

FOR IMMEDIATE RELEASE

## **Connect Ready to Meet Citywide Demands**

*May 2022 show will be the first industry event to ensure planners meet exclusively with destinations and venues equipped to host citywide events.*

ATLANTA, October 26, 2021—[Connect](#) has added a new track to its portfolio of industry leading events to meet the growing needs of citywide event planners. Connect Citywide will debut as part of Connect Spring Marketplace in Puerto Rico, May 22-24, 2022, at the Puerto Rico Convention Center.

Citywide events, defined as gatherings larger than 100,000 square feet of exhibit space and filling at least 1,000 room nights on peak, are lynchpins to destinations. Connect Citywide will be the first industry event to ensure both meet meeting parties fulfill the requirements.

Such large shows spur employment throughout the host's hospitality industry, from transportation workers to hotel staff and convention center workers. The economic impact from a citywide is enormous, as is the prestige that comes from hosting such events, regardless if they are large association meetings, corporate gatherings, sports events or faith-based conventions.

"Connect Citywide is a great addition to our portfolio of events," says Connect Senior Vice President of Industry Relations Patrick Higgins. "As always, we continue to find needs in the marketplace to improve the events industry. Citywides are vital to the economic health and wellbeing of destinations. We are excited to play a role in improving the process for prospecting future business."

In speaking to planners over the course of the past year, Connect officials are convinced there is a need for a specific concentration on citywide events as destinations look to make up for lost time during the pandemic. To maximize the impact of the new show, Connect is limiting the event to 75 hosted buyers and 75 suppliers. Many of citywide planners in Puerto Rico are expected to new attendees to Connect events. Registration is now open for planners and suppliers.

Through our innovative reverse-style appointments, planners will be matched with the right suppliers to take the initial steps toward future citywide bookings. Pre-scheduled meetings will reintroduce the buyers to destinations and introduce them to venues that they perhaps had never considered previously, opening the door to valuable business for suppliers.

# Connect

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As with all Connect shows, the event in Puerto Rico will include added value beyond the fully vetted one-on-one appointments. A traditional tradeshow featuring engaging activations will be set up inside the convention center. Per usual, there will be top-of-the-line education. The event will also serve as a showcase for the vibrant Distrito T-Mobile, opened recently in San Juan steps from the convention center.

Planners can click [here](#) to register for Connect Citywide. Suppliers should reach out to Connect Vice President of Sales Derek Rodriguez [here](#).

For more information about Connect Citywide or to schedule interviews about the event, contact Matt Swenson, Connect Corporate Communications Director, [mswenson@connectmeetings.com](mailto:mswenson@connectmeetings.com)

## **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, 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](http://connectmeetings.com).