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ROB LOWE COMPLETES THE 2016 KEYNOTE LINEUP

ATLANTA, June 7, 2016—Rob Lowe is confirmed to kick off the general session breakfast of Connect Marketplace on Aug. 27 at Gaylord Texan Resort & Convention Center in Grapevine, Texas. Lowe began his national acting career starring in the ABC television series "A New Kind of Family." Today, Lowe's charismatic talent and palpable success have radiated far beyond the realm of television. Lowe released his memoir, "Stories I Only Tell My Friends," in 2011. The book was an instant hit, spending consecutive weeks in the top four of The New York Times best-sellers list and making it onto GQ's "Best of 2011" book list. Lowe's second book, "Love Life," was published in 2014 and also landed a spot on The New York Times best-sellers list.

Lowe's legacy in Hollywood was cemented in 2015 with the unveiling of his Walk of Fame star. Lowe will next be seen starring with Kristen Bell in the 2017 movie "How to Be a Latin Lover," directed by Ken Marino. He most recently starred in NBC's "Parks and Recreation," Fox's "The Grinder," for which he was nominated for a 2016 Golden Globe Award, and in Sky 1's biggest drama debut, "You, Me and the Apocalypse," which is currently on NBC.

Friday's general session lunch will feature a very special mystery guest who will stay a secret until he or she walks onstage at Connect Marketplace. "Without giving it away, I know our attendees will be intrigued and impressed by this surprise guest," says Connect President Chris Collinson. "Every year, we strive to bring exceptional speakers not only to entertain, but to inspire, and this year will not disappoint."

Closing the final general session on Saturday will be NBA legend Shaquille O'Neal. This larger-than-life athlete has established himself as a powerful media personality and businessman over the years. Shaq will participate in an exclusive Q&A for Connect Sports attendees.

More than 3,500 buyers and sellers from corporate, association, expo, sports and specialty markets will come together to attend one-on-one appointments, general networking events, continuing education courses and big-name keynote speeches.

For more information or to register for Connect Marketplace, visit connectmarketplace.com.

ABOUT CONNECT

Connect is a leader in the meetings, travel and tourism industry. Specializing in destination marketing, the company produces digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines, and destination information, which is distributed through broadcast and custom programs. More information about the company's brands and services is available at connectmeetings.com.

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