

UFC Chief Operating Officer Lawrence Epstein

Q&A with Merge Magazine



The Merge: What makes Las Vegas a desirable event destination and home for UFC?

Lawrence Epstein: Las Vegas has been the home of UFC for the past 18 years and as the Combat Sports Capital of the World, we are proud to call Las Vegas home.

Las Vegas has always been one of the world's most desirable destinations and the city consistently reinvents various industries, such as hotels, entertainment, conventions and retail. With the recent additions of the Vegas Golden Knights (NHL), Las Vegas Lights FC (USL) and Las Vegas Aces (WNBA), coupled with the rebranding of the Las Vegas Aviators (MiLB) and emergence of the Raiders (NFL) in 2020, Las Vegas is primed to reinvent sports and potentially become the most important city for sports in the world within the next 10 years.

M: Talk about UFC's partnership with T-Mobile Arena.

LE: We've had an incredible partnership with T-Mobile Arena, MGM and AEG since the arena opened in 2016. We were named the first anchor tenant of the arena in March 2017 and it has hosted some of the biggest events in the history of UFC and combat sports.



M: Tell us about UFC International Fight Week and this year's events.

LE: UFC International Fight Week is our largest weeklong event of the year. It's the global celebration of combat sports and it's an opportunity for all of our fans from around the world to come to Las Vegas and experience all things UFC for an entire week. We have a two-day fan experience, UFC HOF Induction Ceremony, concerts, pool and after parties and the week is anchored by a major event at T-Mobile Arena.

M: Tell us about UFC's new APEX facility.

LE: UFC APEX is our new, state-of-the-art, 130,000 square-foot production facility immediately adjacent to our global corporate HQ here in Las Vegas. This facility is a game changer for combat sports and UFC, as it gives us the flexibility to produce live shows like Dana White's Contender Series, pre- and post-event studio shows and original programming. We can also produce events that are hosted anywhere in the world from this building.



M: How can other organizations use the APEX production facility?

LE: UFC APEX has built-in, advanced production capabilities with an arena space that can be configured to accommodate a variety of live events, including other sports competitions, concerts, stage shows, esports tournaments and more. The arena can also be converted into a sound stage for use as a rehearsal space for entertainment acts booked throughout Las Vegas. Also, APEX's state-of-the-art control room and studios are capable of producing any format of live or taped sports and entertainment programming.

