a list and map of all satellite parking lots now.](#)

The Venetian:

The Venetian offers complimentary on-site parking to all hotel guests on a first-come, first-served basis.

Cell Phone Waiting Lot:

The Blue Lot at the Las Vegas Convention Center is available for private charter staging. In the event that the Blue Lot fills, CES has established a cell phone waiting area in the Green Lot. Please note this cell phone waiting area is for cars, limos and small coaches; large coaches are not permitted. Drivers must wait with their vehicles.

Other Satellite/Hotel Lots:

Most hotels on the Las Vegas Strip offer free on-site parking. If you wish, you may park your car at a hotel serviced by the [LV Monorail](#) and then take the Monorail to the Las Vegas Convention Center. Please note, the Monorail does not go to The Venetian. Please see the [LV Monorail section of CESweb](#) for more information on pricing and schedules.

ADA Service

ADA parking is available on a first-come, first-served basis at all official CES venues. ADA accessible buses are available. To arrange for your transportation, please contact RPMs, the official CES transportation vendor at 401-234-4440 or 877-899-0986. Please request service at least 20 minutes in advance of the desired pick-up time. Motorized and non-motorized wheelchairs are available, for a fee, by contacting Scootaround at 888-441-7575.



Stay Informed and Connects

MyCES – Your Best CES Planning Tool

We've made some improvements to the MyCES planning tool that we think you're going to like. You can still search for exhibitors and products that you're interested in seeing at CES and add them to your show agenda. And now you can see exactly where those exhibitors and products are located on the show floor using the new Interactive Floor Plans! With the new MyCES Planner, you can create a personalized show agenda that allows you to:

- Add exhibitors and products of interest
- Use the My Events calendar to organize your show-related activities
- Print a map of the show floor highlighting your exhibitors and products of interest

Visit CESweb.org/MyCES to create your new MyCES account, view the interactive floor plans and start planning your show today!

Your Smartphone Mobile App for CES

With Follow Me, the official CES mobile application, you can search the exhibitor directory, download exhibitor booth materials, organize your show schedule and share it with colleagues, get CES alerts of late-breaking show news, view real-time interactive floor maps to see where you are on the show floor and where you want to go next, plus you can follow CES on Twitter and YouTube. And if that's not enough, we've added some new features for this year! Now you can send your friends your favorite photos from the show floor with the new Community Photo feature. Want to learn more about the speaker for the educational session you're interested in? Search sessions and speaker bios and then add the session you want to your schedule, in just one touch. We've also added a news wire feature that keeps you up-to-date on the latest press stories and news coming from the show. Visit CESweb.org/followme to learn more.

Social Media

The International CES is not just a four-day event – it's a year round networking affair! Find and stay connected with past, current and future business colleagues and partners.

CESweb.org/facebook

CESweb.org/twitter#CES

CESweb.org/linkedin

CESweb.org/youtube

CESweb.org/flickr

Get involved now for day-to-day updates leading up to the show. Ask questions, share tips and plan ahead for a successful CES. Be online in Las Vegas to see news in real time, including celebrity sightings, product releases and inside info on where you need to be. Then contribute your own insights: What's the hot product on the floor? What did you think of the keynotes? Talk to other attendees, exhibitors and CEA staff. Stay in touch all year to share photos and videos, re-tell stories and follow up with new connections in the CE industry.



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Miscellaneous

What to pack

- Business cards
- Comfortable shoes
- Jackets and gloves – it gets cold in Vegas in January, especially at night!
- Hotel confirmation #
- CES registration confirmation, or badges if you received by mail
- Comfortable shoes
- Umbrella

Health

- Drink plenty of water
- Hydrate while you fly – alcohol will dehydrate you
- Wash your hands often or use hand sanitizer wipes/gels
- As a precaution, bring some cold/cough medicine, stomach flu medicine and herbal teas.

You can purchase all of those items at any hotel or local pharmacy but it gets expensive. Know your health plan and what they will and won't cover if you need to see a doctor while you are traveling. Oftentimes, you have to call for pre-authorization before visiting a clinic or emergency room.



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Exhibitor Services

Exhibitor Service Center

There are Exhibitor Service Centers located in all show venues to assist exhibitors:

- 1) LVCC North Hall: Back of North Hall 1
- 2) LVCC Central Hall: Tunnel below Central Hall 3 Concourse
- 3) LVCC South Hall: North alcove in South Hall 2
- 4) Hilton: Lobby between Hilton Center and Pavilion
- 5) Venetian meeting Rooms: Level 3 across from Murano Ballroom
- 6) Venetian Tower exhibit suites: Floor 29, suite 29-205

Most official CES contractors are required to staff at least one desk in each facility during move-in, show days and move-out.

Smart City also has a permanent service desk in the LVCC in the Central Concourse, across from the Central 3 Hall.

Floor Managers

Each facility has a group of professional floor managers who are available to assist exhibitors with any exhibitor-related issues/logistics that may occur during the show. Below is a list of individuals that manage the exhibit hall at each facility.

Floor Manager	Floor Manager Assistant	Coverage	Location
Barbara Powell		North/Central	Facility Manager, Floor Manager Office, Room C106
Chuck Bierley	Kathy Bridges	N1-N2	By booth #1801
Nancy Needel	Sandie Arthur	N2-N3	By booth #4406
Luann Alesio	Sandie Arthur	N4	By booth #4406
Kelly Butler Holtz	Mary Swearingen	North Upper Level Meeting Rooms	By meeting room N230
Mike Marano	Norma Chandler	C1-2	By booth #7935
Phil Spitale	Mary Ann Cluff	C3	By booth #11441
Dan Zumtobel	Diana Thomas	C4-C5	By booth #13306

Roy Walker		South Hall	Facility Manager, Show Office, Room S219
Norm Mayes	Marlene Johnson	S1	By the escalator
George Webber	Mary Beth Pasier	S2	Near booth #MP25224
Joyce Giannini	Diane Goshorn	S3	By the escalator and booth #30579
Scott Bierley	Dorene Bledsoe	S4	By booth #35844
Nita Jager		Exhibitor Hotline	Show Office, Room S219, 702-943-4074
Leslee Fletcher		CES Central Plaza	Show Office, Room S219
Annie Derr	Mary Curran	Hilton	By booth #40026
Patty Reilly Matt Kropp		Venetian meeting rooms	Show Office, Level 3, San Polo foyer
Carla Rose Melody Urso		Venetian Tower exhibit suites	Show Office, Floor 29, Suite 29-207
Donna Hedland Bob Meyncke		Venetian Tower exhibit suites	Floor Manager Office, Floor 30, Suite 30-207

GES Service Liaisons

In addition to CES Floor Managers, GES also has Service Liaisons on the show floor to assist exhibitors. GES Service Liaisons are stationed at each CES Floor Manager desk; a contact list is available on-site.

Exhibitor Hotline

Available at each of the floor manager desks is an Exhibitor Hotline. From this phone exhibitors can dial 9-943-4074 or 702-943-4074 if calling outside of the building and be connected to a floor manager in the show office. This person will be able to answer questions or assist the exhibitor as needed. Smart City also has Zone Managers stationed in the same areas as CES floor managers.



Smart City Hotline

Smart City, the exclusive provider of LVCC phone and Internet services has its own Exhibitor Hotline in place for CES. LVCC exhibitors needing assistance can dial 9-943-6CES (or 702-943-6CES) for a Smart City team member before, during and after the show.

Late Work Pass

- If an exhibitor plans to work past 7 p.m., exhibitors/exhibitor appointed contractors (EACs) must obtain a late work pass from their floor manager by 2:30 p.m. and provide the booth # and name of supervisor on duty.
- CES will hire one security guard per hall to monitor late work on the show floor.
- If exhibitor/EAC is working in a booth without a late work pass, they will be issued a first time warning; the second time they will be escorted off the show floor for the remainder of the evening.
- Note: Except for late move-in (January 6) exhibitors, exhibit set-up must be complete by 3 p.m. on January 6. No exceptions allowed.

Merchandise Pass

Only CES exhibitors are permitted to remove merchandise/product from the show floor during move-in, show days and move-out. Exhibitors wishing to remove merchandise/product must present both a photo ID (drivers license or passport) and business card to the security guard upon exiting the show floor. The security guard will cross-check the ID with the exhibitor's badge for verification. Show attendees are prohibited from carrying product off the show floor at any time.

After Hours Events or Meetings During Non-Show Hours

Any exhibitor with an event before or after show hours has to fill out an after-hours events form (a door for attendees will be designated for entry and a list of attendees is required). Exhibitors can obtain the after-hours events form in the show office if they did not fill this out prior to arriving on-site.

Exhibit Space Selection

LVCC, South Hall Connector, S223
LVCC: 702-943-3731



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On-site Badge Holder Pickup Locations

Location	1/3/2011 Monday	1/4/2011 Tuesday	1/5/2011 Wednesday	1/6/2011 Thursday	1/7/2011 Friday	1/8/2011 Saturday	1/9/2011 Sunday
LV Hilton Ballroom Foyer	Closed	Closed	8 a.m.-7 p.m.	8 a.m.-7 p.m.	8 a.m.-5:30 p.m.	8 a.m.-5 p.m.	8 a.m.-3 p.m.
LVCC, North Hall 3, Lobby	Closed	Closed	8 a.m.-7 p.m.	7:30 a.m.-5:30 p.m.	8 a.m.-5:30 p.m.	8 a.m.-5 p.m.	8 a.m.-3 p.m.
LVCC, Central Lobby, Patio	Closed	Closed	8 a.m.-7 p.m.	7:30 a.m.-5:30 p.m.	8 a.m.-5:30 p.m.	8 a.m.-5 p.m.	8 a.m.-3 p.m.
LVCC, Central Hall 2, Entrance	Closed	Closed	8 a.m.-7 p.m.	7:30 a.m.-5:30 p.m.	8 a.m.-5:30 p.m.	8 a.m.-5 p.m.	8 a.m.-3 p.m.
LVCC, South Hall 1, Patio	Closed	Closed	Closed	7:30 a.m.-5:30 p.m.	8 a.m.-5:30 p.m.	8 a.m.-5 p.m.	Closed
LVCC, South Hall 1, Lobby	Closed	Closed	8 a.m.-7 p.m.	7:30 a.m.-5:30 p.m.	8 a.m.-5:30 p.m.	8 a.m.-5 p.m.	8 a.m.-3 p.m.
LVCC, South Hall 2, Patio	Closed	Closed	8 a.m.-7 p.m.	7:30 a.m.-5:30 p.m.	8 a.m.-5:30 p.m.	8 a.m.-5 p.m.	8 a.m.-5 p.m.
LVCC, South Hall 2, Lobby	Closed	Closed	8 a.m.-7 p.m.	7:30 a.m.-5:30 p.m.	8 a.m.-5:30 p.m.	8 a.m.-5 p.m.	8 a.m.-3 p.m.
Venetian Meeting Space, Level 1	Closed	Noon-7 p.m.	7:30 a.m.-7 p.m.	Closed	Closed	Closed	Closed
Venetian, Level 2, Titian Ballroom Foyer	Closed	Noon-7 p.m.	8 a.m.-7 p.m.	7:30 a.m.-5:30 p.m.	8 a.m.-5:30 p.m.	8 a.m.-5 p.m.	8 a.m.-3 p.m.



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Remote Badge Holder Pickup Locations

Location	1/3/2011 Monday	1/4/2011 Tuesday	1/5/2011 Wednesday	1/6/2011 Thursday	1/7/2011 Friday	1/8/2011 Saturday	1/9/2011 Sunday
McCarran Airport	Closed	8 a.m.-midnight	8 a.m.-midnight	8 a.m.-midnight	8 a.m.-midnight.	Closed	Closed
ARIA	Closed	8 a.m.-7 p.m.	8 a.m.-7 p.m.	7:30 a.m.-5 p.m.	8 a.m.-5 p.m.	Closed	Closed
Circus Circus	Closed	8 a.m.-7 p.m.	8 a.m.-7 p.m.	7:30 a.m.-5 p.m.	8 a.m.-5 p.m.	Closed	Closed
Excalibur	Closed	8 a.m.-7 p.m.	8 a.m.-7 p.m.	7:30 a.m.-5 p.m.	8 a.m.-5 p.m.	Closed	Closed
MGM Grand	Closed	8 a.m.-7 p.m.	8 a.m.-7 p.m.	7:30 a.m.-5 p.m.	8 a.m.-5 p.m.	Closed	Closed
Mirage	Closed	8 a.m.-7 p.m.	8 a.m.-7 p.m.	8 a.m.-7 p.m.	8 a.m.-7 p.m.	Closed	Closed
Renaissance	Closed	Closed	Closed	7:30 a.m.-5 p.m.	8 a.m.-5 p.m.	8 a.m.-5 p.m.	Closed
Riviera	Closed	8 a.m.-7 p.m.	8 a.m.-7 p.m.	7:30 a.m.-5 p.m.	8 a.m.-5 p.m.	Closed	Closed
Sahara	Closed	8 a.m.-7 p.m.	8 a.m.-7 p.m.	7:30 a.m.-5 p.m.	8 a.m.-5 p.m.	Closed	Closed
Westin Casuarina	Closed	8 a.m.-7 p.m.	8 a.m.-7 p.m.	7:30 a.m.-5 p.m.	8 a.m.-5 p.m.	Closed	Closed



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Emergency Information

Emergency Numbers

Las Vegas Convention Center	702-892-7400 or dial "7400" if in LVCC
The Venetian	702- 414-9311 or dial "49311" in hotel
Las Vegas Hilton	702-732-5414 or dial "0" in hotel
Renaissance Las Vegas	702-733-6533 or dial "0" in hotel

First Aid

Routine first aid may be administered by one of CES' on-site nurses or paramedics. The first aid stations at the LVCC are in the Central Lobby near the LVCC security office, the North Hall Lobby and the South Hall 1 Lobby. The first aid/nurses can be reached by:

Las Vegas Convention Center	702-892-7400
The Venetian	Dial 49311 for first aid services
Hilton and Renaissance	Dial "0" for an operator



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Dining in Vegas (under \$40)

For the complete listing visit www.ddlasvegas.com

American:

Blue Martini

Town Square

6593 Las Vegas Blvd. S.

702-949-BLUE

Tapas-style dining and more than 30 premium martinis make for one of the best socializing spots in town. Happy hour nightly from 4-8 pm.

First Food & Bar

The Shoppes at The Palazzo

3327 Las Vegas Blvd. S.

702-607-3478

Brings the authenticity and character of the neighborhood bar and diner concept to life.

Hard Rock Café

Hard Rock Hotel, 4475 Paradise Rd., 702-733-7625

Showcase Mall, 3785 Las Vegas Blvd. S. 702-733-7625

A sure thing when it comes to delicious food, awesome music, a high-energy atmosphere and a rock'n'roll experience.

Planet Hollywood

3667 Las Vegas Blvd. S.

702-836-0955

Tommy Bahama Restaurant & Bar

Town Square

6635 Las Vegas Blvd. S.

702-948-8006

Signature island-inspired dishes in sunny surroundings brings a casual yet refined feeling to Las Vegas.

Asian:

Dragon Noodle Co. & Sushi Bar

Monte Carlo

3770 Las Vegas Blvd. S.

702-730-7965

Three culinary experiences under one roof—classic Chinese cuisine, house-made dim sum and sushi, in a vibrant and colorful atmosphere with a Cosplay lounge.



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P.F. Chang's

Paradise and Flamingo
4165 S. Paradise Rd.
702-792-2207

Traditional Chinese offerings and contemporary dishes merge at this nod to Southeast Asian cooking.

Italian:

Il Fornaio

New York-New York
3790 Las Vegas Blvd. S.
702-650-6500

Award-winning, authentic Italian food. Italian-trained chefs specialize in housemade pastas, wood-fired pizza and rotisserie meats.

Zeffirino

The Grand Canal Shoppes at The Venetian
3355 Las Vegas Blvd. S.
702-414-3500

A bi-level and authentic eatery with antique furniture and balcony dining overlooking the Grand Canal.

Mexican:

Lindo Michoacan

East of the Strip, near the Las Vegas Convention Center
2655 E. Desert Inn Rd.
702-348-8006

Gourmet Mexican cuisine with great service and a lively atmosphere. Complimentary shuttle service to and from the restaurant every 15 minutes from the convention center monorail station.

Ricardo's

West of the Strip
4930 W. Flamingo Rd.
702-227-9100

A fun and festive family-owned restaurant that has been a Las Vegas mainstay for more than 25 years. Ricardo's serves authentic and creative Mexican foods rich in the flavor of Northern Mexico and the American Southwest.



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Taqueria Canonita

The Grand Canal Shoppes at The Venetian
3355 Las Vegas Blvd. S.
702-414-3773

A Mexico City-soul food menu offers a wide variety of items made with grilled and fire-roasted meats, vegetables and seafood.

Steak and Seafood:

Landry's Seafood House

Adjacent to Palace Station
2610 W. Sahara Ave.
702-251-0101

Fresh fish and seafood selections imbued in the Gulf Coast tradition.

McCormick & Schmick

Restaurant Row at Hughes Center
335 Hughes Center Drive
702-836-9000

This venerable seafood restaurant serves up more than 30 varieties of fresh fish daily.

Pampas Churrascaria

Miracle Mile Shops at Planet Hollywood
3663 Las Vegas Blvd. S.
702- 737-4748

Enjoy sizzling skewers of the finest meats and poultry brought to your table in a seemingly endless parade of food, the way the gauchos of Brazil's pampas plains did it.

Texas de Brazil

Town Square
6533 Las Vegas Blvd. S.
702-614-0080

All-you-can eat Angus beef, lamb, pork, chicken and Brazilian sausage and an extravagant seasonal salad bar.