

FOR IMMEDIATE RELEASE

Connect Spring Marketplace Sparks New Future for Events

ATLANTA, MAY 31, 2022— Connect Spring Marketplace, which took place in San Juan, Puerto Rico, celebrated the revival for the events industry, intertwining business development opportunities, stellar education, and the Island’s vibrant culture, as well as stand-out offerings for meetings and events.

More than 1,700 event professionals were on-site in San Juan May 22-24 to engage in the vibrant conference and tradeshow. Meeting planners and experience creators sourced future event sites and met with potential future partners, including top-of-the-line technological companies, to pave a successful way forward post-pandemic.

Connect and [Discover Puerto Rico](#), the Island’s destination marketing organization, worked hand-in-hand to deliver a show rich in content, context and experiences that demonstrated the powerful impact face-to-face meetings have. Attendees were treated to a unique event that showcased a leading new venue, Distrito T-Mobile—an entertainment district steps from the Puerto Rico Convention Center, the largest in the Caribbean—and an authentic Puerto Rican festival in Old San Juan. As a result, attendees were able to immerse themselves in the Island’s rich heritage—including the culture, cuisine and art—and get a glimpse into a promising future for Puerto Rico, which is coming off of a record-breaking year in 2021, and the industry as a whole.

Connect Spring Marketplace demonstrated the advantages of putting together a program with a true sense of place and executed in true collaboration with a host destination, said Connect President Chris Collinson.

“The energy level and excitement at Connect Spring Marketplace was palpable,” said Connect President Chris Collinson. “It is heartwarming to see everyone back together in-person again doing business, making connections and enjoying each other’s company. This event really speaks to the importance of bringing the industry together. And hats off to Discover Puerto Rico for showing true hospitality and helping us create such a rich experience for our attendees.”

“We’re honored to have had the opportunity to work together with Connect in bringing Connect Spring Marketplace to Puerto Rico. The event not only had an over \$3 million immediate economic impact on the Island’s communities, but also showcased Puerto Rico as a world-class destination for hosting meetings and events and generated interest in the Island for future events. We’re coming off of a record-breaking year in 2021 and the Island is well-positioned to see an even better 2022,

with new group leads generated from Jan-April of 2022 103% higher than in the same period in 2021. And, as a unique value proposition, the Island offers an international feel, including a rich history and culture, with the convenience of no passport, currency exchange or new phone plan for U.S. citizens,” said Brad Dean, CEO of Discover Puerto Rico.

The show also showcased the continued integration of Connect, the leading B2B events producer for event professionals, with BizBash, the industry’s No. 1 source for cultivating innovative brand and event experiences. BizBash powered the education from top event professionals and its Thought Leadership Summit brought together top corporate brand officers and leading industry suppliers and vendors for an intimate and insightful discussion on what the future of events will look like.

In addition to the in-person festivities, BizBash partnered with leading event tech company Hubilo for the BizBash Virtual Summit, in which all of the show’s stellar education was livestreamed to audiences around the world. It is also available on-demand.

Connect and BizBash now turn their attention to Connect Marketplace, Aug. 8-10 in Detroit. More than 3,000 event professionals will attend the industry leading B2B business development conference for event professionals. Jason Sudeikis, the Emmy-award winning creator and star of “Ted Lasso,” will be the celebrity guest speaker. In addition to Sudeikis, Connect Marketplace will feature its largest trade show to date, our signature reverse-style one-on-one business appointments and myriad networking opportunities.

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

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 BIZBASH

BizBash is the event and meetings industry’s No. 1 source for ideas, news and resources. The most influential names in live experiences look to BizBash for venue

and supplier discovery, the latest event strategies and industry best practices, the newest event technology and tools for their next event, plus more. Thousands of event professionals attend BizBash's in-person events, listen to BizBash's monthly podcast, GatherGeeks, and subscribe to BizBash's weekly newsletter, BizBash Buzz, and BizBash's bi-annual magazine published in the spring and fall each year. More information is available at BizBash.com.

ABOUT DISCOVER PUERTO RICO

Discover Puerto Rico is a newly established private, not-for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO brings prosperity to the people of Puerto Rico by collaboratively promoting the Island's diversity and uniqueness for leisure and business travel, and events. It is responsible for all global marketing, sales, and promotion of the destination and works collaboratively with key local governmental and non-governmental players throughout Puerto Rico's visitor economy and the community at large, to empower economic growth. To discover all the beauty the Island has to offer, visit DiscoverPuertoRico.com.