

FOR IMMEDIATE RELEASE

Connect Ready to Rev Up Events Industry in Detroit in 2022

More than 4,000 event professionals to meet, network and do big business at Connect Detroit Marketplace in August 2022

ATLANTA, October 6, 2021—[Connect](#) is prepared to welcome back a pre-pandemic number of event professionals to its signature Summertime Marketplace event, Aug. 8-10, 2022, in Detroit. About 4,000 decision-making planners and suppliers are expected to be on hand for the event, emanating from [TCF Center](#).

Home to Fortune 500 companies, many state and national associations and recognized as one of the country's premier sports towns, Detroit is uniquely qualified to host Connect. Per usual at the annual August conference, Connect will draw attendees from four main tracks: Corporate, Association, Specialty and Sports. Connect's sister company, BizBash, will also co-locate in Detroit.

"We're very excited to be coming to Detroit next year," says Connect President Chris Collinson. "Not only is Detroit known as the Motor City, but it's also a place where business gets done. We can't wait to help connect the right planners with suppliers. And by partnering with Visit Detroit, we know this will be a show that nobody forgets."

The event will feature Connect's signature reverse-style trade show for one-on-one appointments, as well as its largest traditional trade show to date. Celebrity keynotes and industry event veterans will provide engaging and inspiring content. Look for many creative activations on the trade show floor and for off-site activities spotlighting all that Detroit has to offer.

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"We couldn't be more thrilled that Connect is heading to Detroit. Connect will put thousands of decision makers in our city which is a huge opportunity for us to ensure Detroit is on their radar for future meetings and sports events," said Claude Molinari, president and CEO of Visit Detroit. "Detroit is a revitalized, vibrant and friendly destination, and seasoned when it comes to hosting successful meetings and events. Our hospitality industry is committed to using all of our resources to create an unforgettable experience for Connect attendees."

Connect

Connect is regarded as an industry leader due to its ability to draw the best event professionals to shows. Utilizing a thorough vetting process, only the best of the best qualify to take appointments. They then use our expert matchmaking abilities to ensure that planners are meeting with the right destinations, hotels and other venues that can hold their future events. These conferences mean thousands of jobs for host communities, ranging from chefs and cleaning crews to travel and tourism executive positions.

[Connect 2021](#), Aug. 30-Sept. 1 in Tampa, Fla, drew together approximately 2,500 elite event professionals, a sign of a welcomed step forward for the events industry. Connect pledges to build off that momentum to facilitate necessary face-to-face meetings with planners and destinations eager to bring in new business. They fully expect a robust increase in business travel in 2022 and will continue to be a leader in finding the right venue matches for important meetings and events.

Hosted buyer registration is now open for the event. Meeting planners can click [here](#) to register. Sports planners and rights holders can click [here](#) to register.

Suppliers and interested exhibitors should email Connect Vice President of Sales Derek Rodriguez [here](#) to register.

For more information about Connect or to schedule interviews about the conference, contact Matt Swenson, Connect Corporate Communications Director, 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.

ABOUT VISIT DETROIT

The mission of Visit Detroit, (also known as the Detroit Metro Convention & Visitors Bureau) is to market and sell the Detroit metropolitan region to business and leisure visitors in order to maximize economic impact. In collaboration with its partners, stakeholders and customers, the organization's purpose is to champion the continuous improvement of the region as a dynamic and memorable tourism destination.

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