

FOR IMMEDIATE RELEASE

Connect and Meeting Made Easy Announce Formal Partnership

ATLANTA, March 18, 2022—Connect, the industry leading B2B events company for event professionals, is pleased to announce a formal partnership with Meetings Made Easy, one of the industry’s elite site selection and event planning firms.

As part of the arrangement, Meetings Made Easy has pledged to send a record number of its acclaimed meetings brokers to [Connect Spring Marketplace](#), May 22-24 in Puerto Rico, and [Connect Marketplace](#), Aug. 8-10 in Detroit. The Meetings Made Easy event professionals will take appointments with suppliers at both shows as well as host a booth on the trade show floor for additional meetings and discussions.

The unique access to Meeting Made Easy’s stellar team underscores the value of Connect’s marketplaces. Both Connect and Meetings Made Easy share a commitment to push valuable in-person meetings and events forward, allowing suppliers to building the foundation for future business with the industry’s top professionals.

Patrick Higgins, senior vice president of industry relations at Connect, said the partnership will enhance to experience for all event attendees. “Meetings Made Easy represents a stellar portfolio of end-user customers. Beginning this year, Meetings Made Easy will have a physical presence on our marketplace floor which will allow suppliers the opportunity to discuss business opportunities like never before. Additionally, planners who are interested in finding out more about the Meetings Made Easy suite of services can now visit with them during Marketplace hours,” he said.

Added Mike Ferreira, owner and founder of Meetings Made Easy, is equally excited about the enhanced relationship with Connect. “At Meetings Made Easy, we have a tremendous passion for our industry, and we want to be a part of anything positive that gets our industry back. We have always had high regards for Connect, their events and we are so excited about this partnership. We can't wait to see all of our industry colleagues in Puerto Rico and Detroit,” Ferreira said.

Planners interested in registering for Connect should click [here](#). Suppliers can reach out to Senior Vice President of Sales Derek Rodriguez at drodriguez@connectmeetings.com

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

Connect

ABOUT CONNECT

Connect is a leader in the meetings, events, travel and tourism industry. Formerly known as Collinson Media & Events, Connect introduced the popular Marketplace format to the meetings industry and now produces national shows for meeting planners in the Corporate, Sports, Diversity, Association, Faith and Travel 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 MEETINGS MADE EASY

Meetings Made Easy is a one-stop-shop for physical and virtual events, digital marketing, hotel site selection, room block negotiation, DMCs, housing/registration, and event management for your events. We don't consider ourselves event planners, we're meeting group brokers. We make booking and executing your event, EASY! More information can be found [here](#).