

FOR IMMEDIATE RELEASE

Connect Sports Forges Exclusive Partnerships

ATLANTA, July 20, 2021— Connect Sports is proud to announce that it has reached exclusive partnerships with four of the country's most respected and impactful youth sports organizers. As part of the agreements, representatives from the [Amateur Athletic Union \(AAU\)](#), [Varsity Brands](#), [TCS Hockey](#) and [Athletx](#) will make Connect Sports (Aug. 30-Sept. 1 in Tampa, Fla.) the only industry event they attend in 2021.

The arrangements further solidify Connect Sports as the country's premier sports tourism industry event. True to its mission, Connect Sports will provide one-on-one meeting opportunities that no other event can provide to rights holders, event organizers and planners. These appointments are the building blocks for vital future business for destinations that benefit their entire communities, from venues to restaurants, hotels and retail stores. **Register here for [Connect Sports](#).**

As the country rebounds from the pandemic, Connect Sports will be the only event in which sports tourism suppliers will meet with the likes of TCS Hockey, AAU, Varsity Brands, Athletx and other elite organizers. In fact, this will be the first industry event TCS Hockey has attended. The show's combination of networking, one-on-one meetings and memorable experiences consistently make the show the place to get business done.

"After doing our research on Connect, we know this will be a great networking event that offers so much knowledge, which will allow us to grow immensely," said TCS Hockey Director Marc Costanza. "We feel confident this partnership will be a long-lasting one that we don't take lightly!"

The events represented by these four brands cover the entire country and demonstrate the true power of sports tourism. Each organization is responsible for bringing thousands of young athletes and their families to destinations for tournaments that fill hotel rooms, restaurants, retail stores and other local businesses.

"We couldn't be prouder to be the exclusive home for these event organizers," said Connect Vice President Patrick Higgins. "Our exclusive partners have the ability to produce sporting events from coast to coast and utilize venues of all sizes, up to and including single hotels. Sporting events play such an important role in our lives and our industry. We're committed to their full recovery, and we can't wait to bring our community together to push the great comeback along."

For more information about Connect Sports 2021 or to schedule interviews about the conference, contact Connect Corporate Communications Director Matt Swenson, mswenson@connectmeetings.com

For the full Connect Sports agenda or to register, click [here](#).

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ABOUT CONNECT

Connect is a leader in the meetings, events, 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. Connect, formerly known as Collinson Media & Events, introduced the popular Marketplace format to the meetings industry and now produces national shows for meeting planners in the Corporate, Expo, Sports, Diversity, Association and Faith sectors as well as other state- and region-specific meetings- and hospitality-focused events. More information about the company's brands and services is available at connectmeetings.com.