

There's No Expo Like a

PROEXPO



PROEXPO is a Las Vegas-based consumer event company that focuses on Southern Nevada residents by producing a series of local consumer events in Las Vegas, North Las Vegas, Henderson, Pahrump, and Mesquite. Dean Taylor, president of Pro Expo started the company in 2011 with a single consumer event, the Summerlin Women's Expo. Over the next decade, Taylor has grown Pro Expo into a leading consumer event producer, hosting more than 200 consumer events in Southern Nevada. These events include Family Expos, Home Expos, Health Expos, Senior Expos, and Veterans Expos.

"With the hundreds of national tradeshow going on in Las Vegas, I saw a niche for local events that promote local companies to Las Vegas residents," said Dean Taylor. "Too many events focus on national companies and bringing in tourists. That's great for the city but doesn't do much for the residents. So, I started Pro Expo."

Pro Expo has found the formula to success through its old-school approach to customer service. It values the vendors as the lifeline of the event industry. Offering each vendor, the personal service they deserve. "Whatever the vendor needs, we make it happen with no questions asked and they appreciate it," said Taylor.

Most of the vendors in Pro Expo's events are repeat vendors. Many have done more than 50 events over the years. The repeat business is attributed to two factors, great customer service, and the feeling of being welcomed.

"The vendors put a lot of time and effort into their presence at an event, and they often have special needs. So, we try hard to satisfy those needs," said Craig Levine, Pro Expo Vice President. And, that's why we have such a tremendous resign rate."

In 2021 Pro Expo produced 18 Senior Expo Series and the 3 Veterans Family Festival. The Senior Expo Series provides local seniors all over Las Vegas access to companies focusing on their specific needs. With over 400 annual vendors these eighteen events help educate and inform visitors by providing the latest products, services, information, programs, and resources available to both seniors and caregivers.

The Veterans Family Festival celebrates active military and veterans of all ages and all branches of service; men, women, and their families. The festival is an opportunity for veterans to learn more about the many resources, benefits, products, and services available to them by local organizations, which represent community service providers, VA benefits organizations, nonprofit organizations, and local providers.

"Our events are not about us selling vendors space, they are also a fun day for local consumers, who get to come out and socialize, shop, learn about new products, and be entertained." Added Levine.

All of Pro Expo's events have been free to the public to attend. There is never an admission fee. In all visitors receive a free welcome bag to stuff with the samples, giveaways, and trinkets the vendors hand out.

Contact them today to reserve your booth at an upcoming event and showcase your brand!

Call at 702.331.1350

visit them online proexpolv.com

8515 Edna Ave. Ste. 260 | Las Vegas, NV 89117
702.331.1350 | Info@LocalEvents.vegas

ProExpolv.com
EVENT MANAGERS AND PRODUCERS