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FOR IMMEDIATE RELEASE

## COLLINSON MEDIA & EVENTS HAS A NEW NAME IN 2016

ATLANTA, January 12, 2016—Collinson Media & Events, an innovator and leader in the meetings, hospitality and travel industry, will begin operating under a new name, Connect. Effective immediately, the new name will be implemented across the company's products and services throughout the calendar year 2016. The change more accurately represents the scope of the company's mission, which is to connect people, places and ideas. The company's ownership and staff have not changed.

In alignment with this growth and name change, Connect has introduced a new logo and website, [connectmeetings.com](http://connectmeetings.com). The new site prominently features the company's focus on creating business solutions for clients, connecting them to people who matter through quality publications, digital programs, custom solutions and reverse trade show events.

"We are very excited about the introduction of our new company name. We believe the name Connect allows us to better represent our business, our staff and our mission as we continue to grow and expand within this always evolving industry," says President Chris Collinson.

Over the next few months, Connect's publications will reveal a new look and an enhanced reader experience. Connect will become Connect Association; Collaborate will be renamed Connect Corporate; Rejuvenate will shift to Connect Faith; and Connect Sports will remain Connect Sports. The magazines will continue to deliver inspirational and informative content about travel, destinations and planning experiences while introducing even more compelling imagery, authentic stories and authoritative advice from industry experts.

"Our magazines and websites aren't merely competing with other B2B industry publications for a meeting professional's attention, we're also competing with lifestyle magazines they subscribe to, Facebook posts, popular TV shows, what's in their Twitter feeds, their kids pulling at their pant leg and everything else out there that could steal their focus," says Editor-in-Chief Stephanie Davis Smith. "With that knowledge, we've created powerful covers, strong visuals, must-read stories and must-visit sites, and we're going deeper and more creative with our content in 2016 to make sure we capture and keep an event professional's attention above all else."

For more information about the name change or to learn more about Connect, please visit [connectmeetings.com](http://connectmeetings.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](http://connectmeetings.com).

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