

FOR IMMEDIATE RELEASE

## CONNECT EXPANDS WITH INCENTIVE IN CANCUN

ATLANTA, April 22, 2016—Connect has launched a new event specifically for the incentive meetings business to take place in Cancun, Mexico, Nov. 2-4, 2016. Connect Incentive is a hosted-planner, appointment-only program and education conference. Hosted by Connect, the event brings together the most active planners, suppliers, and experts in incentive and corporate meeting planning for three days of general sessions, roundtables, workshops, preset appointments and quality networking.

"Our No. 1 goal is to help our attendees form new relationships or build on current ones that result in long-lasting business connections," says Chris Collinson, president of Connect. "Our previous incentive event in Hawaii resulted in multiple contracts for clients generating over \$10 million in new business in less than one year. This is where business gets done."

Connect has partnered with Melia Hotels International for the 2016 event. The three-day event will take place at Paradisus Cancun Nov. 2-4. Planners will also have the option to stay through the weekend and experience the beautiful Paradisus Playa del Carmen Nov. 4-6. "Paradisus Cancun is extremely pleased to be this year's host hotel for Connect Incentive," says John Iannini, vice president of group sales for Melia Hotels International. "It is an honor to be part of this specialty market event. As a leader in the luxury all-inclusive market, Paradisus Cancun is an ideal location for this inaugural incentive program. We are anxious to provide Connect's elite with our brand's unparalleled service and expertise."

During the Marketplace session of Connect Incentive, planners and sellers meet in preset, scheduled appointments specific to their meetings' needs; 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- and region-specific shows in the meetings and hospitality industries.

"The amount of incentive planners attending our shows has grown steadily. By launching Connect Incentive this November, we're providing them with a forum that focuses specifically on the incentive market. We have an outstanding partner in Paradisus Cancun, and we're looking forward to our inaugural Connect Incentive," says Connect Vice President of Marketplaces Patrick Higgins.

For more information on Connect Incentive, please visit [connectincentivemeetings.com](http://connectincentivemeetings.com).

# Connect

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## 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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