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Ante Up for the Meeting Professionals International Foundation at The Big Deal
Where Meeting Pros Play to Win a Seat at the World Series of Poker® Main Event in Las Vegas

<p>What The Big Deal</p>	<p>The Big Deal, a large networking event at the World Education Congress (WEC) benefiting Meeting Professionals International Foundation (MPIF), combines the gaming styles of Las Vegas with the philanthropic goal of supporting research, scholarships, and grants in the meetings and events industry.</p> <p>The Big Deal will include a World Series of Poker® (WSOP) style poker tournament for invited players, fun play tables for all attendees, live performances by the band HYPR, open bar, hors d'oeuvres, cigar lounge, prizes and plenty of networking opportunities.</p>
<p>Who MPI Foundation Caesars Entertainment Hilton Worldwide Encore Productions</p>	<p>Caesars Entertainment, Encore Productions and Hilton Worldwide invite all WEC registered planners and industry suppliers to attend in support of the MPI Foundation. Tickets are free for WEC registered planners.</p> <p>Returning 2010 winner Kevin Hinton will be present to offer tips to players and share his story of participating in the 2011 WSOP Main Event in Las Vegas.</p>
<p>Why Industry heavy hitters will be in attendance.</p>	<p>The most thrilling part is the opportunity for competitors to win a \$10,000 seat to the 2012 World Series of Poker® Main Event, held in Las Vegas. Players must be invited by suppliers to this WSOP ®-style tournament and vie for the seat with the winner being announced by midnight.</p>
<p>Where Hilton Orlando Hotel</p>	<p>Hilton Orlando Orlando Ballroom 6001 Destination Parkway Orlando, FL 32819</p>
<p>When</p>	<p>July 24, 2011, 8:30 p.m. to midnight.</p> <p>The Big Deal will take place as part of the World Education Congress and will immediately follow Blitz!</p>
<p>How Online</p>	<p>Registered planners are FREE to attend; supplier tickets are available for \$75 USD. EVERYONE wishing to attend will need to register and obtain a ticket by visiting The Big Deal website at www.mpiweb.org/wec/thebigdeal or upon registration for WEC.</p> <p>Those wishing to sponsor a World Series of Poker® tournament table or fun play table for up to 10 guests to provide a more intimate and fun networking experience can contact Christine Perry via email.</p>



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About MPI Foundation

MPI Foundation is passionately committed to bringing vision and prosperity to the meetings and events community worldwide by investing in results-oriented initiatives that shape the future and bring success to the meetings and events community. MPI is the meetings and events industry's largest and most vibrant global community comprised of more than 23,000 members representing 84 countries worldwide. For more information, visit www.mpifoundation.org.

About World Education Congress (WEC)

The signature North American community gathering for meeting and event professionals from MPI, World Education Congress provides the professional development, networking and market opportunities that drive business and personal growth in a post-recession industry. For registration and additional information, visit www.mpiweb.org/wec.

About Caesars Entertainment

Caesars Entertainment Corporation is the world's largest casino-entertainment company. Since its beginning in Reno, Nevada, more than 73 years ago, Caesars has grown through development of new resorts, expansions and acquisitions and now operates casinos on four continents. The company's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars also owns the World Series of Poker® and the London Clubs International family of casinos. Caesars is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. We are committed to environmental sustainability and energy conservation and recognize the importance of being a responsible steward of the environment. For more information, please visit www.caesars.com.

About Las Vegas Meetings by Caesars Entertainment

The 2005 merger between Harrah's Entertainment and Caesars Entertainment launched a groundbreaking philosophy aimed at offering more choices to meeting planners by unifying the meeting sales and operations of eight distinctive Las Vegas properties into a single city-wide operation under one leadership umbrella. This unique concept led to the creation of Las Vegas Meetings by Caesars Entertainment, which comprises some of Las Vegas' most notable properties: Bally's Las Vegas, Caesars Palace, Flamingo Las Vegas, Harrah's Las Vegas, Imperial Palace Las Vegas, Paris Las Vegas, Planet Hollywood Resort & Casino and Rio All-Suite Hotel & Casino. The combination offers over 1 million square feet of cumulative meeting space, 24,000 guest rooms and suites, and countless options for dining, entertainment and leisure. The distinct advantage for the planner is the convenience and leverage of one contact and one contract, combined with the access and freedom to enjoy the wide variety of venues and amenities across all eight Las Vegas properties.

For information on Las Vegas Meetings by Caesars Entertainment call 877-MEET-702 or email LVM Meetings@Caesars.com. Visit our website at www.LVM MeetingsbyCaesars.com.



About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended stay suites and mid-priced hotels. For 90 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Our brands are comprised of more than 3,400 hotels in 79 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. For more information about the company, please visit www.hiltonworldwide.com.

About Encore Productions

Founded in 1988, [Encore Productions](#) is a major producer of business communication events throughout the United States and globally as well as the leading provider of audio-visual equipment rental to meeting planners, corporate clients and hotel/convention venues. The company's corporate headquarters, warehouse and media facilities, along with fourteen hotel/convention center AV rental offices are located in Las Vegas. Encore has event management staff located in thirteen US cities and in ten countries worldwide.