

MAJOR EVENTS. REAL AUDIENCES. MEASURABLE IMPACT.

Outdoor Solutions is your exclusive Las Vegas OOH expert and independent media partner, representing access across vendors, formats and billboard locations so your campaign is never limited to one network. From premium billboards to unique brand activations like building wraps, mobile signage, projections and drone shows, we create high-impact visibility that connects your brand with millions.

MAJOR UPCOMING EVENTS IN LAS VEGAS



**SEPTEMBER
28 – OCTOBER 1, 2026**
G2E 2026

The global gaming industry converges in Las Vegas for the world's largest gaming trade show and conference.

Reach 25K+ gaming professionals and 500+ exhibitors from over 120 countries with OOH exposure at the airport, resorts, Convention Center and throughout the professional gaming corridors of Las Vegas.



**NOVEMBER
19 – 21, 2026**
**FORMULA 1
LAS VEGAS
GRAND PRIX**

The world's most anticipated racing event returns to the Las Vegas Strip for a high-speed weekend of racing, concerts, entertainment and luxury.

Own the race. Reach affluent global fans from the moment they land through every turn of the track with high-impact OOH along the Formula 1 racetrack, airport, Strip, downtown and key event touchpoints.



**DECEMBER
3 – 12, 2026**
**NATIONAL
FINALS RODEO
(NFR)**

The Wrangler NFR is the premier rodeo event, drawing fans from across the U.S. for 10 days of competition and Western lifestyle experiences.

Connect with Western lifestyle audiences through airport, highway, arena-area and event corridor media during the world's largest professional rodeo.



**JANUARY
6 – 9, 2027**
CES 2027

The world's most influential tech event brings innovators, brands and media to showcase the future of technology.

Maximize visibility with digital displays, airport media, transit, taxi tops and wallsapes to reach 130K+ attendees and global media covering the latest tech and innovation.



**JANUARY
25, 2027**
**COLLEGE FOOTBALL
NATIONAL
CHAMPIONSHIP**

The College Football National Championship brings top teams and fans together for the biggest game of the year.

Engage passionate college football fans from across the country with stadium area OOH, highway billboards, airport placements and mobile media targeting throughout Las Vegas.



Don't miss your moment.

Secure premium placements today for Vegas' biggest events of 2026 and beyond.

LET'S PLAN YOUR CAMPAIGN.

Contact us today to explore customized OOH strategies that put your brand in front of high-value audiences where it matters most.