

FOR IMMEDIATE RELEASE

DESTINATION IRVINE TO HOST CONNECT CALIFORNIA

ATLANTA, January 15, 2016—Connect introduces a new show to its 2016 lineup, Connect California. A hosted-buyer, appointment-only, reverse-style trade show for the meetings industry, the event will connect CVBs and hoteliers to planners in the state and national association, corporate, sports and specialty markets focusing on California destinations for their meetings and events. Connect California will take place at Hotel Irvine April 27-29, 2016.

“As an innovative hub, the city of Irvine and Destination Irvine saw a partnership with Connect, and the opportunity to host its inaugural Connect California, as a way to go beyond a traditional trade show and bring something original and beneficial to our state’s meetings industry,” says Linda DiMario, vice president of economic development and tourism at Destination Irvine.

“Our Marketplace events keep growing because planners and suppliers satisfy their business goals during and after the event,” says Chris Collinson, president of Connect. “Our No. 1 goal is to help attendees form new relationships or build on current ones, resulting in long-lasting business connections.”

During the Marketplace session of Connect California, planners and sellers meet in preset, scheduled appointments specific to their markets; exchange RFPs; arrange future site visits; and book events. The popular Marketplace format was first introduced to the meetings industry by Collinson Media & Events, which has recently rebranded to Connect. Connect produces Connect Marketplace, Connect Sports Marketplace, Connect Faith Marketplace, Diversity Marketplace, as well as other state-specific shows in the meetings and hospitality industries.

“For years we’ve had exceptional planners across all market segments apply to attend our major Marketplaces, but they’ve been unable to join us because their meetings and events don’t rotate outside the state of California. We’re excited that Connect California will finally provide these planners with an opportunity to do business with California-based DMOs and hoteliers,” says Patrick Higgins, vice president of Marketplaces.

For more information on Connect California, please visit connectcaliforniametings.com.

Connect

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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