



**FOR IMMEDIATE RELEASE**

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**NAB SHOW ENABLES REGISTRANTS TO EMBED LAS VEGAS MONORAIL FAIR INTO BADGES**

**LAS VEGAS (April 2017)** – For the first time, NAB Show in Las Vegas will enable attendees to embed Monorail fare into their registration badges. NAB Show, to be held April 22 – 27 at the Las Vegas Convention Center, represents just the most recent citywide tradeshow to embrace the new customer-service-enhancing technology in partnership with the Las Vegas Monorail. This brand-new, convenient option is being offered to NAB Show registrants who purchase Monorail tickets through registration. Ticket purchased through registration will be generated on attendees’ badges. Throughout the show, attendees can also add additional Monorail tickets to their badge.

“This fare integration option is taking off among tradeshow planners and we’re thrilled to partner with NAB,” said Ingrid Reisman, vice president and chief marketing officer, Las Vegas Monorail. “It’s a win for planners, who are pleased to be able to offer their attendees a helpful amenity. Of course, it’s also a win for attendees, who can now simply scan their badge and board the Monorail traveling to or from the convention center.”

NAB Show attendees can add a 3-, 4- or 7-day unlimited ride Monorail pass to their badge at a discounted rate directly on the NAB Show registration site at [www.nabshow.com](http://www.nabshow.com). The Monorail pass options are listed under “Elevate Your Experience,” directly below the show pass options and can be paid simultaneously.

“We are excited to offer this new option for our exhibitors and attendees,” said Chris Brown, EVP, Conventions and Business Operations, National Association of Broadcasters. “A large number of our registrants already use the Monorail to get around during NAB, and this provides an even more convenient way for them to do so.”

NAB Show registrants who don’t add on a Monorail ticket to their badge prior to the show will still have the option to do so at the remote badge pick-up locations throughout the city. Details on those locations are at <http://www.nabshow.com/register-and-plan/registration-hours>.

**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.

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