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**FOR IMMEDIATE RELEASE**

**MPI Foundation to Host World Series of Poker® Style Tournament**

*The Big Deal* at MPI's World Education Congress combines networking, excitement

June 15, 2010 – Dallas, TX – *The Big Deal* is coming to Vancouver, B.C. with a World Series of Poker® (WSOP) style tournament, where 1,000 spectators will watch their colleagues from the meeting and event industry vie for a \$10,000 seat at the 2011 WSOP Main Event in Las Vegas.

The MPI Foundation (MPIF) announced today that it has partnered with Las Vegas Meetings by Harrah's Entertainment, Hilton Worldwide and Encore Productions to produce *The Big Deal*. Scheduled to take place immediately following the opening reception on Saturday, July 24 at the MPI World Education Congress ([WEC](#)) in Vancouver, B.C., *The Big Deal* offers attendees a chance to extend their opening evening with fun gaming tables, prizes, food, entertainment and special appearances by celebrity poker players.

"We are so thrilled to be hosting this World Series of Poker style event exclusively for the meetings industry at WEC in Vancouver," said Las Vegas Meetings by Harrah's Entertainment Vice President and MPI Foundation board member Michael Massari. "It is sure to be the must-attend event of the conference!"

This is the debut of *The Big Deal*, and is the result of a three year commitment from sponsors. For its inaugural year, *The Big Deal* will be free to all registered attendees of WEC and provides an ideal networking opportunity for players and spectators alike.

"Hilton Worldwide is excited to sponsor this incredible event that will not only provide an excellent networking opportunity for attendees of WEC, but will also support our professional community," said Larry Luteran, Senior Vice President of Group Sales and Industry Relations for Hilton.

Poker aficionados and those who want to attend the cocktail and networking event as spectators are encouraged to arrive early. Access is limited to 1,000 guests. For more information, please visit [mpiweb.org/wec/thebigdeal](http://mpiweb.org/wec/thebigdeal).

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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](http://www.mpifoundation.org).



#### **About Las Vegas Meetings by Harrah's Entertainment**

The 2005 merger between Harrah's Entertainment and Caesars Entertainment launched a ground-breaking 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 Harrah's 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, Paris Las Vegas, Planet Hollywood Resort & Casino and Rio All-Suite Hotel & Casino. The combination offers 1 million square feet of cumulative meeting space, 25,000 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 Harrah's Entertainment call 877-MEET-702 or email [lvmeetings@harrahs.com](mailto:lvmeetings@harrahs.com). Visit our website at [www.lvmeetingsbyharrahs.com](http://www.lvmeetingsbyharrahs.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](http://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.