

FOR IMMEDIATE RELEASE

STEVE WALKER TO HEAD CONNECT EXPO

ATLANTA, January 9, 2017— Connect announces Steve Walker as vice president of Connect Expo. Walker joins the Connect team with more than 25 years of experience in the meetings, conventions and hospitality industry, spending the last 15 years in the Las Vegas market working for two of the largest convention centers in the country. “I’m excited to see Connect expand into the expo market, and I look forward to educating the exhibition and events industry on how Connect Expo’s reverse trade show makes doing business easy,” says Walker.

The 2017 Connect lineup includes tracks for expo, corporate, association, specialty and sports. Connect Expo targets the exhibitions, trade show and events industry, which includes the planning, management and production of exhibitions and buyer-seller events, as well those who provide products and services to this industry. Connect will take place in New Orleans, Aug. 21-23 at Ernest N. Morial Convention Center.

“Connect Expo is a natural fit for the Connect Marketplace model, and what better time to grow than now?” says Chris Collinson, president of Connect. “The exhibitions, trade show and events industry is worth \$70 billion. We are here to connect the organizers behind these events to the suppliers that can help them grow and produce successful shows for years to come. We are pleased to have Steve on board and look forward to seeing Connect Expo grow.”

During the Marketplace session of Connect, 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 and Diversity Marketplace, as well as other state- and region-specific shows in the meetings and hospitality industries.

For more information on Connect Expo, visit connectmarketplace.com or contact Steve Walker, VP of Connect Expo at swalker@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.

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