

FOR IMMEDIATE RELEASE

## **Connect Selects Meetings Alliance to Represent in LATAM Market**

ATLANTA, October 24, 2018— Connect, the leader in meetings and events, is partnering with Meetings Alliance. The Miami-based company will represent Connect in the Latin American market as it continues to be a resource for the meetings, MICE, golf and romance markets.

[Meetings Alliance](#) is a bilingual, multicultural organization that offers sales and marketing services within the meetings segment with a particular focus on Latin American destinations and hotel organizations seeking to penetrate the international meetings market in the United States. Meetings Alliance will provide information to the LATAM market about the services Connect offers and how each market can benefit from these services.

“Meetings Alliance is thrilled to be representing Connect Meetings in Latin America. Connect Meetings’ services are exactly what our clients need, providing the exposure and face-to-face opportunities that are crucial in this industry,” said Sandra Reed, director of Meetings Alliance. “Connect Marketplace increases demand from buyers looking for the very best for their events. By promoting Connect Marketplace in Latin America, Meetings Alliance will exponentially increase the availability of products, services, and experiences from international destinations to interested buyers.”

Connect is known for its reverse-style trade shows. During Marketplace, planners and suppliers meet in prescheduled appointments to exchange RFPs, arrange future site visits and book events. In addition to one-on-one meetings, Connect events feature quality education sessions, networking opportunities with like-minded professionals and motivational keynote speakers.

For more information, contact Executive Vice President Matt Johnson at [mjohnson@connectmeetings.com](mailto:mjohnson@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, Expo, 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).