

You're in Luck!

Experience the new Caesars Palace at the most affordable rates ever.

When the self storage community gathers in Las Vegas this September for the SSA Fall Conference & Trade Show, they will be meeting in the city's newest addition: the Caesar's Palace Meeting & Convention Center. Unlike past SSA conferences at Caesars Palace, all general and breakout sessions will be only a few feet from the trade show. The SSA will be one of the first events held at the state-of-the-art new facility.

Never has it been more affordable for SSA members to stay at such an exclusive property. Conference room rates at Caesars Palace are just \$135 (plus tax) per night for the weeknights and \$169 (plus tax) for Friday and Saturday nights. If you stay just three nights, you will save enough to pay almost your entire registration fee. The rates are available through August 14, so book soon.

The 263,000-square-foot ballroom and meeting facility is constructed on two levels and connected to the resort's Palace Tower meeting and convention center. The old trade show space was demolished to make way this tremendous new addition. It features 110,000 square feet of flexible meeting, ballroom and exhibit space with additional breakout areas, grand promenades, banquet kitchens and support facilities. The SSA conference will be held in both of the new regal ballrooms, each expandable to 52,000 square feet. Also added were two executive boardrooms. Another nice new feature is an upper tier with a large terrace over-

looking two new swimming pools, one featuring blackjack tables for players actually sitting in the water.

The resort's existing 512-room Forum Tower also has undergone a major refurbishment. A regal new front entrance and expanded valet parking opens to expansive new casino interior décor, inviting guests to a remodeled buffet restaurant, redesigned Cypress Street Marketplace casual restaurant and enlarged Race & Sports Book.

Caesars's has a long history of setting the standard for Las Vegas. Construction began on the hotel in 1965. Its founder, motel owner Jay Sarno, decided that a Roman theme would signal both ancient sophistication and decadence and be too enticing for patrons to resist. This idea of an extravagant theme on which to base a Las Vegas hotel and casino would be copied over and over again by casinos not only in Las Vegas, but in Atlantic City as well.

The design of Caesars Palace was considered nothing short of awesome to visiting gamblers at the time. The hotel officially opened in 1966, with singer Andy

Williams on hand to play the first night. Since then, the famed property has experienced its share of notoriety. On the last day of 1967, famed stunt man Evel Knievel attempted to jump over Caesars' fountain and failed. Knievel's attempt has become one of the most famous pieces of daredevil footage ever filmed. ❖

