

HOST AN EVENT TO REMEMBER SO THAT OTHERS WILL NEVER FORGET



Designed by world-renowned architect Frank Gehry, the breathtaking Keep Memory Alive Event Center (KMAEC) is as iconic as it is unique with its undulating canopy of windows and stainless steel. Nestled in the downtown Las Vegas Symphony Park neighborhood and just minutes from the Las Vegas Strip, the Keep Memory Alive Event Center is truly a one-of-a-kind event space for guests seeking the extraordinary.

This 9,800-square-foot blank canvas has transformed events in a way that no hotel ballroom or conference room can replicate. From corporate events to social celebrations, weddings to product launches, trade shows to themed events, or anything in between – we have everything you need to host an unforgettable event, and our intuitive, personalized service will ensure a seamless event from start to finish.

The best part about choosing to host your unforgettable event with us is that you help us preserve the memory of others. Event Center proceeds benefit Cleveland Clinic Nevada and the Lou Ruvo Center for Brain Health, so party with a purpose. This center fuels research, social services, and no-cost support programs for patients and their families.

Event Center Summary

- Event proceeds benefit Keep Memory Alive supporting the Cleveland Clinic Lou Ruvo Center for Brain Health's core mission: enhanced treatment, research, and the prevention of brain disorders.
- Keep Memory Alive is a 501(c)(3), and due to our non-profit status, we are tax exempt. Clients booking the center do not have to pay Nevada sales tax, currently 8.375%.
- Convenient location minutes from the Las Vegas Strip with on-site parking and drop-off just steps from the Event Center doors.
- On-site catering available through preferred partners.
- Easy access to I-15 and U.S. 95 and only a short drive to/from McCarran International Airport.

Facility Rental

The Keep Memory Alive Event Center is a full-use facility. Rental fees do not include food and beverage, audio/visual, or service fees. Fees below require a food and beverage minimum spend and are based on usage of the facility for up to 7 hours, including a 4-hour event and 3 hours for load in and load out.

Monday - Thursday, Daytime [4pm end] Starting at \$6,000

Monday - Thursday, Evening Starting at \$7,500

Friday - Sunday Starting at \$10,000

Custom rates are available for extended and full day use without a food and beverage minimum spend

Facility Rental Includes

Exclusive Use of All Event Spaces
Event & Setup/Breakdown Staff
Banquet Tables
Pedrali Banquet Chairs
Stage with Lectern

Frank Gehry Designed:
Sofas & Bars
Table Linens
Narumi Bone China Plateware

Food and Beverage Minimum

Food and beverage minimums are based on the size, duration, and scope of each event and will be provided with a custom proposal.





Catering

The Keep Memory Alive Event Center is proud to partner with select caterers with whom we have an established relationship and that are familiar with the facilities. Current menus for each caterer will be provided. A custom menu can be created based on the specific requirements and budget of each event. Our team will work directly with the caterers and send options that will work best.



Food service is provided by the selected caterer. Additional labor and/or off-site catering fees may be charged. Minimums and guarantee dates may vary by caterer.

Should you decide not to use one of our preferred caterers, you may bring any licensed and insured caterer for your event with the facility's approval. A fee of \$5,000 or \$25 per person (whichever is greater) will be assessed, prior to administrative fees. This fee is subject to change/increase based on event dates and caterer needs.

Beverage

Beverage service is provided by the Event Center. Outside beverages are not permitted. Current beverage options will be provided.

Audio/Visual

Our expertise, combined with the center's state-of-the-art A/V technologies, concert-quality acoustics, and customizable staging, gives us the unique ability to service our clients from conception to completion.

We provide video, audio, lighting, speaker services and content management, digital and interactive technology, scenic design, and in-house support for our clients' specialized event needs. Please review our Audio/Visual packages on page 4.

Additional Fees

Labor fees may vary based on the scope and complexity of each event. The rates below are provided for planning purposes only and are subject to change. A more tailored quote can be provided as specific needs are determined.

Additional Event Staff	\$50 per hour (4-hour minimum)
Housekeeping	\$40 per hour (4-hour minimum)
Bathroom Attendant	\$60 per hour (4-hour minimum)
Security	See page 5
Valet	See page 5
Coat Check	Starting at \$200 for a 4-hour event

Wedding Ceremonies

KMAEC *requires*, at minimum, a "day-of" wedding coordinator/planner for all ceremonies taking place at the Event Center, although we strongly suggest a coordinator/planner to work with you throughout the entire process. Any coordinator/planner should be *licensed and insured*. We are excited to host your special day and want to ensure it runs as smoothly as possible. If you need assistance in finding a coordinator/planner, we are happy to refer you to some of our local partners.

Deposit

KMAEC **requires** a 50% non-refundable deposit based on the event estimate, to be remitted with the agreement. Within 30 days of event, full prepayment of all estimated charges is required. A full payment schedule will be detailed in the agreement.

Insurance

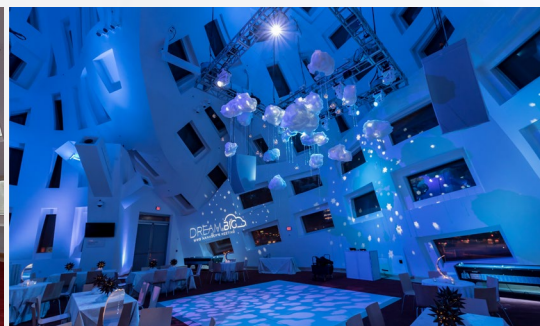
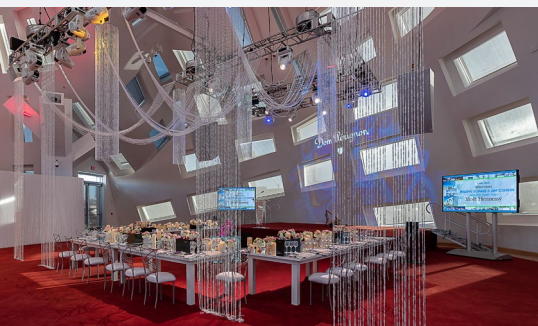
An approved certificate of insurance is **required** for each event. Additional details will be provided with the agreement.

Vendors

KMAEC welcomes all licensed and insured third-party vendors for event planning, décor, floral, entertainment, and more. KMAEC reserves the right to approve all vendors. A list of preferred vendors will be provided.

Guidelines

- All requests to rent any area of KMAEC must be approved; space is subject to availability.
- The use of open flame is strictly prohibited.
- Loose flower petals and silk- and freeze-dried flower petals are acceptable for use solely upon approval of KMAEC Management. Confetti or glitter will not be allowed in any application.
- KMAEC is a smoke-free facility both indoors and outdoors.
- Helium-filled balloons are not permitted in any area of KMAEC without prior approval and at an additional cost. Sparklers or other pyrotechnic items are strictly prohibited inside and outside of KMAEC and may require permits for performance applications.
- Any alcohol consumed, provided, or sold at an event must be purchased through KMAEC. Open alcoholic beverages are not permitted to leave the premises.
- Damages to the building caused by the Licensee, its subcontractors, patrons, attendees, visiting company, or any other person not employed by KMAEC will be the responsibility of the Licensee.
- Floor plans for parties or receptions must be reviewed and pre-approved by KMAEC Management. KMAEC reserves the right to deny the installation of program-related elements that have not been pre-approved.
- All confirmed events are limited to the hours of operation agreed to in the executed contract agreement. Extension of function hours beyond what is agreed to in the contract requires approval by KMAEC Management and will be subject to an additional fee.
- All entertainment arrangements must conform to local ordinances and must be approved in advance by KMAEC Management.
- A rental function may not in any way interfere with the operations of Cleveland Clinic and its ability to service its patients. Properties, guests, and attendees must remain in the spaces reserved for their event.
- All third-party rentals must provide a certificate of insurance and must be approved in advance by KMAEC Management.
- All persons involved with the setup of an event, including florists, photographers, rental equipment companies, etc., must notify KMAEC Management of dates and times of deliveries and setup prior to the event. Vendors must provide copies of their business license, certificate of insurance, and health permit (when applicable).
- Certain events may require additional event security, determined at the sole discretion of KMAEC, and the Licensee shall bear the full cost for these additional charges.



Audio/Visual Packages

Keep Memory Alive Event Center's technicians have years of experience with event production and treat each event as their own. They take pride in supporting the mission of Cleveland Clinic and work hard to make sure you notice the difference of being a part of the team by creating a seamless audio and video experience.

Essentials Package \$5,500

Everything needed for an indoor event at the Event Center.

Includes use of audio, lighting, and video systems along with two A/V technicians.

What is this for? Playing a playlist for background music and/or connecting a DJ, setting one lighting look in the room, displaying a logo or PowerPoint, and microphone & lectern to welcome and address guests.

Award Show Package \$7,500

The Essentials Package plus indoor awards presentation.

Includes use of audio, lighting, and video systems along with four A/V technicians.

Why this package? Create a special atmosphere with moving lights and color; provide walk-up music for each award, creating an "academy" type show and excitement; and ensure awards slides and videos play smoothly and seamlessly.

Entertainment Package \$9,000

The Essentials Package plus everything needed for a live band inside the center.

Includes use of audio, lighting, and video systems along with five A/V technicians. The package is designed for a 5-piece band (drums, guitar, keyboards, bass, and singer*).

How does this help my event? Create lighting looks to make the room come to life, with moving lights and color changes throughout the event. We also work with the band to sound check and to provide the best audio experience.

Package Add-Ons

16'x9' Projection Screen \$4,500

Add large projection screen above the stage.

Included is projection screen, projector, and two A/V technicians.

Garden Audio System \$1,750

Add an outdoor audio experience in the garden.

Included are two K-array audio speakers, mixer, two wireless microphones, and a dedicated audio technician.

Perfect for: wedding ceremonies, addressing a group, or a small musical performance in the garden.

Garden Lighting Package \$1,500

Add highlights and atmosphere to your event in the garden.

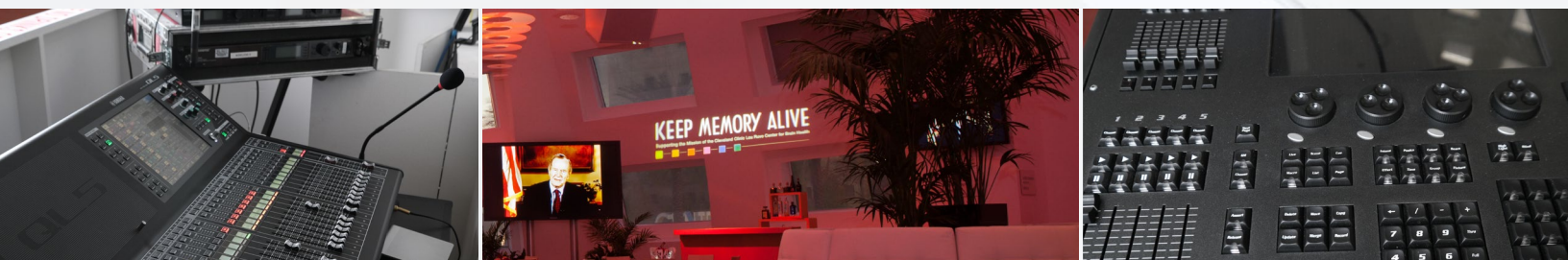
Includes 20 up/accent lights.

Used to: light up bars, cocktail areas, and any other special features with your choice of color.

ADD A GOBO PROJECTION

ON WALLS WITH LOGO
OR CUSTOM TEXT
STARTING AT \$300

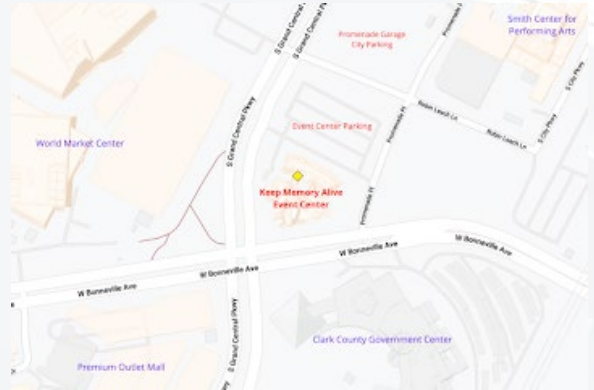
Full technical specs available upon request. Additional equipment and labor may be required depending on the event needs. Our Tech Manager can work directly with you on a custom package. Outside AV equipment cannot be brought in without prior approval of KMAEC Tech Manager. Any of the above packages can be customized to include projection with screens in various sizes, additional lighting for accents, custom staging, and lighting projection with use of gobos. *Extra band pieces can be added at additional cost based on the performer's requirements.



Event Parking and Security

Event Parking

The Keep Memory Alive Event Center has 175 parking spots at the facility. We have a conveniently located city garage next door for additional parking. Hosted parking at the city garage with a discounted rate is available through KMAEC. We are happy to provide additional details upon request. Use of the city garage may be necessary during Cleveland Clinic operating hours.



Coach and Shuttle Buses

Transportation vehicles may stage in the Event Center parking lot with approval from KMAEC Management. If you need assistance in finding transportation, we are happy to refer you to some of our local partners.

Event Valet

Provided by Las Vegas Parking, Inc.

Pricing is based on up to 8 hours of service and is subject to change. Includes parking equipment (signage, podium, and cones). Standard arrival time is 1 hour prior to the start of the event.

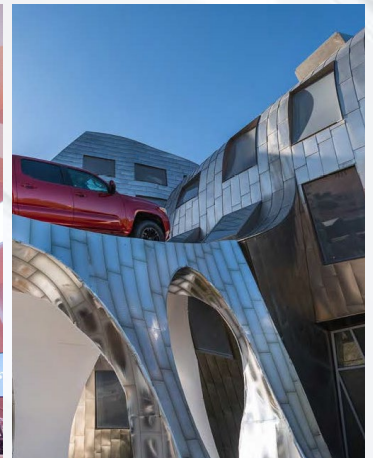
Valet Attendants	Rate	Approximate Guest Count
3 (minimum)	\$625	0-100
+1	\$125	Per additional 50 guests

Event Security

Provided by APEX Security Group

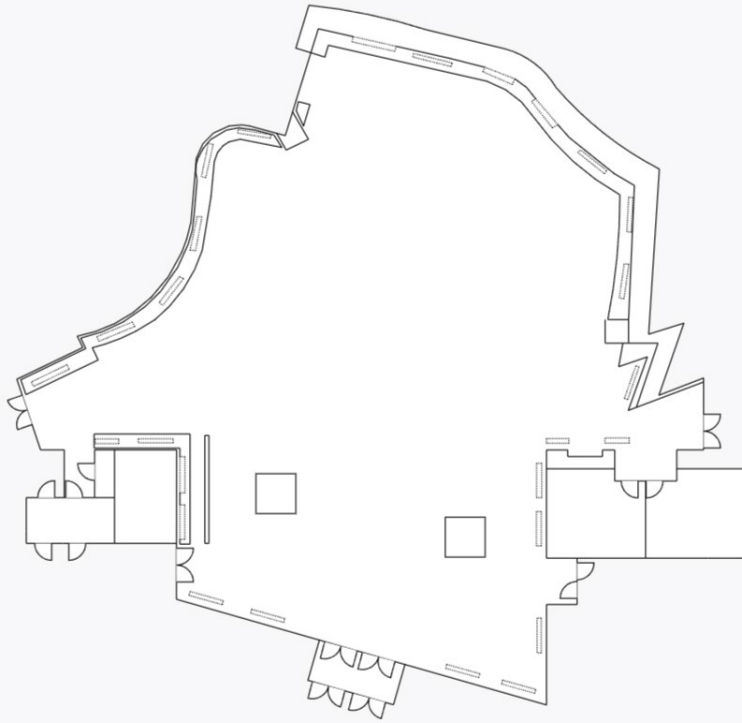
If requested or required, event security can be provided by our preferred vendor. There is a 4-hour minimum, and pricing is subject to change.

	Rate	Note
Apex Security	\$60 per hour	
Apex Supervisors	\$80 per hour	Required with 5+ Security
Apex Managers	\$100 per hour	Required with 3+ Supervisors
+ \$10/hour for Armed Officers		



Event Center Floor

9,800 SF



Event Style	No Stage	16' x 24' Stage	8' x 16' Stage	8' x 16' Stage & 16' x 16' Dance Floor
Seated / 72" Rounds	450	350	400	300
Standing Reception*	750	600	650	650
Theater	500	400	450	N/A
Classroom	350	250	300	N/A
<i>*Accommodate up to 1,500 guests for a standing reception using our beautiful outdoor areas</i>				

Feinberg Education Center

2,100 SF

Perfect for green room, bridal suite, event staff command center, and more.

Breezeway

Approximately 8,800 SF

Outdoor space just in front of the Event Center doors. Great for a cocktail hour or welcome reception.

Reflections Garden

Relaxing outdoor garden used to host cocktail hours, wedding ceremonies, and more.

Need a larger space?

Let's talk about utilizing our full facility plus parking lot.