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**FIRST-EVER MONORAIL FARE INTEGRATION OFFERED FOR CONEXPO-  
CON/AGG & IFPE TRADESHOW ATTENDEES AND EXHIBITORS**

*All Registrants to Receive Multi-Day Monorail Passes to Provide Convenient Access to  
Las Vegas Convention Center Tradeshow*

**LAS VEGAS (May 25, 2016)** – For the first time, the [Las Vegas Monorail](#) and the Association of Equipment Manufacturers (AEM) announce a revolutionary development in the customer experience for the millions of visitors who come to the destination for meetings and tradeshow each year. The major citywide tradeshow—[CONEXPO-CON/AGG](#) and [IFPE](#), which takes place at the Las Vegas Convention Center March 7 – 11, 2017—will include unlimited Monorail rides via 3-day and 7-day passes in every attendee’s and exhibitor’s registration badge, respectively. The next CONEXPO-CON/AGG expects to attract more than 130,000 attendees from nearly every country around the globe who will dominate the Las Vegas resort corridor.

“We are always looking at ways to maximize value and convenience for our exhibitors and attendees; with a station in front of the Las Vegas Convention Center and at the adjoining Westgate Resort & Casino, it just made sense to add the Monorail to create our new “Badge-Pack” bundle that also includes the show badge and hotel shuttle buses,” explained Sara Truesdale Mooney, vice president, exhibitions and business development, Association of Equipment Manufacturers (AEM). “We believe incorporating the Monorail as a resource and amenity will elevate our stakeholders’ experience in a brand-new way.”



Added Ingrid Reisman, senior vice president and chief marketing officer, Las Vegas Monorail: “We are excited that the Monorail is being utilized to improve the customer experience. AEM is the first association not only to include Monorail service in the attendee and exhibitor registration packages, but also to integrate technology, allowing show badges to be used as a fare medium on the Monorail system. While this is the first time this level of integration has taken place, we can say with certainty it won’t be the last.”

With a stop at the Las Vegas Convention Center, as well as a direct connection to eight properties with more than 26,000 hotel rooms, the Las Vegas Monorail is not only economical, but also a convenient mode of Strip transport—especially when the city hosts major events. Riding the Monorail helps visitors avoid the Strip’s traffic congestion, especially on weekends and in conjunction with major sports events, concerts, conventions and tradeshows.

The Las Vegas Monorail is Southern Nevada’s mass transit option that has been lowering travelers’ environmental footprint since opening in 2004. In 2015, its zero-emissions trains reduced toxic emissions by 29.6 tons of carbon monoxide (CO), volatile organic compounds (VOCs) and nitrous oxides (NOx) and eliminated more than 2.3 million vehicle miles. The system has carried more than 70 million riders since opening.

#### **ABOUT THE LAS VEGAS MONORAIL**

The Las Vegas Monorail provides a quick and convenient connection along the Las Vegas Strip, linking riders to world-class restaurants, shows, shops, day/nightclubs, spas, hotels and casinos. In minutes, Monorail riders can travel the famous Las Vegas Strip in a safe, comfortable and clean environment – without the hassles of traffic or wasted time. Currently, the privately funded Monorail system includes seven stations: MGM Grand; Bally’s/Paris Las Vegas; Flamingo/Caesars Palace; Harrah’s/The LINQ; Las Vegas Convention Center; Westgate Resort & Casino and SLS Las Vegas. Las Vegas’ “green” public transportation choice, the Monorail’s electric trains are zero-emission vehicles. Hours of operation are Mondays, 7 a.m. to midnight; Tuesday through Thursday, 7 a.m. to 2 a.m.; Friday through Sunday, 7 a.m. to 3 a.m. For more information on the Las Vegas Monorail or where to purchase tickets, call 866-4-MONORAIL (866-466-6672); visit [www.LVMonorail.com](http://www.LVMonorail.com) or pick up a *Monorail Magazine*, available at all Monorail stations.

#### **ABOUT THE ASSOCIATION OF EQUIPMENT MANUFACTURERS -**

[AEM](#) is the North American-based international trade group providing innovative business development resources to advance the off-road equipment manufacturing industry in the global marketplace. AEM membership comprises more than 850 companies and more than 200 product lines in the agriculture, construction, forestry, mining and utility sectors worldwide. AEM is headquartered in Milwaukee, Wisconsin, with offices in the world capitals of Washington, D.C.; Ottawa, Canada; and Beijing, China.



**ABOUT CONEXPO-CON/AGG**

CONEXPO-CON/AGG is the international gathering place every three years for the construction industries, showcasing the latest equipment, products, services and technologies. Founded in 1909, CONEXPO was originally designed as a road show demonstration of “amazing new devices” that could do the work of 15 horse-drawn units. In 1996, the show joined with the International Concrete and Aggregates Show to become CONEXPO-CON/AGG and provide an unprecedented scope of equipment, products and services for the construction industries.

**ABOUT IFPE**

IFPE is the leading international exposition and technical conference dedicated to the integration of fluid power with other technologies for power transmission and motion control applications. IFPE is held every three years and is co-located with CONEXPO-CON/AGG exposition for the construction industries. IFPE is co-owned by the National Fluid Power Association and the Association of Equipment Manufacturers.

Registration and housing for CONEXPO-CON/AGG and IFPE opens to the construction trade on July 18.

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