

FOR IMMEDIATE RELEASE

## **Connect and HPN Announce Formal Partnership**

ATLANTA, May 12, 2022—Connect, the industry leading B2B events company for event professionals, is pleased to announce a formal partnership with HPN Global, one of the industry's elite site selection and event planning firms.

As part of the arrangement, HPN has pledged to send a large contingent of its award-winning associates to [Connect Spring Marketplace](#), May 22-24 in Puerto Rico, and [Connect Marketplace](#), Aug. 8-10 in Detroit. The HPN event professionals will take appointments with suppliers at both shows as well as take meetings on the trade show floor for additional discussions.

The unique access to HPN's stellar team underscores the value of Connect's marketplaces. Both Connect and HPN Global 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 the experience for all event attendees. "HPN represents a stellar portfolio of end-user customers. Beginning this year, HPN 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 HPN suite of services can now visit with them during Marketplace hours," he said.

Added Desi Whitney, senior vice president, sourcing operations and industry relations, is equally excited about the enhanced relationship with Connect. "This year has shown us the next evolution of our business which far surpasses previous years. Our sales associates are eager to take both planner and supplier relationships to the next level. If you haven't met our Meeting Services team, they are vibrant and unmatched in service and expertise. We can't think of a better place to showcase our team and lead the next level of conversations than at Connect Meetings," Whitney 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](mailto: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](mailto:mswenson@connectmeetings.com).

# Connect

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

## **ABOUT HPN GLOBAL**

HPN Global is celebrating 20 years in business in 2022. The company developed its own sourcing platform to increase efficiency in the site selection process. At HPN Global, relationships matter. The company's philosophy is to have a single point of contact at each hotel, DMO, and other suppliers so a long-term relationship can be formed, resulting in priority handling of our inquiries. This also allows us to maximize our purchasing leverage and partnerships to directly benefit our clients. More information can be found [here](#).