Welcome

Thank you for your interest in visiting our beautiful state of Colorado! We offer experiences for every type of guest and memorable, unique details that will stun.

By looking at each opportunity from our shared guests’ perspective, we are uniquely positioned to craft experiences that resonate for years to come. We’re consistently challenging ourselves to grow ahead of our clients’ ever-changing desires and making investments in creative development and technology that will provide detail and efficiencies so we can continue to be our clients’ top choice of DMC partner.

Through PRA’s past 40 years in business, it’s been the moments that drive our passion – the moments that leave you breathless and the moments that make you say wow. Over four decades, PRA has been so lucky to work with thousands of clients to make moments matter. As we look to the future, we ask ourselves, what will define our next moment, and how can we help you experience yours?

We’re confident that we will make defining and unique experiences for your program. You have an experienced team here at PRA Denver that is committed to working as an extension of your team any way we can. We look forward to continuing our collaborative approach with you as you explore all our destination offers!
Local Highlights

DENVER FRONT RANGE

Denver is the central hub for all that is Colorado. From urban experiences in the city to outdoor Mountain-top adventures – there is something here for everyone!

Ideally positioned 15 minutes from both Denver and Boulder, The Westin Westminster provides convenient access to the 16th Street Mall and Pearl Street Mall, as well as abundant outdoor recreation afforded by the Rocky Mountains.

Known as the “Napa Valley of Beers” Denver alone is home to 148 breweries! With a growing culinary scene, Denver is home to a variety of different cultural restaurants and dining experiences.

Outdoor Adventure

Experience the Westin Westminster

Cuisine + Craft Breweries
Airport

Denver International Airport
Transfer time to Westin Westminster is 45 minutes

Transportation

One-Way Transfers
PRA to manage manifests to organize single or group transfers

Shuttle Service
Scheduled transfers to/from the airport with PRA staff to assist for a seamless arrival and departure experience
Let Us Transport You

DENVER FRONT RANGE

Airport Arrivals + Departures

Meet + Greet Services

Event Transportation

Activity + Recreation Transfers

Private Aviation Greets

Shuttle Planning + Execution

www.pra.com | @PRABusinessEvents
Commonly Asked Questions

**Why is Denver called the Mile High City?**

There are 5,280 feet in one mile and that's exactly how high Denver is above Sea Level – leading to our nickname. By an amazing stroke of good luck, the 13th step on the west side of the State Capitol Building is exactly 5,280 feet above sea level – one mile high.

**How do you acclimate to the altitude?**

Although this varies by person, it is not uncommon for guests to feel the impact of the high-altitude levels of our city. We always encourage staying well hydrated before and during a Denver visit. PRA can also help to arrange resources such as oxygen cans and additional water stations to help guests adjust more easily.

**What is the Uber/Lyft process from the airport to The Westin Westminster?**

Guests can take Uber/Lyft from the airport. At DEN Airport there is a designated Ride App Pick-up area in both the East and West Terminals on level 5.

Alternatively, let PRA transfer your guests conveniently from DEN to the Westin Westminster. A meet and greet staff welcomes your guests, and a professional driver gets them comfortably to the hotel.

**How is the weather?**

Denver is known for 300 days of sunshine year-round – the most of any city in the country! While it does snow in the winter, it melts and evaporates quickly. The low humidity keeps temperatures moderate and pleasant. It’s not uncommon to see people wearing light jackets in the summer and shorts in the winter.
## Program Overview

### DENVER FRONT RANGE

<table>
<thead>
<tr>
<th>2023</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
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</thead>
</table>
| **Morning/Afternoon** | Airport Arrivals  
Meet & Greet  
Transfers | Optional Group Tours  
○ Graffiti Street Art Tour  
○ Brewery Tour + Tasting  
○ Red Rocks + Hiking  
○ Local Food Tour  
○ E-Biking Tour | CSR/Teambuilding Event  
○ Build-a-Bike  
○ Plant a Tree  
○ River Clean-up  
○ Wine to Water | Airport Departures  
Manifest Coordination  
PRA Staff |
| **Hospitality Suite** | Soft Seating  
Local Snacks  
Gifting Experience | | | |
| **Evening** | Welcome Reception  
*On-Property*  
Host your very own  
Colorado Beer Garden.  
Bistro lighting, wood  
communal tables and wine  
barrel highboys transform  
the event space. Food  
trucks, beer tastings, and  
photo booth activations  
provide memorable  
moments. | Dine Around Town!  
○ The Kitchen  
○ Urban Farmer  
○ Coohills  
○ Tamayo | Farewell Event  
*Wings Over the Rockies*  
Guests are greeted by Pan  
Am Flight Attendants,  
creative food stations, a  
headliner live band and  
photo ops with walk around  
jet fighter performers. This  
venue provides a truly  
soaring, unique event  
experience that will ensure a  
smooth 'take-off' and  
'landing'. | Suggested Hotel Departure Times  
Denver International  
Airport  
2.5-hours Domestic,  
*prior to flight time*  
3.5-hours International,  
*prior to flight time* |
As one of the world's most iconic venues, Red Rocks Park & Amphitheatre is a must see while in Denver. This historic venue has hosted many legendary artists and bands such as The Beatles, Johnny Cash, Pearl Jam and more!

The River North “RiNo” neighborhood is home to a variety of local and national artist graffiti work that showcases stories and representations of many cultures, artist expressions and history along the streets and alleys of Denver.

Meow Wolf opened its newest location in Denver in 2021. This surreal, walk-through art museum features multiple interactive rooms, bizarre sculptures and various structures for a one-of-a-kind experience.

Don't miss out on the magical experience of being in the Rocky Mountains during the winter. With a quick transfer out to the mountains, there are endless winter adventures including: Skiing, snowboarding, snowmobiling, snowshoeing, ice skating, and even snow biking!
Adventures + Activities | Most Popular

DENVER FRONT RANGE

1. Foodie Tour
2. Behind the Scenes at Mile High Stadium
3. Wonderland Brewery & Mini Golf
4. E-Bike Tour in Boulder

5. Jeep Journey Out West
6. Historic Golden + Coors Brewery Tour
7. Golf Outing
8. Hiking Excursions
Must Try Restaurants

DENVER FRONT RANGE

1. Kachina
   Westin Westminster

2. Urban Farmer
   Denver

3. Tamayo
   Denver

4. Avelina
   Denver

5. Oak at Fourteenth
   Boulder

6. Avanti F&B Boulder
   Boulder

7. SALT
   Boulder

8. Frasca Food and Wine
   Boulder
Venues

DENVER FRONT RANGE

1. Acreage by Stem Ciders
   Lafayette

2. Wings Over the Rockies
   Denver

3. Ironworks
   Denver

4. Empower Field – Home of the Denver Broncos
   Denver

5. Denver Art Museum
   Denver

6. Folsom Field
   Boulder

7. Rembrandt Yard
   Boulder

8. The Riverside
   Boulder
Case Studies

*Let PRA be your One-Stop Shop*
Beer Tastings | Interactive Activations | Décor and Musical Entertainment | VW Photo Booth
Events That Inspire – *Poolside Palooza*

**Branded Interactive Games | Accent Décor | Live Music | Pool Entertainment**

*Pricing and availability cannot be guaranteed until contracted.*
Farm-to-Table Catered Dinner | Farmers Market Themed Décor

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Events That Inspire – Rock On in The Rockies!

Bowling + Arcade Games | Caricaturist | Roaming Magician | Live Band Karaoke

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Events That Inspire – *Mile-High Meeting*

Enhanced Registration + Communal Networking Areas | Unique Stage Furniture + Design | Specialty Meeting Seating | Registration Staffing

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PRA in Action – Ready to Partner with You
PRA Service Capabilities

PRA delivers experiences anywhere – throughout the world, in destinations, on stage and on screen. Through our unique service capabilities, PRA event architects guide organizations in bringing people together with highly produced, strategic program design, brand engagement and authentic destination experiences.
Thank You!

We look forward to the opportunity to work with you.