Your Destination for Inspiration

caterSource + The Special Event

MARCH 9-12, 2020 | MANDALAY BAY, LAS VEGAS

conference.catersource.com | #Catersource
thespecialedventshow.com | #TheSpecialEvent
What?
Catersource and The Special Event Join Forces for a new 2020 Experience!
Catersource, the world’s premier educational resource and expansive network for the catering industry, in conjunction with The Special Event, the premier conference and tradeshow for event professionals, are co-locating for a single experience. The Catersource and Special Event Conference and Tradeshow, March 9-12, at Mandalay Bay, Las Vegas, will unite all-stars from both worlds – under one roof for three momentous days of education and inspiration.

The combined event will bring over 8,500 professionals and 500 suppliers together for an unmatched opportunity to source, network and learn in one sensory-stimulating environment. With an expanded conference program for event professionals, venue managers, chefs, caterers, restaurateurs and business owners, you’ll enjoy expert-led sessions ranging from professional certification to sales and marketing strategies and artistic food presentation.

Why?
The intersection of the event planning and catering industries is inevitable. They share a common bond, after all: a passion to wow clients by delivering an unforgettable experience. With undeniable synergies, event and catering pros must ensure this intersection isn’t a head-on collision, but a seamless merge into the fast lane.

How?
The stakes are high in our industry. Creativity, labor, sustainability and f&b are all critical components. You will learn everything you need to succeed through:

✔ 250+ education sessions
✔ 9+ showcasing events brimming with original ideas
✔ 100k square feet of exhibit hall experiences, products and ideas

Take a look...
Look Forward to...

Network...
with thousands of catering and event professionals at the industry’s largest conference and tradeshow. It’s the premier destination to connect and collaborate with caterers, event planners, wedding planners, corporate planners, meeting planners, business owners and more!

Experience...
a suite of amazing Showcasing Events in and around Las Vegas. These exciting events (each with its own theme) are produced with industry leaders to provide you with creative ideas for use in your own events. Be transported to another world!

Learn...
from the best event and catering educators in the world! Our programs offer you access to informative and highly engaging sessions across multiple conference tracks (and the opportunity to earn CE credits towards your CMP certification). There’s no better place to level up your event knowledge!

Explore...
and find the solutions you need for your next event. From specialty foods to catering, trending tech, design, transportation, décor, entertainment, equipment, floral, furniture, lighting, linen and more, the jam-packed tradeshow is a must-visit destination for the latest in catering and event products and services.

REGISTER NOW!
Schedule at-a-Glance

Monday
March 9

7:30 pm – 10:30 pm
Connect Live - SOLD OUT
Cat’s Meow

7:20 am – 5:00 pm
Education Sessions

11:50 am – 1:15 pm
Hotbox Lunch & Learn

3:00 pm – 6:30 pm
Venue Tour
Various locations, transportation provided

7:30 pm – 10:30 pm
Opening Night Party
AREA15

All events take place at Mandalay Bay unless otherwise indicated.

Tuesday
March 10

8:30 am – 10:00 am
Opening General Session

10:00 am – 5:00 pm
Exhibit Hall

10:30 am – 4:30 pm
Exhibit Hall Education

1:15 pm – 5:00 pm
Education Sessions

6:30 pm – 9:30 pm
The Event Experience
The INDUSTRIAL Event Space

9:30 pm – 12:30 am
SEARCH White Party
Venue to be announced

Click here for the full lineup of over 250 education sessions.
View and sort by pass, education track and your areas of interest!

Wednesday
March 11

8:00 am – 10:00 am
Michael Cerbelli’s: The Hot List™: 2020

10:00 am – 5:00 pm
Exhibit Hall

11:45 am – 1:45 pm
Leadership Lunch
Keep Memory Alive Event Center

1:15 pm – 5:00 pm
Education Sessions

6:00 pm – 9:30 pm
Awards Reception & Celebration

9:30 pm – midnight
Closing Night Celebration
House of Blues Las Vegas

Thursday
March 12

8:00 am – 10:00 am
Michael Cerbelli’s: The Hot List™: 2020

10:00 am – 5:00 pm
Exhibit Hall

11:45 am – 1:45 pm
Leadership Lunch
Keep Memory Alive Event Center

1:15 pm – 5:00 pm
Education Sessions

6:00 pm – 9:30 pm
Awards Reception & Celebration

9:30 pm – midnight
Closing Night Celebration
House of Blues Las Vegas
15 Tracks of High Caliber Education

We could all learn from proven industry vets – and from fresh new voices. The education opportunities at Catersource & The Special Event feature presentations from more than 200 industry luminaries who have been there, done that, and are armed with content that’s trendy, thought-provoking, and always influential.

✔ Bridge (speaks solidly to both caterers & event pros)
✔ Business & Operations
✔ Business & Professional Development
✔ C Level Executives
✔ Culinary
✔ Design
✔ Event Management
✔ Event Safety & Technology
✔ Events
✔ Off-Premise Catering
✔ On-Premise Catering
✔ Sales & Marketing
✔ Staff Development & Enrichment
✔ Trends & Design
✔ Wedding

All Catersource and The Special Event sessions are approved for CMP credits for 2020.

✔ AEP Approved Sessions
✔ Certified Professional in Catering and Events (CPCE) sessions

Click Here to See All Sessions
Hot Speakers

Christina Alverade-Morales
Senior Account Executive, Great Events and Rentals

Mickey Bakst
Career Restaurateur, Charleston Grill

Kristin Banta
CEO & Creative Director, Kristin Banta Events

Ron Ben-Israel
Owner, Ron Ben-Israel Cakes

Brit Bertino
International Event Producer, Event Excellence, Simply Weddings Las Vegas

Dan Braunstein
Founder, Grassfed

Evan Carbotti
Owner/Partner, Perfect Surroundings, International

Jordan Carbotti
Owner, Perfect Surroundings, International

Kathy Casey
President, Kathy Casey Food Studios

Tiffany Chalk
Owner and Lead Planner, Tiffany Chalk Events

Andrea Correale
President, Elegant Affairs Caterers

Ronnie Davis
Managing Director, Great Performances

Aleya Haris
Business Growth Strategist, GROWTH/The Social Media Pantry

Gwen Helbush
President, Where to Start, Wedding Management

Michael Levin
Keynote Speaker & CEO, Custom Solutions Inc.
Hot Speakers

Anthony Lombatos  
Co-Owner, Footers Catering

Albert Manzo  
President, The Brownstone

David Merrell  
President, AOO Events Inc.

Debbie Meyers-Shock  
President/CEO, BRAVO! Entertainment

Chef Shaun O’Neale  
Private Chef, My Modern American Table

Pauline Parry  
Founder & President, Good Gracious!

Kate Patay  
Chief Strategy Officer, Kate Patay Consulting

Jamie Quickert  
Director of Catering, Detroit Institute of Arts

Chef Rich Rosendale  
Certified Master Chef and Owner, Rosendale Events

Rachel Sheerin  
Speaker and Team Trainer, RachelSheerin.com

Chef Juan Soto  
Chef de Partie, Soto Brothers

Sasha Souza  
Event Planner, Sasha Souza Events

Lenny Talarico  
Director of Corporate Sales, Blueprint Studios

Terrica  
Owner, Cocktails & Details / Terrica Inc.

Kelly Treadway  
Owner & Lead Strategist, EventCurious
Experience the latest trends in action at our Showcasing Events

Get ready for inspiration overload and a chance to network with thousands of catering and event professionals!
Additional tickets are required to attend most of these events.

Save on tickets by purchasing the All Access or Premium Pass!

SOLD OUT

Connect Live
Monday • 7:30 pm - 10:30 pm
Cat’s Meow
Welcome cocktail reception, includes light appetizers and 1 drink ticket.
Early Bird: $50 / Advance: $60 / Onsite: $70

Catersource Lunch & Learn
Tuesday, March 10 • 11:50 am - 1:15pm
Mandalay Bay, Oceanside Ballroom
Hotbox: Inside Catering, The World’s Riskiest Business, with Authors Matt and Ted Lee. Join the Lee brothers as they dig deep into the “messy, mad world of catering” and give voice to all of the unsung heroes of catered events. The brothers will read passages from and discuss Hotbox, plus answer a few pointed questions from the audience, too.
Early Bird: $125 / Advance: $150 / Onsite: $160

Venue Tour
Tuesday • 3:00 pm - 6:30 pm
Visit TopGolf, Regal Cinebarre Palace Station, MEET Las Vegas, and Springs Preserve
Join a VIP site tour of unique venues around Las Vegas, including some F&B samplings.
Early Bird: $225 / Advance: $225 / Onsite: $235

SOLD OUT

LEARN MORE ABOUT THE SHOWCASING EVENTS
Opening Night Party
Tuesday • 7:30 pm - 10:30 pm
AREA15
Magnificent party with exciting entertainment and style to inspire your future events. Transportation, entertainment, open bar and heavy appetizers included.
Early Bird: $160 / Advance: $175 / Onsite: $185

Opening General Session
Wednesday • 8:30 am - 10:00 am
Mandalay Bay, Oceanside Ballroom
Collaboration is king! Join us for tips from our keynote, Cyndie Spiegel, on how to connect and collaborate with those in the industry. Uniting and working with one another helps to create the best in all of us, but that's easier said than done. Listen in for tips on how to make it happen. We move forward together!
Included with all passes.

The Event Experience
Wednesday • 6:30 pm - 9:30 pm
The INDUSTRIAL Event Space
Experience the latest trends and innovations in Weddings, Fundraising, Social and Corporate events. Transportation, entertainment, open bar and heavy appetizers included.
Early Bird: $160 / Advance: $175 / Onsite: $185

SEARCH
Wednesday • 9:30 pm - 12:30 am
Venue to be announced
Fundraising event to assists special events, catering, meetings & hospitality professionals faced with a life threatening illness or catastrophe.
Early Bird: $125 / Advance: $125 / Onsite: $155

more events...
Showcasing Events

Michael Cerbelli’s: The Hot List™: 2020
Thursday • 8:00 am - 10:00 am
Mandalay Bay, Oceanside Ballroom
A high-energy, fast-paced, jam-packed presentation of the hottest new ideas, products and entertainment from around the globe.
Early Bird: $35 / Advance: $50 / Onsite: $60

Leadership Lunch
Thursday • 11:45 am - 1:45 pm
Keep Memory Alive Event Center
A thought-provoking luncheon and awards presentation geared around mindfulness. This event is designed for industry leaders to discuss how to drive the industry forward.
Early Bird: $125 / Advance: $150 / Onsite: $160

Awards Reception & Ceremony
Thursday • 6:00 pm - 9:30 pm
Mandalay Bay, Oceanside Ballroom
Mix, mingle and celebrate with the industry’s best, who produced spectacular events over the past year. Ticket includes a cocktail reception with appetizers and the ACE, ICA CATIE awards and Gala Awards Ceremony.
Early Bird: $50 / Advance: $60 / Onsite: $70

Closing Night Celebration
Thursday • 9:30 pm - 12:00 am
House of Blues Las Vegas
Last chance to connect and celebrate a fantastic week. You’ll be dazzled by Elements of Surprise, enjoy food, entertainment and open bar.
Early Bird: $160 / Advance: $175 / Onsite: $185

LEARN MORE ABOUT THE SHOWCASING EVENTS
Experience culinary-focused inspiration

The Culinary Experience powered by the Art of Catering Food offers world class education to catering professionals, hosted on the sensory-stimulating Catersource culinary stage. Participants will experience culinary-focused inspiration, trend-forward samples and demos, and top education from the best chefs in the country. Combined with open access to the full menu of conference sessions and a robust tradeshow floor, the Culinary Experience exposes chefs to emerging industry trends and equips them with a tasty competitive advantage.
Back by popular demand...  
get ready for the second annual Catersource Future Star Contest!

Last year we kicked-off the Future Star Contest and the turnout was phenomenal. Catering and events businesses entered, vying for a grand prize that would launch their enterprise into the stratosphere of our industry. We anticipate an even stronger turnout in 2020 as small business owners compete for the chance to win a free trip to the event, receive VIP treatment, and be mentored by a few of the biggest names in our industry.

Put your career and your business on the fast track.  
Be a Future Star at Catersource and The Special Event 2020!

This year’s mentors...

Alan Berg, CSP  
Owner, Wedding Business Solutions, LLC

Kristin Banta  
CEO and Creative Director, Kristin Banta Events

Ron Ben-Israel  
Owner, Ron Ben-Israel Cakes

SUBMIT YOUR NOMINATION!
Tradeshow Floor

Wall-to-wall excitement!
Nothing but innovators, suppliers, competitions, creativity and solution providers from the entire catering and events supply chain...as far as the eye can see!

With robust, interactive education and over 65% new suppliers, you will have the competitive advantage to find and learn top resources for your business!

Catersource Swizzle
Cyndie Speigel's Collaborative Matchmaking Social
Diced Competition
Education Showcase
Live Theater

LEARN MORE
LEARN MORE
LEARN MORE
LEARN MORE
LEARN MORE

REGISTER NOW!
Tradeshow Floor

Wall-to-wall excitement!
Check the website for the complete schedule
of Exhibit Hall Events and Education.

Culinary & Competition Main Stage
LEARN MORE

Hands-on Stage
LEARN MORE

Tabletop Gallery
LEARN MORE

Recharge Stage
LEARN MORE

500+ Exhibitors
LEARN MORE
Meet our Ambassadors

Welcome to Las Vegas!

To produce a world class conference and tradeshow that features cutting edge ideas, we partner with local ambassadors who open the door to never before seen design, food and beverage resources highlighted at our showcasing events!

“The Special Event/Catersource shows have been a huge help in building our business for many years. The shows have helped me by delivering fantastic ideas, camaraderie, mentors, friendships and just plain ‘how to’ information that have helped me grow my business year over year. The combined show will be amazing and I am so honored to be a part of this year’s planning, education programs, and events.”

Pam Howatt
Owner/Founder
Divine Events and Proprietor’s Reserve

“The Special Event/Catersource is the best way for industry newcomers as well as more tenured professionals to access innovative, current and useful products, services and education in their specialized fields. This show provides attendees with tangible and immediately actionable opportunities to grow their businesses.”

Lenny Talarico, CSEP, CHE
Director of Corporate Sales
Blueprint Studios
# Passes & Pricing

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*Single conference passes include either Catersource OR The Special Event education sessions.

Groups of 3+ save $60 each on Combined Education or Single Conference Education Passes!

## Packages

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## Conference Hours

- **Tuesday, March 10**
  - 8:00 am – 5:00 pm
- **Wednesday, March 11**
  - 1:15 pm – 5:00 pm
- **Thursday, March 12**
  - 1:15 pm – 5:00 pm

## Exhibit Hall Hours

- **Wednesday, March 11**
  - 10:00 am – 5:00 pm
- **Thursday, March 12**
  - 10:00 am – 5:00 pm

**REGISTER NOW!**
Back for the 19th year...Catersource and The Special Event are offering a limited number of attendees the opportunity to fully experience these events by joining the Hands-on Hundred program. Attendees commit to volunteer a minimum of ten hours (2 five-hour shifts) on the setup, on-site logistics and tear-down for the social events related to TSE and Catersource. This program is a learning and hands-on experience. If you are new to the industry, looking for a different experience, or just want to help out on-site... this program is for you!

Rave reviews from past participants:

“It was my first Special Event and I attended by myself. The Hands-On Hundred program was a way to meet new people.”

“After attending for many years, the Hands-On Hundred was a terrific new dimension to the educational opportunities of the conference.”

Hands-On Hundred (HOH) Program Package includes:

✔ 3 Days of Education Programs (Tue-Thu)
✔ Exhibit Hall Both Days (Wed-Thu)
✔ Connect Live (Mon)
✔ Opening General Session (Wed)
✔ Michael Cerbelli’s: The Hot List™: 2020
✔ Staff training session
✔ Staff credentials and a HOH t-shirt
✔ Official HOH participant certificate for your portfolio

EXCLUDES tickets to Showcasing Events and workshops (must be purchased separately)

LEARN MORE ABOUT HANDS-ON HUNDRED

HOH Program: $500
SOLD OUT!
Stay Where the Action is

Ensure you stay at networking central!

Our attendees take over the host hotels so book your room and be where the action is.

Mandalay Bay Resort
KING or QUEEN/QUEEN
$229 + Hotel Resort Fee $35/day + 13.38% tax

Delano Las Vegas
Distance to Mandalay Bay: 1 BLOCK
DELANO KING or QUEEN/QUEEN SUITE
$259 + Hotel Resort Fee $35/day + 13.38% tax

Luxor Las Vegas
Distance to Mandalay Bay: 2 BLOCKS
TOWER ROOM - KING or QUEEN/QUEEN
$148 + Hotel Resort Fee $35/day + 13.38% tax

BOOK NOW!

REGISTER NOW!
Thanks to our Sponsors

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