Trade Show Executive

NOVEMBER 2026

News, Views and Tools for **Trade Show and Event Executives**



MEET THE 2026 WOMEN TO WATCH

Get To Know the 10 Extraordinary Women Recognized This Year

HOTEL/ CONVENTION CENTER COMPLEXES REPORT

Find Out What's New at North America's All-In-One Facilities

WHAT'S HOT IN REGISTRATION?

Trends, Changing Behavior and Pricing Driving Registration Strategy in 2027

MANUFACTURING MOMENTUM

Michelle Edmonson, CEM
Vice President of Exhibitions
AMT – The Association For Manufacturing Technology
2027 IAEE Chairperson

TradeShowExecutive.com

United**Service**Companies

YOUR ALL-IN-ONE SERVICE PROVIDER



United**Security**Services

- Tailor-Made Security Plans
- Comprehensive Threat Assessment
- Day & Night Security Officers
- Access Control & Crowd Management
- Weapons Screening
- Detection Dogs
- Executive Protection
- Professional Consulting

At United Security we understand that every facility presents its own unique set of challenges and can draw on our vast wealth of experience to strategize accordingly. We have assembled a dedicated team of professionals with expertise in every area essential to the hospitality and tradeshow industry. From customized security plans, to manpower allocation and budgeting, United Security can serve you.



United**National**Maintenance

- Hard Floor Surface Cleaning
- Sweep & Mop of any floors
- Vacuuming
- Carpet Shampooing
- Electrostatic Spraying
- Trash Removal
- Restroom Cleaning & Disinfection
- Recycling & Sustainability Solutions

Servicing over 1,500 shows a year nationwide, UNM has become the industry standard in convention and special event cleaning services. We are prepared to take on any indoor or outdoor show or event. We work in conjunction with your general service contractor, in fact we have worked with all major contractors for decades. Whether you're a current show manager we provide service to, or you need more information, please talk to a United manager to see how we can enhance your show experience



CONTACT US

800-248-8558 info@unitedhq.com www.unitedhq.com

Endless Inspiration For Your Successful Events

From grand galas to corporate gatherings, Hilton Americas-Houston delivers exceptional experiences with 95,000 square feet of event space, a Grand Ballroom for up to 2,000 guests, dedicated event professionals, and an award-winning culinary team committed to exceeding expectations.

Contact HOUCV-SALESADM@hilton.com for meeting and event packages and to learn about the Hilton Honors Group & Event Bonus program.

Hilton
AMERICAS-HOUSTON

@hiltonamericashouston
1600 Lamar St, Houston, TX 77010
(713) 739-8000



TABLE OF CONTENTS

NOVEMBER 2026 — VOLUME 27 ▪ NUMBER 11



COVER STORY

38 Power Lunch with Michelle Edmonson

Michelle Edmonson, CEM, Vice President of Exhibitions at AMT – The Association For Manufacturing Technology, has been a leading force behind the biennial IMTS – The International Manufacturing Technology Show for years. She is now bringing her experience and strong leadership to a new role: 2027 Chairperson for the International Association of Exhibitions and Events (IAEE)®. *Trade Show Executive* caught up with Edmonson before IMTS 2026 to find out what's driving success at one of the largest shows in the U.S. and the priorities she has stepping into her new role at IAEE.

20 Women to Watch Spotlight

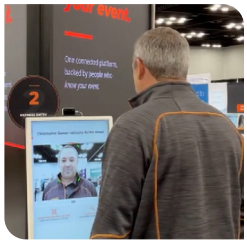
This year, TSE spotlighted 10 rising industry professionals through its annual Women to Watch program. Meet these extraordinary leaders and discover why the outlook for events is so bright.

26 The Comeback

Have you ever wondered what it takes to bring a show back to its former glory? We check in with event leaders from shows that experienced recent revivals by thinking differently and embracing new ideas.



32 What's Hot in Registration?



TSE takes a look at the attendee behavioral trends that are driving shifts in registration patterns. Find out how later registration windows, greater personalization expectations and data-driven pricing are impacting how organizers collect and use registration data in the year to come.

44 Hotel/Convention Center Complexes Report

TSE's Research Team explores all the details for the 335 largest hotel/convention center complexes in North America, from event space to guest room totals. Leaders from these all-in-one venues also share what's giving their properties a competitive edge.



Copyright © 2026 by Trade Show Executive (ISSN Number 2151-7568 / USPS #1900) November 2026 (Volume 27, Number 11). Trade Show Executive is published monthly by Trade Show Executive, Inc., 3622 S. Morgan St., Chicago, IL 60609, USA, Phone (312) 922-8558. Trade Show Executive® is a registered trademark of Trade Show Executive, Inc.
All rights reserved. Contents may not be reproduced, stored in a retrieval system or transmitted in any form or by any means without the written permission of the publisher. Copying done for other than personal or internal reference without the express permission of Trade Show Executive, Inc. is prohibited. Printed in the USA. Reprints are available for purchase. Periodicals postage paid at Chicago, IL and additional mailing offices.

POSTMASTER: Send address corrections to: Trade Show Executive, 3622 S. Morgan St., Chicago, IL 60609

SUBSCRIPTION CUSTOMER SERVICE: Trade Show Executive, 3622 S. Morgan St., Chicago, IL 60609, Phone (845) 767-5800.

SUBSCRIPTION & OTHER RATES: For subscription rates and pricing information contact Trade Show Executive, 3622 S. Morgan St., Chicago, IL 60609, Phone (833) 435-8093, or email subscriptions@tradeshowexecutive.com.



CSI WORLDWIDE

congratulates the

Jacob K. Javits Convention Center on 40 years of excellence

CSI Worldwide has had a front-row seat to the evolution of Javits Center since the very beginning.

Along the way, we've come to appreciate the many Javits team members whose dedication helps make every event possible.

As the Javits on the Hudson chapter begins, we look forward to helping bring to life what comes next.

INSTALLATION AND DISMANTLE CONTRACTOR

CSI Worldwide

GENERAL SERVICES CONTRACTOR





Departments

8 | Month in Review

- SISO Leadership Conference 2026 Takes on Seattle
- Greg Topalian Joins Opus Origin as Chairman of North America
- Forge Unites Emerald and Questex
- Chris Konecki Named McCormick Place's New General Manager
- How GLP-1 Medications Are Changing Event F&B
- In Memoriam: Richard Swandby

18 | M&A Activity Update

M&A continues its hot streak in the events industry this year. Check out the major deals that were announced and completed from April to September 2026.

36 | SISO Column

In a new column from leaders of SISO's Exchange Committees, Indiya Okam, who chairs the SISO Sales Exchange Committee and serves as Group Vice President of Sales at RX, reflects on turning pipeline into revenue through visibility, prioritization, action, coaching and forecasting.

74 | A Focus on Europe

This month, TSE checks out Scotland's business events sector, which is being led by VisitScotland Business Events' focus on increasing international engagement to sustain momentum generated by the World Cup.

76 | Perspectives

Brian Pagel, IAEE's 2026 Chair and Chief Revenue Officer at SEMA/PRI, explores the strategy event organizers can focus on to solidify the industry's position as the most trustworthy channel for information and connection.

77 | Zoom Calendar

Dates, statistics and contact information for the major trade shows taking place in January 2027.

83 | Ad Index/Statement of Ownership

Trade Show Executive

EDITORIAL AND PUBLISHING HEADQUARTERS

3622 S. Morgan St., Chicago, IL 60609
Telephone: (312) 922-8558

EDITORIAL

Managing Editor Maddy Ryley
(312) 922-8558 • mryley@tradeshowexecutive.com

Senior Digital Editor Andrew Warrick
(734) 834-3086 • awarrick@tradeshowexecutive.com

Senior Editor Frances Ferrante
(312) 922-8558 • fferrante@tradeshowexecutive.com

Senior Editor Jeff Heilman
(312) 922-8558 • jheilman@tradeshowexecutive.com

Senior Editor Kathy Monte
(312) 922-8558 • kmonte@tradeshowexecutive.com

Senior Editor Sue Pelletier
(312) 922-8558 • spelletier@tradeshowexecutive.com

News Editor Kenya McCullum
kmccullum@com101.org

Editor Marlene Goldman
(415) 385-8105

Editor Cindy McDermott
(312) 922-8558 • cmcdermott@tradeshowexecutive.com

RESEARCH AND DIRECTORIES

Director of Research Carri Jensen
(541) 286-4014 • cjensen@tradeshowexecutive.com

Assistant Editor, Research Carson Stoolmiller
(312) 922-8558 • carsons@tradeshowexecutive.com

EVENTS

Event Planner Sara Gebhardt
(630) 638-2004 • sgebhardt@tradeshowexecutive.com

DESIGN AND PRODUCTION

Design and Production Gisela Swift, Picante Creative
(434) 466-6969 • gs@picantecreative.com

COVER PHOTOGRAPHY

Garret Buckley, Skyline Headshots

PRESIDENT & CHAIRMAN

Richard A. Simon United Service Companies, Inc.
(800) 248-8558 • rsimon@unitedhq.com

PRESIDENT EMERITUS

Darlene Gudea Trade Show Executive Media Group

MEMBER OF:

iaee International Association of Exhibitions & Events · ESCA Exhibition Services & Contractors Association · SISO Society of Independent Show Organizers

TRADE SHOW EXECUTIVE, WINNER OF:

ASBPE Fostering B2B editorial excellence

ABBIES 2023 Award Winner

- 2019 Top Ten Magazine of the Year Award
- 2018 National Silver Award for News Analysis: Protecting our Events
- 2018 National Bronze Award for Case History: Oracle & Mosiac Transform OpenWorld
- 2013 National Gold Award for Editorial Excellence: World's Top Convention Centers
- 2013 National Silver Award for Design: World's Top Convention Centers

APEX Awards for Publication Excellence 2008 · 2007 · 2014 · 2012

Maggies Awards

CONNECTIONS HOUSING
★ 40TH ANNIVERSARY ★



NO ROOM FOR ORDINARY

For 40 years, Connections Housing has been redefining what's possible in event housing.

And we're not done yet.

Limitless Integration

EVENT WIZARD

Connections Housing's newest enhancements to Event Wizard Live offers limitless integration between registration and event housing.

Visit us at IAEE Expo! Expo!

November 16-18

Sales@ConnectionsHousing.com

SISO Leadership Conference 2026 Takes on Seattle

MADDY RYLEY, Managing Editor

SEATTLE — The Society of Independent Show Organizers (SISO) brought its annual Leadership Conference to the Seattle Convention Center in 2026 under the theme of "Design. Activate. Thrive."

The event once again saw attendance growth as a greater number of companies sent representatives to Seattle for the program.

"We were excited to welcome a strong group of attendees, 30% of which were first-timers for this year's event," said SISO CEO Vinnie Polito. "The conference programming centered around three distinct and important areas this year: the industry landscape and strategic vision for leaders to help generate growth in their businesses; practical applications around costs and safety; and how AI is being utilized across a variety of disciplines to amplify, accelerate and differentiate."

Trade Show Executive was on the ground in Seattle to compile key insights from this year's programming.



Education Meets Inspiration. This year's SISO Leadership Conference brought attendees to various locations for networking events, including the Space Needle in Seattle.

TSE Takeaways

- Four ways to generate organic growth are to listen obsessively to your customers, find adjacencies connected to your core audience, test and pilot ideas on a small scale, and leverage partnerships. *(Organic Growth: The Best Launches Don't Start with Brainstorms and Post-It Notes)*
- As exhibitor expectations increase around ROI due to the increasing influence of CMOs, event organizers need to work to bridge the gap between their own KPIs and what their customers are looking at to measure success. *(The Value Exchange: What Brands Expect. What Organizers Deliver. What Comes Next)*
- While most of the SISO Leadership Conference audience said the non-attendee problem is owned by marketing, according to live polling, sometimes changes need to be made upstream before marketing can be tailored to a specific value proposition. *(The Non-Attendee Problem: What Research Says and What Leadership Has to Decide)*
- To help with cost containment, organizers should engage in zero-basing the budget and classify spend each year into the categories of protect, optimize and eliminate based on event outcomes. Instead of asking to get things for cheaper, use the approach of asking partners how they can help you solve things differently to engage in more creative savings strategies. *(Cost Containment Strategies)*
- As the threat landscape for large-scale events continues to evolve, it is essential to create emergency plans that are developed and understood by entire teams, not created in silos and owned by operations teams. *(Leading Through the Unexpected: Preparing Events for a Rapidly Changing Risk Landscape)*
- Using data enrichment tools to combine first-party insights from organizers with intent data supplied by vendors can create a powerful combination that can help grow registration and enhance the pipeline for exhibitors and sponsors for an event. *(Scaling Event Pipelines with First-Party Data and Intent Signals)*
- Business event-goers are just as passionate about their work as consumers are about their interests; creating an event that can be something people do together year after year can increase group potential and show brand loyalty. *(Consumer Trends: Why They Matter for B2B)*
- Events collect a lot of data on their attendees, but in order to get the most value from that data, it needs to be in a format that is usable across an organization for year-round engagement. Organizers can leverage their event data to generate audience profiles that can be used for targeted marketing and sales. *(From Badge*

Scans to Business Outcomes: How Media Leaders are Using Event Data to Drive ROI)

- Adding emotional experiences can help attendees to be more engaged and loyal to events. Using the fundamentals of "Vibe Eventing," organizers can focus on creating emotional arcs and energy shifts; surprise and dopamine drops; and experiences that create memories and connection to facilitate peak moments. *(Vibe Eventing: Designing Peak Moments that People Actually Remember)*
- Inbound international travel to the U.S. is still down, and perception and costs are real barriers for travelers, both for leisure and business. Organizers need to highlight their event's value proposition clearly to get people to come to U.S.-based events. *(MythBusters: The Real State of the Industry)*
- As inbound international travel to the U.S. and tariff policy remain in flux, organizers who make business as easy to do as possible will be better positioned to attract international exhibitor participation. *(International Perspectives and Scorecards)*
- Media brands have been expanding into the events space to help increase their relevance and revenue. On the flipside, event brands can leverage a media company's built-in audience to help bring higher value to sponsors through year-round exposure. *(What's Next for Media and Events)*
- To continue seeing innovation in the events industry, entrepreneurial spirit should be encouraged within established organizations, and can be supported by leadership that actively supports risk taking and celebrates failures. *(Let's Look Ahead)*
- Large-scale citywide events for the public take unparalleled levels of collaboration between private and public entities to be successful and safe. Keynoter, Emily Kang Cantrell, President and CEO of Seafair, shared how her organization works with the city and other partners far in advance to ensure community buy-in and public safety to execute memorable events. *(It Takes a City)*

AI Stays Center Stage

The usage of AI in the trade show industry space is still a hot topic, with sessions covering how leaders are utilizing the technology now. Some use cases that were explored in this year's programming included:

- Using AI to automate routine tasks *(People and Culture: How AI is Reshaping Our Work)*
- Leveraging AI to help audit and enhance event websites, with a focus on building for AI search visibility *(If AI Can't Find Your Event, Does It Exist?)*
- Deploying AI agents to conduct intelligent matchmaking and provide personalized outreach after in-person engagements *(Deepening Buyer-Seller Engagement with AI Agents)*
- Employing AI to source speakers through the existing attendee list *("If Anyone Else Can Say That, It's Wrong": Architecting Un-Googleable Insights for Events and Media)*

The programming also explored how shows can stay differentiated in a time when everyone is using AI. The answer: Focus on creating an exclusive experience and giving people what they want in-person.

Women's Leadership Forum

The Women's Leadership Forum at this year's event focused on building a culture of psychological safety to ensure that teams can show up as their best selves and do their best work.

Samantha Edu, LPC, NBC-HWC, Founder of Brown Heart Wellness, led the forum through a "psych safety" framework to help attendees understand how identity and lived experiences impact how leaders show up, and learn the background of their teams and how to start building brave cultures for them to thrive in.

Attendees worked with their tables through the four layers of identity, and shared candid insights into their leadership styles and how they can work to better show up for their teams.

In a session featuring Liz Irving, CEO of Clarion Events North America, and Liz Plizga, President of Diversified, the two shared how they're building a psychologically safe culture through transparency, setting expectations for employees and approaching their roles in intentional ways. The session was led by Rachel Wimberly, Senior Vice President, M&A and Business Development, U.S. for Easyfairs, who also organizes the Women's Leadership Forum.

Inspiring Spaces for Networking

This year's SISO Leadership Conference also brought attendees to various locations for networking receptions. Kicking off the event, the opening reception took place on the Garden Terrace of the convention center's Summit building. Attendees could reflect on the day's Women's Leadership Forum and opening keynote while taking in the Seattle skyline.

Another night's activities took attendees to the Space Needle, an iconic landmark of the city, for panoramic views of Seattle and the surrounding waterfront. Then, visitors got to stroll through the Chihuly Garden and Glass museum at the closing reception, capping off the event in an indoor-outdoor setting surrounded by beautiful glass art that the city and artist are known for.

The Venue: Seattle Convention Center

The SISO Leadership Conference took place in the Summit building of the Seattle Convention Center. The building, which opened in 2023, is located just under two blocks from the existing Arch building.

According to data in TSE's World's Top Convention Centers directory, the entire convention center campus comprises 454,333 square feet of prime exhibit space, along with 282,608 square feet of meeting space and 42,026 square feet of flex space. The campus also offers 139 breakout rooms.

Summit is also LEED Platinum certified, and its dedication to sustainability can be seen through the building's use of recycled materials and natural light. A 58,000-square-foot ballroom features nearly 4,000 recycled log raft planks, while much of the wood detailing throughout the building is recycled.

Next Up: Detroit

The 2027 SISO Leadership Conference will take place in Detroit, Michigan, next summer, while the SISO CEO Summit will take place April 5-8, 2027, at The Ritz-Carlton, Amelia Island in Florida.

Greg Topalian Joins Opus Origin as Chairman of North America

MADDY RYLEY, Managing Editor

NEW YORK CITY — Industry veteran Greg Topalian has been tapped as Opus Origin's Chairman of North America, signaling the investment group's goals to grow and scale new B2B events, media, data and information businesses in the market.

Opus Origin is led by CEO Sam Jennings and Global Chairman Simon Kimble. With lead investor Stephen Brooks, who built Mack Brooks Exhibitions, the group looks to acquire and grow businesses with $1 million to $15 million EBITDA.

Topalian joins after four years of working alongside Opus Origin on a variety of its investments, including Yotta, RETCON and CloudFest Americas. The expanded role will see Topalian work with the existing leadership team to identify investment opportunities in the North American market, as well as support management teams and help grow the company's presence in the region.

"What stood out to me from the beginning was that Opus thinks like a builder. They're not looking at a business and asking, 'How do we make this leaner?' They're asking, 'What could this become if we put the right capital, people and operating expertise behind it?'" Topalian said.

"That mindset is very aligned with how I've approached my career," he added. "I've always been drawn to entrepreneurs and teams who see an opportunity early and are willing to build into it. Opus has the patience and the capital to do that properly, but just as importantly, the team has actually operated businesses themselves. They understand what it takes to turn a good idea into a category leader. After working alongside Simon, Sam and the broader team for several years, taking on a bigger role felt like a very natural next step."

"Greg is a builder in every sense of the word," Jennings stated. "He has launched businesses from scratch, scaled organizations through extraordinary periods of growth, led major acquisitions and integrations, and backed entrepreneurs building the future. Very few people in our industry have that combination of operating experience and entrepreneurial instinct. His expanded role reflects the scale of our ambition in North America."



Experienced Builder Joins Opus Origin. Greg Topalian brings his expertise as an events entrepreneur to the leadership team to grow its presence in North America.

Capitalizing on Momentum

The Opus Origin model provides not just capital to emerging events and media businesses, but also expertise from real builders in the industry who can help accelerate growth, and proprietary intelligence.

The model reflects where Topalian believes event platforms are heading in the coming years.

"I think we're entering a period where the lines between events, media, data, technology and intelligence are disappearing. The strongest B2B businesses of the next decade won't necessarily fit neatly into one of those categories; they'll bring several of them together around a deeply engaged community," Topalian said. "That's what makes Opus particularly interesting to me. We're not just looking to build bigger events. We're looking to build businesses that become essential to the industries they serve — businesses that can create community through live experiences, deepen that relationship through media and content, and ultimately generate proprietary data and intelligence. I think that convergence is where a tremendous amount of value is going to be created."

Opus Origin has already shown its capability in identifying platforms that will define categories and scaling them for success.

Yotta was part of the InfraXmedia platform, which Opus Origin backed. Recently, Opus Origin completed a majority stake sale of the platform to Bowmark Capital. The sale came on the heels of a period which saw InfraXmedia grow revenues by more than 40% annually.

"InfraXmedia is a great example of the Opus model in action. The opportunity wasn't simply to own a collection of strong brands; it was to build an integrated platform around one of the fastest-growing sectors in the world," Topalian said. "Opus invested behind the businesses, supported the management teams and helped expand the platform across events, media, intelligence and learning. That meant thinking beyond individual products and asking how the pieces could reinforce one another and create something much more valuable together.

"The Bowmark transaction is an important proof point because it shows what can happen when you combine a strong market, great teams and meaningful investment with a genuine builder mentality."

Builders Supporting Builders

Topalian's appointment to Chairman of North America is fitting for the veteran events business builder. His 30-year career has seen him launch and acquire new events at RX (then Reed Exhibitions), and co-found LeftField Media which then sold to Clarion Events in 2016. He went on to serve as CEO and then Chairman of Clarion Events North America as the business expanded in the region through organic growth and M&A.

He has continued to support other founders through OnDeck Ventures and the Events Venture Group (EVG) and is excited to get back to his entrepreneurial roots with the expanded role at Opus Origin.

"The work is very complementary, and I'll continue to build and invest through both OnDeck Ventures and EVG," Topalian said. "Those platforms keep me close to founders, emerging early-stage businesses and new ideas across the industry, and that entrepreneurial work remains an important part of what I do.

"What Opus adds is another dimension — the ability to work with substantial capital, operating infrastructure and a long-term investment horizon to help businesses scale through much bigger stages of growth. In many ways, it expands the same work I've been doing: finding talented people, spotting markets with momentum and helping turn promising businesses into great ones. Collectively, I see it as broadening the ways I can support entrepreneurs and build businesses across the industry."

Forge Unites Emerald and Questex

ANDREW WARRICK, Senior Digital Editor

NEW YORK CITY — Forge, the new corporate brand uniting Emerald and Questex, was unveiled. This move comes after Apollo-managed funds ("Apollo Funds") acquired the two organizations in July 2026.

As the new corporate parent brand, Forge sits above the companies' individual event and media brands, which will keep operating under their existing names.

"We have taken a deliberate approach to listen and learn first, to really understand the people, products and processes in place across the two companies," Paul Miller, FCIM, Forge's CEO and Questex's previous CEO, said. "We have a number of work streams evaluating the best of both legacy companies and are already seeing opportunities to help customers reach their customers through the combination. We are already implementing cross marketing campaigns to drive targeted attendance to events utilizing the strength of databases in similar end markets — sharing playbooks across both companies with lots more to come."

The Forge brand will be rolled out across events, websites and customer touchpoints over the coming weeks and months.

"Although we are very excited to introduce a new brand into the market, the fact is that our customers recognize and trust us through the brands that they engage with — we will certainly be looking to create meaning behind a Forge experience but we want to make sure that the individual brands are serving their customers as leaders in their spaces — the Forge rollout will therefore be careful and not get in the way of the trusted relationships with the companies' individual brands," Miller explained.

New Branding Unveiled. The combined business of Questex and Emerald will now operate under the name Forge, after its acquisition by Apollo.

A Strong Combination

Forge combines Emerald's scaled portfolio of trade shows, conferences and commerce-driven solutions with Questex's differentiated events, media brands and 365-day digital engagement model, offering customers a single partner that stays engaged before, during and long after an event. The company's brand promise is "Moving Markets."

"The fact is that live events and strong B2B media brands are driving business, bringing senior level professionals together and we see this as more than an event and more than a newsletter — it's a catalyst for growth for our customers — as we connect communities, strategies, product development and markets all move," Miller said. "Lots of great early learnings here on multiple levels — both legacy companies are doing great things in a variety of vertical markets and our ability to craft events that learn from each other's best practices ranges from the highly experiential activations to engaging content, curated connections and networking — there will be an active 'steal this internal idea' campaign at Forge!"

Forge also announced its newly appointed Board of Directors.

Along with Miller and Apollo Funds representatives, the Board's independent directors are:

- Andy Bird, former President of Walt Disney International and former CEO of Pearson
- Lara Boro, former CEO of The Economist Group and former CEO of Informa Intelligence
- Simon Kimble, former CEO and Executive Chairman of Clarion Events

"It's an exciting day for us at Forge but also I think an exciting day for the industry — there is a real excitement around trusted connections in an AI environment and the entire events sector is set to benefit from the trust we create," Miller added.

Chris Konecki Named McCormick Place's New General Manager

MADDY RYLEY, Managing Editor

CHICAGO — The Metropolitan Pier and Exposition Authority (MPEA) appointed Chris Konecki as the new General Manager of McCormick Place, effective August 24.

The journey is full circle for Konecki, who began his career at MPEA and ultimately spent 16 years with the organization. During his first stint at MPEA, he served as an Event Manager, providing him with a unique perspective of understanding the convention center's operations. For the last 22 years, he has been a customer of McCormick Place, earning him intimate knowledge of show management needs.

"I've always believed that McCormick Place is the No. 1 convention center in the country, and I still believe that," Konecki said. "The fact that management was being brought back in-house, and this opportunity to go back to MPEA where I started was exciting to me. I really thank the MPEA board and Larita (Clark, MPEA's CEO) and her senior staff for having enough confidence to hire me back and let me be part of the 'new' McCormick Place.

"I've been producing one show for the last 22 years, so I am very excited about seeing all of the events that happen here. As soon as I take my seat at McCormick Place, there will be exciting things happening and this is a great time to come in and get involved again."

Customer Turned GM

After MPEA, Konecki worked at the Chicago Automobile Trade Association for more than 20 years, overseeing the production of the Chicago Auto Show as, most recently, the Executive Vice President and Director of Auto Show Operations.

His time at the Chicago Automobile Trade Association earned him intimate knowledge about the needs of event organizers, exhibitors and attendees. As the new General Manager of McCormick Place, he will combine both skillsets to best serve the needs of the industry.

"I understand some of the challenges shows have in producing at McCormick Place, and in producing shows in general," Konecki said. "I know how hard it is to find good people, to mine for exhibitors and get contractors' cooperation so things run smoothly. The experiences I have been part of for the past 22 years have given me perspectives on all facets of the business, and I believe I can dovetail those experiences into how the McCormick Place ecosystem works. It's not just McCormick Place; it's the trade unions that operate there; it's contractors and subcontractors and all of these people that touch the environment. It has to be seamless, and I can patch in between these different stakeholders and make transitional things work smoother."

That customer perspective is what made Konecki such an ideal candidate for the role.

"Chris brings the best combination of a skillset. That includes operations expertise, industry leadership and customer perspective that stood out to not just me, but all of those who were part of this search process," said Clark. "He's been a customer and he knows the operations side of the business, and we believe he is going to balance all of MPEA's stakeholders."

Aside from Konecki's experience on both sides of the business, his appointment reflects a greater strategy playing out at North America's largest convention center to address one of event organizers' biggest pain points.

"It's important for McCormick Place and Chicago to inform organizers that we have quality skilled labor on our campus, whether they work for MPEA or general service contractors," Clark said. "Chris has a relationship and a deep knowledge of working with that skilled labor and with the unions on our campus. I know that's been a pain point for some of our organizers: the cost of labor. I believe Chris understands how to balance that and how to help those organizers ensure they get that quality labor at the best cost."

The Two-Year Plan

The first year in the General Manager role will see Konecki spending time with stakeholders — customers, the MPEA board, the Choose Chicago team, skilled and union labor workers and contractors — to listen to their concerns and insights on McCormick Place.

Year two will see the senior management team come together to determine the strategic priorities from those conversations to chart the course for the next evolution of McCormick Place.

"I think sometimes customers don't really think the facilities understand their issues, and the biggest thing I can bring to the table when it comes to customers is when they're talking to me, I understand what they're talking about," Konecki said. "As the General Manager of McCormick Place, I can try to get the things done that they want to see done, because I've been a customer like they are. I'm going to listen to them, and I'm driven to get things fixed and done to make sure they're happy and satisfied. I want shows to leave McCormick Place and say, 'We produce our show in Chicago at McCormick Place, and it's the best convention center in the country and that's the only place we want to be.'"



McCormick Place Welcomes a New Leader. MPEA appointed Chris Konecki to the role of General Manager of the largest convention center in North America.

Intentional Search Process

MPEA embarked on an intentional search process for the General Manager role, bringing on SearchWide Global to aid the effort of finding highly qualified candidates from across the country.

"It started with almost 100 candidates ... and Chris outshined them all because of his skillset. He has the operations expertise, industry experience and customer perspective, and he also understands the general service contractors and the skilled and union labor that work on our campus," Clark said. "No one else had that entire combination of skills, and the only thing Chris really has to learn is where we are now. That helps reduce that learning curve for us, and we can get right to addressing whatever needs we have as an organization."

Konecki's appointment also marks the end of Pat Allen's tenure as Interim General Manager, and he will continue to serve at MPEA as Chief Operating Officer.

"Pat has served in so many roles over the years, and we really appreciate him stepping in as Interim General Manager and being a part of the search process," Clark said. "I'd like to thank him for serving in that capacity and for using that as an opportunity to get a deeper understanding of the General Manager's role."

McCormick Place Fast Facts

- McCormick Place is the largest convention center in North America
- 2,600,000 square feet of prime exhibit space
- 600,000 square feet of meeting space
- 173 breakout rooms
- Four interconnected buildings ranging from 150,000 square feet up to 1.3 million square feet
- McCormick Place campus includes the 10,000-seat Wintrust Arena

How GLP-1 Medications Are Changing Event F&B

VINCE ALONZO, News Editor

CHICAGO — For Monique Rochard, CITP, CMM, CMP, CTSM, MBA, the future of food at conventions and trade shows can sometimes be measured in what she leaves on the plate.

A beautifully prepared entrée arrives during an event. Once, it might have looked like lunch. Now Rochard, Head of Global Commercial Services & Operational Efficiency at Cordis, looks at the same generous portion differently.

"I can look at a beautiful plated meal and know immediately that I'm probably going to eat a third of it," she said.

Rochard has spent her career planning meetings and events. She also takes a GLP-1 medication, giving her a personal view of a change the meetings industry is beginning to confront: Attendees still want the meal and the reception, but they may not want nearly as much food.

New Rules of Hospitality

Traditionally, hospitality at trade shows and conventions has operated according to these unwritten rules: Abundance is reassurance, buffets should look full, running out is a failure and having too much is the cost of doing business.

"We have to get away from the idea that abundance automatically equals hospitality," Rochard said. "For years in events, the fear has always been running out of food, so we over-order."

Now there are numbers behind that observation.

A 2026 U.S. Food Waste Pact study, "Low-Waste Events: Measuring & Reducing Food Waste in Events," examined six business and professional events serving more than 20,000 meals.

More than five tons of food went uneaten. At buffet functions, attendees consumed just 58% of what was prepared.

The other 42% never made it onto a plate.

At one plated dinner, the banquet event order called for 1,200 entrées. Only 1,061 were needed, yet the kitchen produced 1,440 plates.

Meanwhile, appetite itself is changing.

In its February 2026 Global Research analysis, "How Demand for (and Supply of) Weight Loss Drugs Is Playing Out in 2026," J.P. Morgan reported that GLP-1 users consume 21% fewer calories and projected that as many as 30 million Americans could be taking the medications by 2030.

Long-standing banquet assumptions may increasingly be disconnected from attendee behavior.

But Rochard cautions against simply cutting every BEO by an arbitrary percentage.

"Look at what was actually consumed at your last event, talk to your catering partners, track guarantees versus actual attendance and consumption, and adjust from there," Rochard said.

The Buffet Goes on a Diet

Francesca Malin, Event Director at 360 Live Media, is already making those kinds of adjustments.

At a Florida conference earlier this year, Malin worried the hotel's traditional hot buffet, combined with the climate and meeting schedule, would leave attendees sluggish during afternoon sessions.

Instead, she worked with the hotel to expand a sandwich-and-salad menu with more protein-focused choices.

Attendees wanting something light could choose half a wrap or a protein-topped salad. Hungrier guests could add chips, dessert or a full sandwich.

The result offered more choice without increasing food quantities — and cost less than the hot buffet Malin historically might have selected.

She has changed breakfast ordering, too. Rather than purchasing a full hot buffet for 100% of attendees, Malin often orders it for about 60%, then supplements the final 30 minutes of service with protein-forward grab-and-go breakfast sandwiches and yogurt parfaits.

"I am gravitating toward menus that are lighter, buildable, healthier and protein-focused while still delivering a high-quality hospitality experience," Malin said.

This shift extends beyond GLP-1 users. Both Rochard and Malin say attendees generally are becoming more deliberate about portions, protein, wellness and dietary preferences.

Here for the Contacts — Not the Calories

Smaller appetites do not necessarily mean smaller social lives.



Behavior Shifts Shape F&B Orders. As the use of GLP-1 medications increases, organizers should take a critical look at their BEOs to ensure they're not creating more food waste than is necessary. Photo Created with ChatGPT

Morning Consult's June 2026 Category Advantage analysis, "How GLP-1 Reshapes Users' Relationship to Casual Dining," found that GLP-1 users, despite eating differently, are not retreating from social occasions, and are more likely to get together with coworkers and clients.

That matters because Freeman research has found 51% of attendees say successful networking alone can be enough to bring them back to an event.

In other words, attendees still want the reception. They just may not want as much of what is traditionally piled onto it.

Food and beverage (F&B) still help create the setting. But increasingly, they may be scenery rather than the star.

For organizers, that creates an opportunity to rethink the reception: smaller portions, protein-forward dishes, build-your-own stations, sophisticated non-alcoholic drinks and more frequent replenishment.

Dollars saved on excess F&B could go toward lounges, matchmaking, hosted introductions and other tools designed to make connection easier.

The Food Waste Pact study suggests reducing waste does not require reducing hospitality.

Targeted interventions cut waste in key food categories by an average of 55%. At one venue, buffet production dropped from 3.5 pounds per person to two pounds without running out.

"More food doesn't necessarily mean a better attendee experience," Rochard said. "Sometimes better food, more choice and less waste does."

In Memoriam: Richard Swandby

ANDREW WARRICK, Senior Digital Editor

NEW MARKET, Md. — On August 13, 2026, events industry veteran Richard "Dick" Swandby passed away.

In 1963, Swandby founded Exhibit Surveys, Inc., which was the first company to independently measure the value of trade shows and exhibits exclusively.

"Dick gave me my start in the industry at Exhibit Surveys immediately after grad school," Ian Sequeira, Principal at IKS Research & Insights, stated. "He was a great teacher and mentor. His support for the professional development of his staff was unmatched. Dick was passionate about data when it was not sought by many and understood by even fewer. His engineering background led to many trade show metrics which later became industry standards. Not surprisingly, he was recognized with almost every industry award. The loyalty of his staff and fondness for him (I stayed in touch with him to the end) was a testament to the man he was. I will not forget him. Godspeed, Dick."

An Impactful Career

Exhibit Surveys helped marketing and exhibit managers who were being questioned by their senior management about the ROI of trade shows.

Swandby was a chemical engineer and MBA, and he used his strong technical background to develop a foundation for unbiased research using widely accepted market research methods and techniques.

Swandby's measurement methodology quantified the potential value of a show to clients to help them optimize spending relative to total potential value, budget accordingly in the future to ensure a reasonable cost per visitor reached and identify which exhibiting tactics were driving ROI and which fell below the norm to optimize performance.

Specific data about exhibitors being measured was kept confidential, but Exhibit Surveys shared the overall audience demographics, attendee activity and buying power of the total audience with participating exhibitors and show organizers.



Honoring a Rich Legacy. The industry mourns the passing of Richard Swandby, who pioneered measurement standards for the exhibitions industry. This article's featured image was enhanced in quality with AI.

Many organizers began contracting customized research on their own with Exhibit Surveys as well.

The company quantified the value of more than 9,500 individual exhibits in more than 2,400 exhibitions, and produced over 20 studies for the Center for Exhibition Industry Research.

Swandby helped standardize many of the key audience quality and exhibit performance metrics used in organizer research and exhibitor measurement.

Key Audience Quality and Activity Indicators:

- **Net Buying Influences:** Percentage of audience with buying authority (final say, specify, recommend)
- **Total Buying Plans:** Percentage of attendees planning a purchase of products exhibited within 12 months following show
- **Audience Interest Factor:** Algorithm to determine percentage of attendees who visit at least two of every 10 major exhibits
- **Potential for New Contacts:** Average percentage of an exhibit's visitors who have not had any personal contact with that company in year prior to show
- **Average Hours Spent on Show Floor:** Average amount of time spent on show floor by attendees
- **Traffic Density:** Algorithm that measures average number of attendees occupying every 100 square feet of exhibit space throughout the time period the show is open

Key Exhibit Performance Indicators:

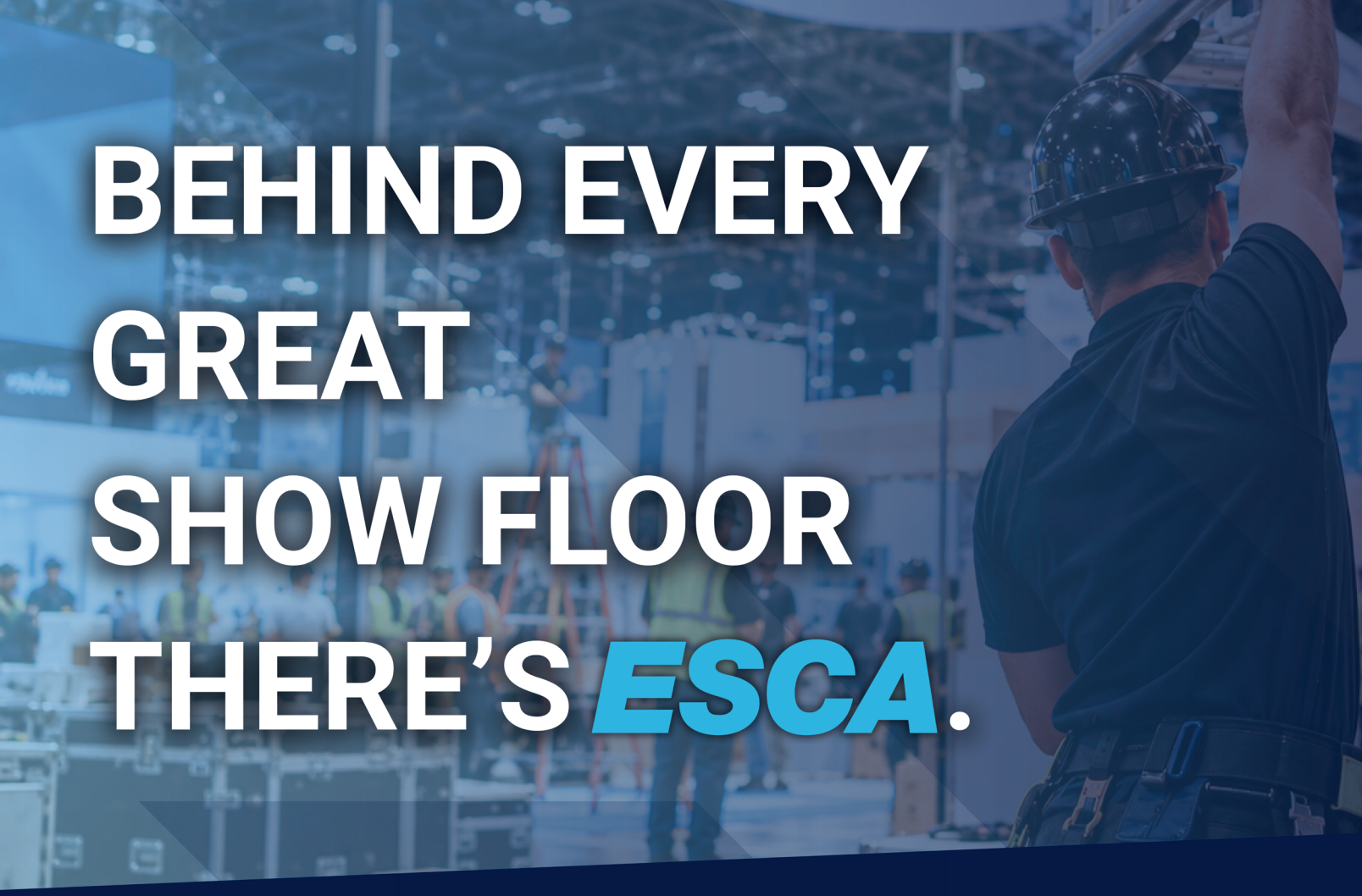
- **Exhibit Efficiency:** Percentage of an exhibitor's defined potential audience at the show who had meaningful contact with their exhibit (stopped to talk to a rep, watched demo, requested follow-up)
- **Visitor Quality:** Percentage of booth visitors with product interest, buying plans and buying influence for exhibitor's products/services
- **Exhibit Staff Performance:** Percentage of booth visitors who rate the staff performance good, fair or poor
- **Memorability:** Percentage of visitors who stop at an exhibit and remember doing so eight to 10 weeks following the show

Swandby was celebrated for his impact and service by a variety of organizations, including the International Association of Exhibitions and Events (IAEE)® and Experiential Designers and Producers Association. He was also recognized by the Events Industry Council's Hall of Leaders.

"Dick Swandby's legacy lives on in the measurement standards he helped pioneer — frameworks that exhibition professionals rely on every day to demonstrate value and drive strategic decisions," IAEE President and CEO Marsha Flanagan, M.Ed., CEM, said. "His work didn't just advance metrics; it elevated the entire trade show industry into a more rigorous, data-driven profession. What began as Dick's vision for accountability in event performance became the foundation our industry now builds upon. Beyond his professional contributions, he will be remembered as a true gentleman whose grace and generosity matched the significance of his work."

Swandby retired in 2005 and was succeeded by Jonathan "Skip" Cox as CEO and owner of Exhibit Surveys.

In May 2016, the organization was acquired by Freeman.



BEHIND EVERY GREAT SHOW FLOOR THERE'S ESCA.

The people who built your show set the standard for who's on the floor, how the work gets done, and how everyone gets home safely.

THE BADGE

Verified, trained workers on every floor.

INDUSTRY ADVOCACY

A unified voice for the contractors who build your show.

SAFETY STANDARDS

One industry playbook, set by the people who do the work.

ESCA
EXHIBITION SERVICES & Contractors Association

esca.org

See what ESCA does for your show

Trade Show Executive's

FASTEST 50

AWARDS & SUMMIT

The prestigious Fastest 50 Awards & Summit recognizes the fastest-growing trade shows in the U.S. Join us for a three-day event filled with advanced educational sessions, engaging networking events, and a glamorous red carpet gala.

Save the Date

Hilton Americas-Houston
May 19-21, 2027
Houston, Texas

tsefastest50.com Fastest50@tradeshowexecutive.com #TSEFastest50

Honoring the fastest-growing
trade shows in the U.S.



Find out more
event or sponsorship details
at www.tsefastest50.com

Six-Month Merger and Acquisition Update

April-September 2026

ANDREW WARRICK
SENIOR DIGITAL EDITOR
awarrick@tradeshowexecutive.com

Through spring and summer 2026, events-industry M&A activity continued to shake up the landscape. *Trade Show Executive* collected the major deals that should be on your radar, including the acquisition and combination of Emerald and Questex by Apollo Global Management, Inc.

April

- Easyfairs acquired the Paris-based Food Hotel Tech and Tech For Retail events, positioning them for growth and international reach while strengthening its tech portfolio.
- Events Venture Group (EVG) announced an investment in The Nest Campus, a growing climate and resilience platform. EVG co-invested alongside SilverCircle.
- AVIXA acquired the Lightapalooza residential lighting conference and trade show from the Home Technology Specialists of America. The show's next edition will be co-located with InfoComm 2027 in Orlando.

May

- Searchlight Capital Partners, L.P. (Searchlight) and Providence Equity Partners L.L.C. (Providence) announced that Searchlight agreed to invest in CloserStill Media, in partnership with Providence, which has owned the business since 2018. Searchlight and Providence will have co-control of CloserStill, with Providence having the opportunity to re-invest in the company in order to support its next phase of growth.
- Apollo Global Management, Inc. announced that Apollo-managed funds entered into separate definitive agreements to acquire Emerald and Questex. Apollo combined the businesses to create Forge, a North American B2B experiential events and media platform.

June

- Private equity firm Hellman & Friedman agreed to acquire Hyve Group from Providence and Searchlight. Also, Hyve Group acquired Virtuosi League, a leadership, learning and community platform for C-suite marketing professionals.
- SmartWork Media's INSTORE, a trade media brand serving independent jewelers, acquired the JA New York trade shows from Emerald (which is now part of Forge).
- Life Science Connect acquired Life Science Networks, bringing PharmaSource, CDMO Live Europe, CDMO Live Americas and External Manufacturing Leaders into its portfolio.

July

- The Events Venture Group (EVG) invested in Nexus Labs, which produces the virtual conference series NexusCast and an annual NexusCon flagship event, and provides a subscription intelligence product, Nexus Pro, for the connected buildings industry. Nineteen EVG members participated in this investment, marking the largest syndication in the organization's history by investor participation.
- Hyve Group entered the legal events space with its acquisition of LegalTechTalk, a London-based company that organizes industry shows for professionals from law firms, corporate legal departments and technology companies.
- Also, Hyve Group acquired RAISE Summit, MACHINA Summit and Signal Week, establishing an AI SuperVertical.

August

- Easyfairs acquired The AI Conference. This event was created by Founder and CEO Shon Burton and focuses on applied AI, which is how the technology's systems are built, deployed, governed and scaled in real-world environments.
- Nineteen Group acquired SpaceComm Expo Europe from Lunar Ridge Ventures. The businesses will strengthen strategic partnerships, expand international engagement, grow VIP government and defense delegations, enhance hosted-buyer programs and continue delivering strong customer experiences that create even greater value for exhibitors, partners and visitors.

September

- Navan, a global AI-powered business travel and expense platform, acquired BoomPop, an AI-powered platform for meetings and events.





MAC

MORGAN ARTS COMPLEX

BRIDGEPORT, CHICAGO

EXHIBITION SPACE

COST EFFECTIVE EXHIBIT SPACE

5 MINUTES FROM McCORMICK PLACE

10 MINUTES FROM DOWNTOWN

- 32,000 Square Feet
- 150+ 10'x10' Booths
- Breakout Rooms
- Multiple Loading Docks
- Outdoor Patio Space
- On-Site Exhibit Service
- World Class Art Throughout
- On-Site Parking (Valet Available)
- 4,000 SqFt Pre-Function Space





info@morganartscomplex.com | 773.455.1970

Meet the **2026**

Trade Show Executive



Women TO Watch

BY ANDREW WARRICK, SENIOR DIGITAL EDITOR | PHOTOGRAPHY BY OSCAR & ASSOCIATES

Every year, *Trade Show Executive's* (TSE) Women to Watch program spotlights high-achieving leaders who are invaluable assets to their organizations and the industry at large.

As AI, M&A activity and geopolitical tension reshape events, it's never been more important to spotlight professionals who are shining examples of our industry's resilience and power to bring people together.

These 10 women come from a variety of disciplines and organizations, and were recognized at the 2026 TSE Gold 100 Awards & Summit, which took place Sept. 22-24 at Terranea Resort in Palos Verdes, California.

We connected with them to learn about their careers and achievements.

Monique Abed, CMP

Senior Director of Operations
Ai4



Abed joined Ai4 during a pivotal period of growth and her organizational, strategic thinking and operational skills have helped it triple in size.

In 2025, this growth created a challenge: venue space constraints due to record-breaking attendance and exhibitor demand.

Abed developed innovative space plans, room transitions and attendee flow strategies that allowed every keynote, breakout session, exhibit, networking event and reception to run seamlessly.

"It took a whole-team effort to look at the event and determine how to make it work, and I'm really proud of how collaborative that process has been," Abed explained. "We had to scale intentionally to accommodate the incredible amount of growth, carefully considering how we laid out the space and managed attendee flow while continually adding sessions, experiences and new ways to improve the attendee experience. When you're working at this scale, the attendee experience isn't owned by one person or department. Every decision has an impact on someone or something else. Coming together to solve challenges creatively is what makes the magic happen and the event successful."

Through thoughtful space planning, disciplined budget management and exceptional vendor partnerships, Abed has enhanced the look, feel and functionality of Ai4 while maximizing every available resource and creating an event experience that is polished, intentional and world-class.

Communication, relationship-building and adaptability have been essential to her growth, and years of experience have taught her to remain calm, decisive and solution-based when things change.

"In events, success depends on bringing together people with different priorities from internal teams and leadership to venues, vendors, exhibitors, and attendees and creating clarity around a shared goal," Abed said. "I've learned that being a strong communicator means listening, asking the right questions, understanding what motivates people and clearly communicating expectations. No matter how carefully you plan, there will always be unexpected challenges, and adaptability has allowed me to respond without losing sight of the attendee and business experience."

Lisha Baer

Associate Director of Trade Show Operations
NAMM



Throughout her career, Baer has embraced challenges with resilience and a commitment to delivering exceptional results. At the National Association of Music Merchants (NAMM), she's helped create stronger cross-functional collaboration, more efficient planning processes and a more seamless experience for internal teams and external partners.

"I've been fortunate to work on shows connected to industries that I'm genuinely passionate about, which ultimately led me to NAMM, where my love of music and my career came together," Baer explained. "What has kept me in this crazy profession for 21 years, though, is truly the people. Our Operations team means the world to me. I've been incredibly fortunate to work alongside so many great colleagues throughout my career, as well as vendors and partners who have become trusted friends after years of producing shows together. There's something special about the relationships you build in this business — you work long days, solve crazy problems, celebrate the wins and somehow come back ready to do it all over again."

Baer has built streamlined, efficient workflows that have strengthened execution across NAMM, and enhanced its Fire Marshal floor plan approval process and overhauled its expense and budget tracking process.

She exemplifies a combination of strategic thinking, operational excellence, emotional intelligence and servant leadership, which makes her a powerful, beloved leader at her organization.

"For me, leadership starts with the people," Baer said. "I believe in building a team around trust, loyalty and mutual respect, while holding ourselves accountable to a high standard. I also believe the best leaders stay connected to the work. Understanding the roles on your team and the details of how things actually get done gives you a much greater appreciation for what you're asking of people. Leadership goes both ways, and I think respect is earned by being willing to listen, learn and jump in alongside your team when needed. Most importantly, there needs to be an environment where people enjoy working together, communicate openly and feel valued for what they bring to the team."

Whitney Bell

Vice President of Marketing
NTP Events



Bell combines strategic vision, data-driven decision-making and collaborative leadership to deliver extraordinary event growth and business results.

"I align marketing strategy with business objectives by starting with the desired outcome and ensuring every campaign, message and tactic supports that goal," Bell said. "The skills that have helped me advance are strategic thinking, cross-functional collaboration and adaptability. I've been successful by connecting marketing efforts to business outcomes, building strong partnerships across teams and staying open to change. I continue refining these skills by seeking feedback, studying performance data, keeping up with industry trends and taking on new challenges that push me outside my comfort zone."

When NTP Events took over management of the IEEE PES T&D Conference and Exposition in 2026, Bell developed a data-fueled audience growth strategy that expanded both attendance and the exhibition floor, and took a deeper look at audience segmentation to better understand the needs, motivations and challenges of every target group.

The results speak for themselves: Bell's work led to a 32.6% increase in registration, a verified attendance rate of 96% and the event's largest-ever edition.

As a leader, Bell fosters a culture of excellence, accountability and collaboration, mentoring team members, encouraging innovation and empowering colleagues to take ownership of their work and maintain a strong focus on organizational goals.

"My motivation comes from making an impact," Bell said. "I enjoy setting ambitious goals, building strategies to achieve them and seeing the tangible results of that work. In marketing, it's especially rewarding to know that the campaigns, events and experiences we create help drive business growth and strengthen industry communities. I also believe there's always an opportunity to improve, whether through new ideas, better processes or learning new skills, which keeps me motivated to continuously raise the bar."

Amber Curtis

Sales Manager
RXUS/ReedPop



Amber Curtis helms commercial strategy for some of the world's most iconic fan events, such as Emerald City Comic Con, C2E2, Florida Supercon, BookCon, Star Wars Celebration (SWC) and New York Comic Con (NYCC).

She is known as a strong customer advocate who leads by example and cultivates an environment where the bar is high, but the work is fun.

"When I joined ReedPop, I was the only woman salesperson amongst 10 other men. Now our team has five saleswomen, three of whom are on my direct team," Curtis said. "What keeps me going is seeing how pop culture continues to evolve in our industry. What was once a male-dominated space has shifted. So much so that ReedPop re-launched BookCon, which sold out within 24 hours, and 93% of our attendees were women. It's exciting to see the evolution from when I became involved eight years ago."

Last year, Curtis pushed her portfolio past 100% of its sales goals, working with a team-first dynamic and identifying strategies around growing bellwethers and integrating them across her events.

At New York Comic Con, using fan feedback, she expanded the show floor, adding premium space to alleviate some bottlenecks in typical premium locations. For Star Wars Celebration 2025, which took place in Japan, Curtis helped bring in global brands and display the power of exhibiting at a pop culture event.

At the time of writing, Curtis is on pace for a record-breaking 2026, having driven more results than any other sales leader in pop across the portfolio.

When working with customers, Curtis advises professionals to always listen first.

"Be understanding where you can and firm where you need to be," Curtis explained. "Use the tools you have available to help grow these businesses. Learn as much as you can about their business, so you feel you are firmly invested to fight for them and/or challenge them."

Linette Dao

Senior Marketing Director, Industrial Group
Forge



An anchor in her company's marketing organization, Dao encourages insight-led experimentation and cross-functional collaboration, and has transformed how her team strategically approaches growth across numerous events.

This year, she reimagined the International Fastener Expo (IFE), introducing a refreshed brand identity, a new host city, Phoenix, and enhanced networking experiences.

"Our team knew the experience needed to be about more than walking a show floor," Dao said. "We wanted IFE to feel like the place where the fastener community comes together to do business, learn what's changing, build relationships and talk about where the industry is headed next.

"Moving IFE to Phoenix for the first time gave our team an opportunity to look at the show with fresh eyes. For 2026, we've expanded education, introduced the International Fastener & Assembly Summit, and created more intentional opportunities for networking and relationship-building. We're also focused on the future of the fastener community and how we bring emerging professionals and the next generation of manufacturing, engineering and supply chain leaders into it. Reimagining IFE was never about changing everything people love about it. It was about honoring that foundation while asking, 'What does the next generation of IFE look like?'"

Dao has made cross-team collaboration a priority, creating a biweekly forum within her own marketing team to share best practices, solve problems, exchange ideas and challenge one another to think differently. She also actively looks beyond her portfolio of events for inspiration, connecting with marketers across the broader organization to identify ideas and approaches that can be adapted for her own brands.

"As marketers, it can be easy to stay within our own teams and brands because we're so focused on the next campaign or show," Dao said. "But you'd be surprised by how many of the same challenges a retail brand and a healthcare brand are trying to solve. ... Some of my favorite ideas have started with seeing what another team was doing and thinking, 'Okay, how can we make that work for us?'"

Nataly Laro

Group Marketing Director, Fire & Energy Media
Clarion Events



Laro is a marketing leader who is known for combining strategic thinking with operational execution and achieving measurable business outcomes.

Her work has played a critical role in the growth and evolution of Clarion's Fire & Rescue media portfolio, driving its audience reach, customer engagement and overall success.

"It's easy to be genuinely inspired when your work impacts those who put their lives on the line for you when it matters most — our first responders," Laro said. "Through strong, collaborative relationships with leadership, sales, editorial, design, fulfillment and more, we have been able to grow our media business exponentially — from print magazines and books to digital products such as webcasts, podcasts, newsletters and our very own learning management system. Together, we've built strong product strategies around our customers and their needs, evolving alongside them."

Laro is known as an advocate and model for data-driven decision making and has established effective ways to analyze, share and act on performance insights, creating greater visibility, accountability and alignment across teams.

Recently, she was promoted to oversee marketing for all of Clarion Events North America's media brands.

As our industry barrels into the future, Laro believes the most successful events will combine great content, smart technology and genuine human connection to create the most value for audiences and the strongest return on investment.

"I'm a naturally curious person who loves to learn. I believe this translates well into many of the areas I've grown into," Laro said. "Technology is such a key piece in marketing, and understanding the integrations, speed to access data and the accuracy of it has always been not only fascinating to me, but such an integral part of my strategy. What's fun is then pairing this with creativity to turn data into impactful campaigns. However, it is only through intentional collaboration that the best ideas and solutions to challenges come to fruition."

Alexandra Lombardo

Operations Manager, Event Performance Group
Forge



Lombardo is a trusted leader, problem solver and contributor to team development and operational excellence.

She continually identifies opportunities to streamline workflows, standardize processes and introduce more efficient ways of operating, such as implementing new training materials, improving event documentation and refining operational procedures.

"One of the things I'm most proud of is the amount of operational responsibility I've been able to take on for large, complex events," Lombardo said. "My role often involves managing everything from site selection and space allocation to housing, food and beverage, AV, branding, sponsor activations, managing speakers and onsite execution. I believe in preparing for all circumstances — it's the overthinker in me."

Lombardo has demonstrated strong financial stewardship by identifying opportunities to reduce costs while maintaining exceptional event quality, using thoughtful vendor negotiations, process improvements, resource optimization and careful budget management.

"Being able to adapt quickly to new software, new processes and different team dynamics and industries is key and has helped me grow my career at Forge," Lombardo shared. "Accepting feedback from others, whether it be good or bad, has helped refine my skills. Also being able to identify what needs to be improved upon for future events has helped as well."

At Forge, Lombardo has played a pivotal role in onboarding new employees, developing operational training programs, documenting standard operating procedures and sharing best practices across teams.

She explained that mentorship is a major priority because, throughout her career, people have shared their knowledge, trusted her with opportunities and encouraged her to take on challenges that helped her grow.

"Mentorship doesn't always have to be formal," Lombardo added. "Sometimes, it's answering a question, sharing something you've learned the hard way, making an introduction or simply being someone who will advocate for another person when they're not in the room."

Natasha Miles

Event Manager
Informa Markets



Miles has been recognized as a future leader at her organization due to her unwavering determination, courage and hard work.

When the world was returning to in-person events after the COVID-19 pandemic, Miles transitioned to a new role with The Battery Show Europe. At this time, its Event Director became seriously ill.

Miles massively extended her capabilities and took on budgeting responsibilities, staff coordination and on-site event leadership, frequently teaching herself these skills.

"We positioned the relaunch as a celebration — an opportunity for the industry to reconnect after enforced separation," Miles said. "This experience reinforced that events succeed when they're festivals of commercial discovery and networking, where the enjoyment factor drives business outcomes rather than detracts from them.

"The primary challenge was navigating a disrupted ecosystem. Many suppliers had closed, experienced professionals had left the industry and pre-pandemic service standards weren't immediately achievable. This required honest expectation management — being transparent about limitations while demonstrating our ability to deliver value within realistic constraints."

Miles explained that the lessons from this experience were invaluable: Authentic communication builds deeper stakeholder trust than overpromising, working within constraints drives creative problem-solving and in-person connection remains fundamental to meaningful business relationships.

As Event Manager for The Battery Show Europe 2026, she helped redesign its layout to enhance crossover between conference and expo attendees, reduce venue and operational costs resulting in six-figure savings, develop and launch a customer experience plan that increased attendee NPS by 10 points and exhibitor NPS by 22 points, and restructure its pricing and registration framework — while navigating a marketing reorganization.

"My work centers on cultivating strategic relationships with suppliers, industry organizations, associations and our show team," Miles said. "These partnerships are essential throughout the event cycle and enable seamless execution and enhanced value for attendees and exhibitors. ... My key accomplishment is fostering an environment where industry professionals can connect, learn and conduct business effectively — building a thriving community that creates lasting value beyond the show floor."

Rachel Rodean

Director of Education and Events
Exhibition Services & Contractors Association (ESCA)



Rodean is described as ESCA's "engine" and leads its educational strategy.

She created ESCA's Rising Leaders program and Rising Leaders Summit, the latter of which debuted in 2025. In 2026, the Summit reported a 23% increase in registration.

"The first and biggest challenge was that there was no roadmap," Rodean said. "We had to define who the Summit was really for, what would make it stand out and how we could provide meaningful value to attendees and their companies. We were also serving people across different roles and career stages, so the content needed to be relevant to a wide range of attendees.

"I approached that challenge by researching comparable leadership events, reviewing our member data and tapping into the ESCA Rising Leaders community. That helped us build an event with different learning styles and educational touchpoints so attendees could engage in ways that were most valuable to them."

Rodean also leads the program at ESCA's Summer Educational Conference, personally secures and structures the sponsorship roster that funds it, and negotiates its hotel, catering and vendor contracts.

Her biggest motivation for excellence is seeing the impact her work has on others.

"That is my favorite part of my job and one of the reasons I went into event planning," Rodean said. "After the first Rising Leaders Summit, several attendees told us they had spent years planning and working trade shows and conferences behind the scenes, but it was their first time attending one themselves. One person said, 'Now I get it.' That was a light-bulb moment for me because it showed that the Summit could help people see the industry and their own careers differently. There is also a real sense of pride in watching people smile, connect and enjoy an experience that I know took months of work and creativity to create."

Brianne Somers, CEM

Senior Director of Exhibitions Services and The Utility Expo Show Director
Association of Equipment Manufacturers (AEM)



As Somers has expanded her influence across AEM's full portfolio of major exhibitions and taken on the role of Show Director for The Utility Expo, she has demonstrated operational excellence, purpose-driven leadership and executive decision-making under pressure.

For The Utility Expo, Somers supported and helped advance a strategy focused on enhancing the attendee experience while creating new opportunities for exhibitors, sponsors and industry partners.

During 2025's The Utility Expo, severe, unexpected flooding across the Kentucky Exposition Center's grounds created safety concerns and threatened the exhibitor and attendee experience. Somers sprang into action.

"We had already done extensive crisis planning, worked through potential scenarios, established decision-making processes and prepared communications before arriving on-site," Somers said. "When the flooding occurred, we relied heavily on our team, venue partners, public safety officials and other experts to guide decisions. My operations background helped me understand the potential impacts across the event, but the experience reinforced that the best decisions come from bringing the right people together and trusting their expertise.

"What I learned most is that people respect decisions that prioritize safety, even when those decisions are difficult. Strong planning, clear governance and a team that trusts each other made all the difference."

Somers has always been willing to take on challenges outside her comfort zone and learn about unfamiliar topics.

"That's helped me develop the ability to see both the details and the bigger picture," Somers said. "On any given day, I might be working through an operational issue, reviewing a budget, talking with a customer or helping shape a long-term strategy, and I enjoy being able to connect all those pieces together.

"As for how I continue to grow, I try to stay curious. I ask for feedback, pay attention to what other events and industries are doing, spend time listening to exhibitors and attendees, and look for opportunities that continue to help me evolve."



The Comeback

How trade shows were revived until they thrived

KENYA MCCULLUM
NEWS EDITOR
kmccullum@com101.org

Every trade show experiences its fluctuations. Sometimes exhibitor space may not sell as well as usual. Other times, attendance may take a dip from previous years. Event organizers know that some years may be more disappointing than others and do what they can to respond accordingly.

But what do trade show producers do if their event has taken a significant downturn that leaves them teetering on the edge of disaster?

"Not Your Typical Tradeshow"

If they're like Jeff Montejano, the CEO of the Building Industry Association of Southern California (BIASC), which organizes the Building Industry Show (BIS), they don't only revise their playbook to fix the show; they set the entire thing on fire — even if that means the event could completely crash and burn.

What would emerge from the ashes would be a trade show unlike anything BIASC's audience had ever seen before.

There may be Star Wars characters walking around. There may be casino-style gaming right on the floor. You may even see hearses at the show.

Yes, hearses.

"Everything was to shock people," said Montejano, describing his rationale for this unusual choice during the year the show featured a Halloween theme. In fact, the choice was so unusual that, when former U.S. Secretary of Housing and Urban Development Ben Carson went to the event, he asked with surprise, "Oh my God, what is all this? Why do you have hearses on the floor?"

All of this begs another question: Why approach a trade show in such an unorthodox way?

Eight years ago, when Montejano came in as the BIASC CEO, a decision about the Building Industry Show had to be made — would the organization make its best effort to revive a show that was clearly on its last legs, or was it best to let it die out entirely? After all, the show had strayed from its mission, turning into more of a home and garden event rather than one that builders would be interested in attending. The result was a steep decline that meant making the Building Industry Show successful again would be an extremely heavy lift.

"We decided to take a stab at it and try to bring a new trade show to life,"



Mixing Business with Entertainment. The philosophy of creating a productive show that incorporates lots of fun led to big gains for the Building Industry Show.

Montejano said. "The approach behind that premise, which still is in the same mindset culturally today with the trade show, was 'Let's be non-traditional about trade shows. Let's look at things and try to change things up and make them a little bit different.'"

Montejano changed up BIS a lot. He moved the show to different locations. He brought in celebrities. After finding out that the audience wanted to hear more about new innovations during the show, he brought in technology companies that were entering the home building market. His goal was to turn BIS into the type of show that he would actually want to attend — a show that was unlike anything else that attendees and exhibitors had ever experienced. The BIS motto became "Not Your Typical Tradeshow," and it lived up to those words.

The results of this new philosophy illustrate that Montejano clearly understood the assignment. In 2018, the first year the show was under new management, there was a 60.9% increase in gross revenue over the previous year, as well as a 163.1% increase in net profit. By 2025, the gross revenue for BIS had increased by 94.9% and net profit increased 272.3% compared to 2017. Also, the overall attendance tripled.

Montejano says the secret to this success is to organize a show that is as fun as it is productive. Within 48 hours, people on the floor get to meet who they want to meet and get the education they're looking for — all in an entertaining, interactive atmosphere that will wear them out in the best possible way.

"We make a commitment to the builders and the exhibitors: You're going to be exhausted, but we're going to maximize



Bringing in Big Names to Surprise and Delight. The Building Industry Show team listened to audience feedback and introduced concepts like concerts and new locations.

every minute of those 48 hours," Montejano said. "It's not like a trade show where you can go on your laptop for a couple hours. You'll miss out. People get prepared for this. They know that it's going to be a blitz. It's like going to Vegas for the weekend and you're going to be fatigued. But guess what? The numbers don't lie. The registration, the show experience and the reputation have only gotten better over the years."

Move Fast and Fix Things

While transition can help an event, NY Now had so many ownership and leadership changes in a relatively short period of time that it lost its focus. The experience of the gift and home show became even more blurry when the COVID-19 pandemic shut the world down and NY Now was forced to take an 18-month hiatus.

The competition popping up didn't help. Before COVID, a group of exhibitors left the show to create their own that would directly compete with NY Now by running at the same time. During the pandemic, multiple digital platforms filled the gap of in-person events, which also created some incremental competition.

These issues took their toll on the event. In 2011, NY Now's net square feet was about 510,000. By 2019, it had decreased to around 300,000, and by the time the show was about to be sold again in April 2026, it was closer to 45,000. Also, there was a 10–15% year-over-year decrease in attendance.



Dorothy Belshaw. Co-Founder and CEO, Rockview Management Group.

None of this deterred a new organizer from buying the show. Having served as the director of NY Now from 2007 to 2011, Dorothy Belshaw believed in it — so much so that she formed Rockview Management Group, with industry veterans William Lacey and Karen Olson, specifically to buy it because she knew it still had an important role to play in the industry.

However, Rockview Management Group didn't have a lot of time to convince the industry of that. Belshaw, who serves as Co-Founder and CEO, and her team, which included only people who had either worked for NY Now or worked in the gift industry, only had three months to make changes in a positive direction. The goal was just to stabilize the August show and recapture some of the participants it had lost over the years — and Belshaw felt that her new company was in the perfect position to do that because of its smaller size.

"We're able to come in and make decisions around budget, around investment and around strategy very quickly," Belshaw said. "I think we're in a position to take a little bit more risk because we don't have external shareholders to report to, and so we can move more quickly. I think moving quickly right now is critical."

One of the quick decisions Rockview Management Group made was related to strategic branding changes. While the name of the show would remain the same because of the brand equity it had banked over the years, the logo would be upgraded to become a bolder and brighter representation of where it was headed, while still conveying its New York City roots.

Along with the new logo came a new show narrative. As it leans into its legacy, the show's current story is about the changes being made to make the show more efficient, effective and compelling.



Leaning Into Themes. The team behind JCK introduced annual themes to the show after the pandemic, and the concept has proven to be a hit with the audience.

Belshaw says it's important to communicate the commitment the team has to giving the industry the event it deserves.

"We're also leaning into the narrative around personal connection. We have a big job ahead of us, and we need the industry to trust that we're invested in making this work and that we're capable of doing what we say we're going to do," she explained. "In order for them to trust us, we need to lean into the relationships that we all have had with these customers for a number of years. It's personal and I think our voice, as a result, has become very personal."



Sarin Bachmann. Senior Vice President, RX's Jewelry Portfolio.

That personal touch has moved the needle in the right direction. The latest show, which was Aug. 2–4 at the Jacob K. Javits Convention Center, saw a 5% increase in attendance from last year. Also, the net square footage increased to around 45,000, with about 70 exhibitors the show lost coming back for the reboot.

In order to keep this momentum going for the next show, which will be Jan. 31–Feb. 2, Rockview Management Group plans to continue cultivating new relationships, nurturing current ones and ensuring that the show delivers a solid return on investment.

Also, Belshaw hopes the revamped event will inspire other small show organizers.

"For anybody out there who thinks they can't start something on their own independently in this day and age, I hope that we'll prove them wrong. I hope this will give people in the industry the opportunity to think about launching shows or buying shows independently," she said. "The trade show industry was once made up of a lot of smaller independent operators, and I think that creates healthy competition and collaboration, and a great spirit in the industry. I think it's possible to have that again."

Coming Back From COVID

Once shows reopened after COVID, the stakes were high, and organizers understood that how they approached their events could make the difference between getting an audience back and fading away into obscurity.

With everyone concerned about how they could attend shows safely, effective protocols were paramount. After delaying the June 2021 show in response to the COVID Delta variant, the August JCK show, produced by RX, was highly anticipated by the industry.

"It wound up being really important for the industry because jewelry did very well during COVID. People were emotional. They were making purchases of emotional products like jewelry. It was a product that had lasting value," said Sarin Bachmann, Senior Vice President of RX's Jewelry Portfolio. "It was an industry that did well, and stores needed product because people wanted to buy. Our show was really important for them, and that was one of the reasons we felt it was important to come back at that point."

Although the 2021 show was half the size of pre-COVID events, JCK successfully jumped over the major hurdle of proving it could produce shows safely. Once it did, the event needed to give something compelling for stakeholders to come back to. One way JCK did this was by adding themes to the show — a change that has endured.

"We found that having a theme really helped bring momentum, and take a show that's been around for many years and make it feel different each year," Bachmann said. "We're giving our attendees something to focus on that helps them discover new and different things when they're at the show."

Similarly, when Outdoor Retailer looked for ways to reinvigorate its show after COVID, the advisory board thought it would be a good idea to implement a program that would help the show touch the end consumer. To do this, Outdoor Retailer brought in 150 highly-curated creators who aligned with different event categories — such as hiking, climbing or paddling.

"Those creators would essentially be there to launch new and discoverable products, any products that were really pushing innovation boundaries, and outdoor companies that were showing what was to come in the future of the outdoor industry," said Lindsay Hubley, the Group President, Lifestyle and Outdoor at Forge.



Lindsay Hubley. Group President, Lifestyle and Outdoor, Forge.

Also, to ensure that retailers got excited about coming to the show again in a post-pandemic world, Outdoor Retailer heavily invested in its hosted-buyer program and outdoor specialty scholarship program, which are designed to provide flight and hotel stipends to make it easier for companies to participate.

This was especially important in the years immediately following the pandemic. During COVID, many people who were able to work from home found themselves spending more time on outdoor recreation activities, which created a surge in product sales. Then when they were expected to go back to the office, they didn't have as much time for these hobbies, causing sales to level off.

"There was a big amount of product in the market and it really strapped our outdoor specialty retail companies to attend the show," Hubley said. "One of the first things we did was to make sure it was easy for them to attend through a very robust hosted-buyer program and an outdoor specialty scholarship."

Both post-COVID comebacks were highly successful. In 2022, JCK's attendance increased by 6% over 2019 levels, while there was a $2.9 million increase in revenue and $350,000 boost in sponsorship revenue. Also, digital product sales increased by $500,000 over 2019.

Change has also been good for Outdoor Retailer. During the 2026 show, which made the move to Minneapolis, there were over 150 media and creators in attendance from 45 states and 20 countries. The result was more than 850 onsite connections that allowed new and emerging brands to reach an audience of 21.2 million outdoor consumers.

Trade Show Executive's GOLD 100 AWARDS & SUMMIT

The Gold 100 Awards & Summit recognizes the 100 largest and most significant shows in the nation and celebrates the leaders who established them. Join us to exchange ideas with other prominent figures in the industry and take advantage of outstanding networking opportunities.

Save *the* Date

The Ritz-Carlton, Bacara
Santa Barbara, California
October 13-15, 2027

tsegold100.com Gold100@tradeshowexecutive.com #TSEGold100

Setting the
Gold Standard
for the trade
show industry!



We look forward to celebrating
the largest trade shows
in the U.S.
in Santa Barbara,
California!

As Attendees Register Later, Organizers Rethink the Playbook

KATHY MONTE
NEWS EDITOR
kmonte@tradeshowexecutive.com

For trade show organizers, the registration deadline isn't what it used to be.

Attendees who once committed months in advance are increasingly waiting until closer to show time, compressing registration windows and making it harder to forecast hotel room blocks, staffing and food and beverage.

The International Association of Exhibitions and Events (IAEE)® has identified last-minute registration as a significant challenge for organizers, particularly as hotels become less flexible about minimum room-block pickup requirements.

The Center for Exhibition Industry Research (CEIR) documented the shift in its last attendee acquisition study, fielded in 2022 as the industry emerged from the pandemic.

"The question now is whether this trend is persisting or easing," said Nancy Drapeau, IPC, Vice President of Research for CEIR.

CEIR is currently fielding an updated version of its Attendee Acquisition Driving Growth research, with findings expected in late October or early November.

Late registration itself isn't new. Previous Maritz research reported by *Trade Show Executive* found that 45% of attendees registered within four weeks of an event, including 22% during the final week and 9% onsite.

What is changing is how organizers are responding.

Why Attendees Are Waiting

Maritz is still analyzing its 2026 data, but Emily Laufgraben, Senior Market Insights Manager, said late commitment remains prevalent.

"It's a shift in societal behavior, but in more recent times has been exacerbated by budget uncertainty as well as geopolitical factors," she said.



Emily Laufgraben. Senior Market Insights Manager, Maritz.

An attendee may have every intention of participating but still hesitate to commit months in advance. For organizers, waiting has consequences. Hotels, venues and suppliers often require commitments before organizers have a reliable picture of attendance.

It also gives organizers less time to understand who is coming and use that information for marketing, matchmaking, forecasting and exhibitor reporting.

"Registration is evolving from a transactional process into a much more important part of the overall event experience," said Kahle Williams, Chief Marketing Officer and Chief Optimization Officer at Event Citadel, formerly CompuSystems.

Turning Exhibitors Into Attendee Recruiters

At Event Tech Live, Founder Adam Parry is turning exhibitors into attendee acquisition partners.

Event Tech Live is developing a system that gives exhibiting companies — and individual salespeople they nominate — unique referral links.

Registrations generated through those links are attributed to the exhibitor and verified when the attendee checks in. Exhibitors then earn credit toward future inventory.

"It turns registration into an acquisition channel run by 100-plus exhibitors instead of one marketing team," Parry said. "They were already inviting their clients. We just stopped making that invisible and started paying for it."

Parry prefers credits to discounts.

"A discount comes off this year's invoice and is forgotten by February," he said. "Credit against next year's inventory brings people back to the table."

The strategy allows registration incentives to serve two purposes: attendee acquisition and exhibitor retention.

Registration Becomes a Data Engine

Organizers are also looking beyond the information attendees provide when they register.

"We're seeing organizers become much more interested in behavioral data in addition to traditional registration information," Event Citadel's Williams said.

That can include sessions selected, booth visits, meetings and lead-retrieval activity.

"The real opportunity is connecting those data points," Williams said. "An organizer can then move beyond simply knowing that someone attended and start understanding what they were interested in and how they interacted with the event."

Maritz is also seeing organizers become more strategic about the attendee data they collect, Laufgraben said, identifying how questions can support personalization, marketing or the attendee experience.

Event Tech Live captures the first-click source for registrations within a 30-day window. Parry said organic Google traffic and email deliver the show's strongest conversion.

It also uses app behavior, including sessions bookmarked, meetings requested and stands visited, to support matchmaking. Job titles are classified



Verified Attendance as a Metric to Watch. Exhibitors and sponsors are looking for more relevant attendee data, like verified numbers and data that can be filtered by authority level.

into seniority bands using a rules engine, with a sample checked against public professional records.

The goal, Parry said, is to tell exhibitors "what the room really looks like instead of quoting a headline number at them."

From Registrations to Verified Attendance

Event Tech Live recorded 3,750 registrations in 2025. Of those, 2,719 came through the door. Among attendees, 86.4% had purchasing authority, according to Parry.

He predicts verified attendance, particularly when broken down by seniority and purchasing authority, will become a more important measure of event performance.

"The ones who publish the verified number, broken down by seniority, will win the exhibitor trust argument inside two years," Parry said.

A rapidly growing registration count may look encouraging, but exhibitors ultimately care about who walks through the door and whether they represent the audience the show promised.

Can Smarter Pricing Move Registration Earlier?

Early-bird pricing isn't disappearing, but organizers are questioning whether discounts actually change attendee behavior.

"Early-bird discounts tend to be less effective because the people who register early tend to be your veteran attendees who would come regardless," Laufgraben said.

That can mean organizers are discounting registration for attendees who need the least incentive to commit.

Maritz is seeing clients experiment instead with targeted marketing, promotional codes and value-added incentives, such as discounted access to a pre-conference session or tickets to special events.

Some are also simplifying fee structures and reducing the number of registration pricing tiers.

Williams also sees pricing becoming more data-driven.

"We think the industry is moving toward more intelligent and data-driven pricing strategies," he said.

Organizers can use historical registration patterns and current booking velocity to determine when a pricing change or promotion is most likely to influence behavior.

The challenge isn't simply convincing someone to attend. It is getting someone who intends to attend to commit earlier.

More Data, Without More Friction

As registration becomes a more valuable source of attendee intelligence, organizers face another challenge: how much information to ask attendees to provide.

"Today's attendee is less willing to complete pages of demographic questions, especially ones that aren't used to provide a more personalized experience," Laufgraben said. "The registration process needs to be easy, simple and respectful of the person's time."

Simplification is becoming a bigger priority, Laufgraben said.

Integration and single sign-on from association management systems can reduce the number of fields an attendee must complete. Organizers are also

scrutinizing additional questions about demographics and interests and determining in advance what they intend to do with the information.

Event Tech Live gives attendees control over how their information is used.

Parry said attendees are separately asked for consent around badge scanning, phone and WhatsApp contact, profile visibility in the app, meeting recording and interest profiling. Each can be switched off without affecting admission.

"That sounds like a compliance exercise," Parry said. "In practice it has improved lead quality, because a badge scan now actually means something."

When Late Registration Reaches the Front Door

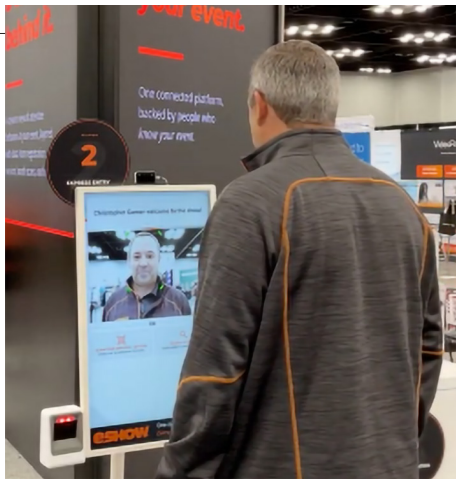
The impact of compressed registration windows becomes particularly visible onsite.

Laufgraben said a 40,000-person show can sometimes process someone in 30 seconds while a 2,000-person event leaves attendees waiting 45 minutes.

The difference can come down to the amount and type of equipment, whether attendees can scan and go, whether staff members have to search through pre-printed badges and how many steps are built into the arrival process. Even attaching a lanyard can create a bottleneck.

For organizers dealing with more late registrants and walk-ins, those decisions take on greater importance. On-demand badge printing and self-service processes can make registration more adaptable when organizers don't know precisely when their audience will commit.

The lesson, Laufgraben said, is that the size of the event isn't necessarily what determines the speed of check-in. Organizers need to examine the entire arrival process for bottlenecks rather than assuming more attendees automatically require longer lines.

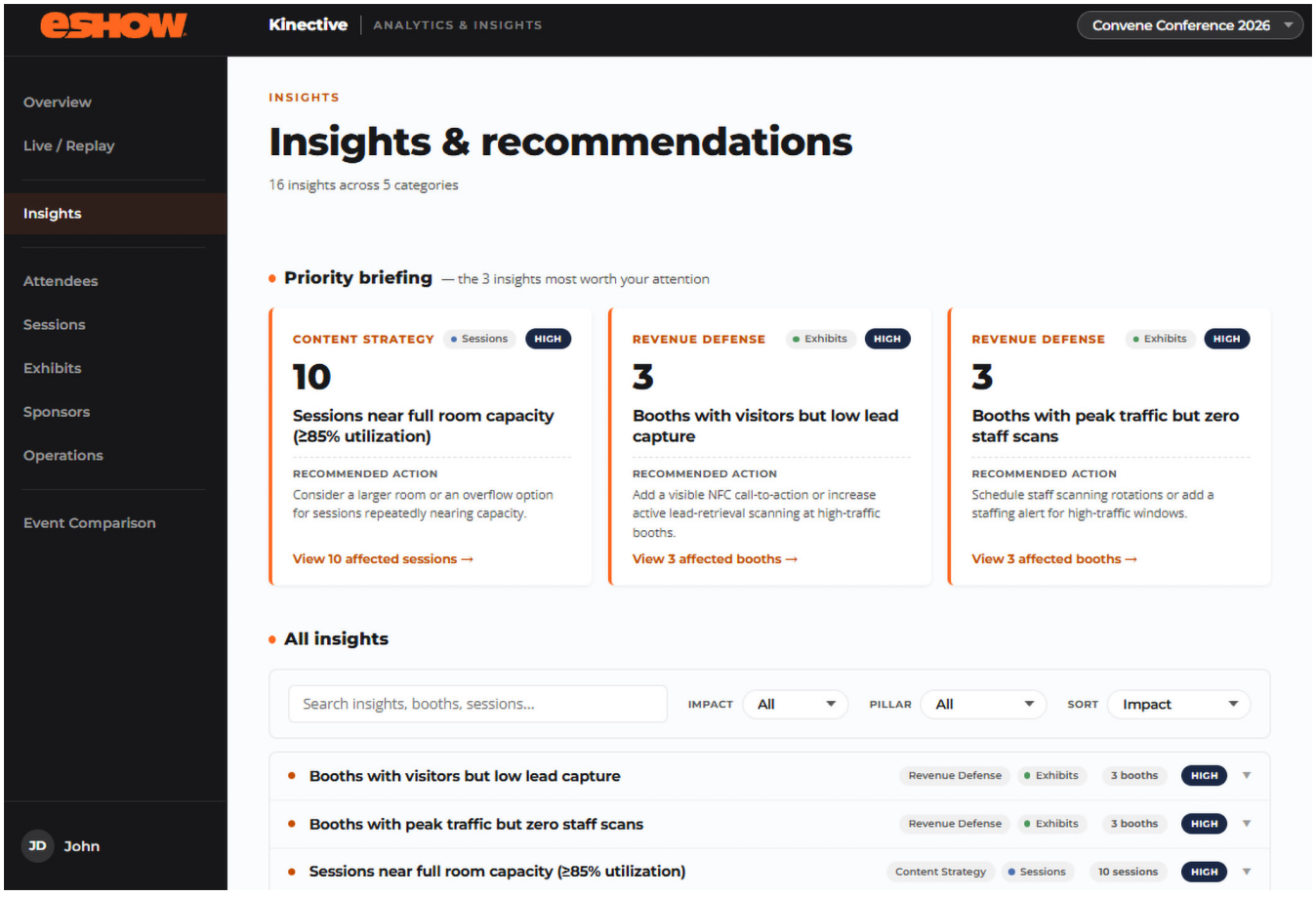


Easing Wait Times. New features like opt-in facial credentialing can help speed up the badging process onsite.

AI Moves Deeper Into Registration

AI could make the growing volume of registration and behavioral data easier for organizers to use.

Instead of sorting through dashboards, an organizer could ask: Which buyer



Letting Data Talk. The Kinective platform from eShow does the work to connect registration data to actual onsite attendee behavior through its RFID and NFC-enabled badges.

segments are registering later than last year? Which attendee groups are most likely to upgrade? Which registrants haven't completed their profiles?

Event Citadel's Williams also expects attendees to increasingly interact with registration systems conversationally.

Chris Williams, Senior Vice President, Registration & Housing for MCI USA, sees an even bigger change coming: agentic AI.

Unlike traditional AI, which generally responds to a specific question or request, agentic AI can plan, reason, take action and evaluate results throughout a task or process.

Applied to registration, that could allow processes that once required multiple steps or specialized technical knowledge to happen more intuitively. Registrants could also receive real-time assistance as they move through the process.

Registration Tech Highlights You Should Know About

Registration technology is moving well beyond forms and badge printing. New tools are connecting registration with onsite behavior, AI, personalization and increasingly last-minute arrivals.

Here are developments to watch.

eShow: Connecting Registration to Onsite Behavior

eShow's Kinective analytics platform connects registration information with attendee behavior captured onsite. RFID and NFC-enabled badges can track session attendance, dwell times, show-floor traffic, booth visits and sponsor engagement, allowing organizers to compare who attendees said they were at registration with what they actually did at the show.

Its Express Entry system also allows attendees to opt into facial credentialing during registration and have their badge printed within seconds when they arrive onsite.

Event Citadel: Putting AI to Work

Event Citadel is exploring AI as an intelligence layer across registration data. Instead of navigating multiple reports, organizers could ask conversational questions such as which buyer segments are registering later, which registrants have incomplete profiles or which attendees might be candidates for an upgrade.

The company also sees conversational AI eventually helping attendees navigate registration and receive recommendations based on their interests.

Cvent: Bringing Full Registration Onsite

Cvent's OnArrival technology is increasingly blurring the line between advance and onsite registration. Its Embedded Walk-in Registration capability brings the online registration experience to the venue, including conditional registration paths, questions, add-ons and payments. Walk-ins can register onsite and move directly to badge printing — particularly relevant as attendees increasingly wait until the last minute to commit.

Swapcard: Different Registrants, Different Journeys

Swapcard's Launchpad takes a different approach by creating registration journeys based on who is signing up. Attendees, exhibitors, speakers and VIPs can encounter different questions, options and workflows using conditional logic.

For trade show organizers, that means registration can begin building a more useful attendee or exhibitor profile without forcing everyone through the same lengthy form.



Chris Williams. Senior Vice President, Registration & Housing, MCI USA.

MCI's Williams believes the next major shift will be toward platforms designed around agentic AI rather than older platforms that simply add AI features to existing technology. As the underlying AI models improve, he said, AI-native registration platforms could become more capable, increasing automation, speed and personalization.

Event Tech Live is also testing AI-powered attendee profiling. Parry said the show plans to use attendee-supplied and publicly available information to build interest profiles and recommend relevant sessions.

For organizers, the potential is less about replacing registration teams than reducing the technical barriers between a question and an answer. Instead of requesting a report and waiting for it to be built, an organizer could ask the system a question in plain English and use the answer to make a decision while registration is still unfolding.

The Number That Matters

For all the ambition surrounding data, personalization and AI, registration still has to accomplish its most basic task: Get people through the process.

Attendees want flexibility. Organizers want earlier commitments and richer profiles. Exhibitors want proof that the right buyers showed up.

Registration is becoming a mechanism for acquiring attendees, understanding audience composition, connecting buyers and sellers and demonstrating value to exhibitors.

And as organizers get better at measuring all of that, the most important registration number may not be registrations at all.

It may be who actually walks through the door.

From Pipeline to Revenue: Focusing on the Opportunities That Matter

BY INDIYA OKAM
CHAIR, SISO SALES EXCHANGE COMMITTEE | GROUP VICE PRESIDENT OF SALES, RX

In sales, we spend a lot of time talking about how to grow the database and pipeline. But we should also think more about what happens after we create it.

Our teams are balancing new business, existing customers, rebooking, sponsorship and other opportunities, often against a very defined event cycle. At some point, there are simply more things a salesperson could pursue than there is time to pursue them.

So how do we make sure we're focusing on the right things?

As Chair of the SISO Sales Exchange Committee, one of the most valuable things has been hearing directly from SISO members about the commercial challenges they are working through. Earlier this year, we conducted a member survey, which reinforced the importance of prospecting and new business; however, it also surfaced challenges with pipeline health and management.

Those findings helped shape our October Sales Exchange webinar on **Pipeline Management, Prioritization & Conversion,** where we brought together three practitioners with different perspectives on the sales process: Carly Heideger, VP, Portfolio Sales, Jewelry Events, RXUS; Michelle Bonina, Head of International Sales, RX ISG; and Rodrigo Hermel, Sales Enablement Manager, RX Americas. Together, they brought perspectives spanning portfolio sales leadership, international selling and sales enablement to the natural next question: Once we've created a pipeline, how do we manage it well enough to actually turn it into revenue?

That diversity of experience matters. Managing a portfolio, selling across international markets and enabling sales teams present different challenges, but many of the fundamentals are consistent: What's real in the pipeline?



Indiya Okam. Group Vice President of Sales, RX.

Where should sellers focus? What needs to happen next? And what evidence supports the likelihood and timing of an opportunity?

One of the themes that emerged from the discussion was that pipeline management isn't simply about having more opportunities. It's about having enough visibility to understand what's real, what's moving, what's stalled and where a salesperson's time can have the greatest impact.

Better prioritization starts with better signals. Data and technology can help provide those signals, but they don't replace seller judgment. The opportunity is to combine what the data tells us with what sellers know about the customer, the market and the buying process to make better decisions about where to spend time.

There is also an execution component that can be easy to overlook: Sales Enablement. Good pipeline management only creates value when the underlying behaviors become part of how sellers and managers operate. The discussion reinforced the importance of pipeline discipline, preparation, manager coaching, opportunity strategy and accountability. Ultimately, enablement helps turn good sales practices into consistent sales behaviors.

The lesson isn't that every organization needs the same pipeline methodology. What matters is creating discipline around five things: visibility into what's real, prioritization around where to focus, actions that move opportunities forward, coaching that improves execution and forecasting that creates greater predictability. When those pieces work together, pipeline becomes more than a number. It becomes a tool for making better revenue decisions.

One of the key strengths of the Sales Exchange is that our role isn't to prescribe a single answer. It's to create a forum where sales leaders and practitioners can be candid about what they're seeing, compare approaches and take practical ideas back into their organizations.

As sales leaders, I think we need to keep challenging ourselves to look beyond how much pipeline we're creating. **Because ultimately, pipeline alone doesn't fuel growth. Converting it into revenue is what fuels growth.**

ABOUT SISO

SISO's Sales Exchange is one of several member-only forums where independent show organizers work through problems like this together. Learn more about SISO membership at ***siso.org****.*

SISO®
SOCIETY OF INDEPENDENT SHOW ORGANIZERS

SISO
CEO SUMMIT



April 5-8, 2027

The Ritz-Carlton Amelia Island•Florida









WWW.SISO.ORG



Michelle Edmonson, CEM
Vice President of Exhibitions
AMT – The Association For Manufacturing Technology
2027 IAEE Chairperson

MANUFACTURING MOMENTUM

Michelle Edmonson, CEM, Vice President of Exhibitions at AMT – The Association For Manufacturing Technology, leads one of North America's largest biennial shows, IMTS – The International Manufacturing Technology Show. Now, with decades of experience and a passion for evolving the trade show industry, she is also stepping into another role for 2027 with a clear vision: Chairperson for the International Association of Exhibitions and Events (IAEE)®.

By MADDY RYLEY, Managing Editor



IMTS Sees Strong Turnout in 2026. The show this year welcomed more than 90,000 registrants.

Michelle Edmonson, CEM, has spent her career viewing the exhibitions industry from nearly every angle. From nonprofit events to the supplier side of the business and ultimately to senior leadership at AMT – The Association For Manufacturing Technology, each step helped shape a philosophy rooted in partnership, growth and putting customers first.

That perspective culminated in 2026 when Edmonson led her first IMTS – The International Manufacturing Technology Show as the show's top executive. The event welcomed 91,295 registrants and achieved a 1.67 visitor-to-exhibitor floor density. More importantly, it brought together manufacturers, technology providers, educators and industry leaders to make connections, find solutions and build relationships that move manufacturing forward.

Now, as she prepares to serve as 2027 Chairperson of IAEE, Edmonson is focused on strengthening connections across the exhibitions ecosystem and fostering the growth mindset she believes is essential to the industry's future. *Trade Show Executive* connected with Edmonson to hear more about her priorities.

MADDY: When this interview comes out, it'll be a couple of months since IMTS took place. How did the show shape up in 2026?

MICHELLE: Looking back, IMTS 2026 absolutely lived up to the excitement we were feeling before the show opened. We welcomed 91,295 registrants and achieved a 1.67 visitor-to-exhibitor floor density. But what I'm proudest of is that the manufacturing ecosystem came together in one place to make connections, find solutions and build relationships.

That's what makes IMTS special. Every aisle, every booth, every conversation is an opportunity for someone to solve a challenge, discover a new technology or meet a future business partner. The energy throughout McCormick Place reflected just how much innovation is happening across manufacturing right now, particularly in areas like automation, aerospace, defense, digital technologies and industrial AI.

At the end of the day, successful trade shows aren't about attendance statistics. They're about what happens when people come together, and IMTS 2026 delivered on that in a really meaningful way.

MADDY: What do you feel have been some of the most significant changes you've made that have elevated the show over the years?

MICHELLE: One of the biggest influences on my career was spending nine years on the supplier side of the business. It gave me a different perspective on what successful partnerships look like and how important it is to understand the challenges and priorities of everyone involved.

When I joined AMT, I wanted us to think beyond transactions and focus on long-term partnerships. IMTS is a two-year show. Success happens through years of planning, communication and collaboration with exhibitors, service partners, venues and stakeholders.

We've also become very intentional about planning for the future. We spend a lot of time looking at where industries are headed, what our customers will need next, and how we can evolve the event to support them. Growth comes from being willing to continually reassess, adapt and improve.

MADDY: What's an innovation or change you introduced that initially faced resistance, but ultimately proved to be the right decision? How did you build consensus to get it implemented?

MICHELLE: Change is hard, even when the change is ultimately beneficial.

Early on, some of the biggest changes involved shifting our culture toward a stronger partnership mindset. That required people to think differently about how we worked with exhibitors, suppliers and service providers.

Today, I think we've built a culture where people aren't afraid to challenge ideas, including mine. In fact, I expect it. Healthy debate leads to better decisions. My team knows they have permission to push back, ask questions and offer alternative approaches.

The trust we've built over time has made change easier because people know decisions are being made with the right goals in mind. When trust is present, innovation becomes much easier.

MADDY: Manufacturing continues to undergo tremendous change, whether through automation, AI, digital twins or smart factory technology. How has IMTS evolved to stay ahead of those shifts rather than simply reflect them?

MICHELLE: One of the philosophies we've adopted at IMTS is what we call the "clean slate" approach. After every show, we ask ourselves a simple question: If IMTS didn't

exist today, and we were building it from scratch, what would it look like?

That exercise forces us to challenge assumptions and avoid doing things simply because we've always done them that way. We review attendee and exhibitor feedback, meet with our partners, and have honest conversations about what worked, what didn't and where we need to improve.

We also spend a lot of time benchmarking outside our industry. I believe some of the best ideas come from looking beyond trade shows. Whether it's a theme park, a sporting event, a retail experience or another exhibition, we're constantly studying how people engage, learn and connect.

Over the years, I've worked to shift our show committee from focusing primarily on operations to thinking more strategically about the attendee experience and where the industry is headed. Manufacturing is changing quickly, and our responsibility is to stay curious, keep learning and make sure IMTS continues to evolve alongside our customers.

MADDY: IMTS is one of the largest and most influential trade shows in North America. What strategic principles guide your decisions when balancing growth with preserving the show's identity?

MICHELLE: The first principle is that every decision starts with the attendee.

We're fortunate to have a strong research team and industry experts throughout AMT who spend every day monitoring what's happening across manufacturing and manufacturing technology. Their insights help us understand where the industry is heading, what challenges businesses are facing and where new opportunities are emerging.

At its core, our mission is to help manufacturers grow their businesses. Whether that's increasing revenue, reducing costs, improving productivity or finding solutions to their biggest challenges, that focus drives our decisions.

Growth is important, but growth alone isn't the goal. The goal is to create more value for the attendee. Whenever we're evaluating a new idea, a new sector or a new initiative, we ask ourselves one question: How does this improve the experience for attendees? If we continue to put the attendee first, we can evolve while staying true to what makes IMTS unique.

MADDY: What do exhibitors value most from IMTS today that they didn't as much five or 10 years ago?

MICHELLE: ROI has always mattered, but I would say it's never been more important than it is today. Businesses are looking closely at every investment they make, and exhibitors want to know that their participation will generate meaningful business outcomes.



Family Pride. Michelle Edmonson's family attends her son's U.S. Marine Corps bootcamp graduation.

What's changed is who often leads those decisions. Historically, many of the people managing trade show programs came from operations backgrounds. Today, more of those responsibilities sit with marketing teams. As a result, exhibitors are evaluating success through a marketing lens as much as an operational one.

I think our industry is still adapting to that shift. Show organizers, service providers and exhibitors don't always speak the same language, even when we're trying to accomplish the same goal. One of our opportunities is to help bridge that gap by connecting operational excellence with marketing success.



Behind-the-Scenes Magic. The team behind IMTS opens the show at Chicago's McCormick Place.



Welcoming High-Impact Leaders. The scale of IMTS and focus on manufacturing technology caught the attention of Illinois politicians, including Governor JB Pritzker.

At the end of the day, exhibitors want qualified customers, strong engagement, measurable results and confidence that their investment is working as hard as they are.

MADDY: IMTS requires a massive amount of freight to be moved on the floor. How do you and your team help manage these costs for exhibitors?

MICHELLE: Everything starts with helping exhibitors maximize their return on investment.

One of the ways we do that is through education. Our exhibitor workshops and year-round training programs are designed to help companies plan earlier, make smarter decisions and avoid unnecessary expenses. The more prepared they are, the more successful and less stressful their experience will be.

We also work closely with our service partners to create greater transparency and predictability around costs. Programs like our custom block package provide exhibitors with greater cost certainty, enabling them to budget effectively and avoid surprises.

Beyond logistics, we also look for ways to help exhibitors achieve their objectives without adding additional expense. Whether it's access to meeting space, opportunities to engage with customers, media support or other on-site resources, we're constantly looking for ways to help exhibitors get more value from their investment.

Our goal is simple: help exhibitors generate more business while managing costs as effectively as possible.

MADDY: What are some of the greatest advantages and challenges that come with being a biennial event?

MICHELLE: When I first entered the industry, technology moved at a pace that made a biennial event a natural fit. Today, innovation is happening much faster, but I still believe there are real advantages to the two-year cycle in Chicago.

The biggest advantage is that it gives us the opportunity to take a step back, listen to the market and apply that clean-slate thinking. We can evaluate what the industry needs next rather than simply repeating what we've done before. That allows us to continually reinvent and improve the experience.

The challenge, of course, is maintaining engagement during the years when IMTS isn't taking place. That's why we're always looking for ways to connect with the industry year-round, whether through digital content, partnerships, educational opportunities or other touchpoints.

What continues to reinforce the value of the biennial model is the anticipation. Even after all these years, people are excited for IMTS. They plan for it, look forward to it and recognize it as a unique opportunity to see an industry come together in one place.

MADDY: After more than 30 years in this industry, what leadership lessons have had the greatest impact?

MICHELLE: One of the most important lessons I've learned is that leadership isn't about being involved in every detail. It's about setting a vision, creating a strategy and then getting out of the way so talented people can do their jobs.

I spend my time looking across the entire organization rather than focusing deeply on any one project. That allows me to think about strategy, sales, marketing, operations, production, partnerships and where we're heading next. If I stay in the weeds, I'm not doing the job my team needs me to do.

Another thing I've learned is that one of the greatest responsibilities of a leader is understanding people's strengths. I love figuring out what someone is naturally good at and then putting them in a position where they can excel. When people work in areas that align with their strengths, they perform better, they're happier and IMTS and the organization benefit.

My role isn't to be the smartest person in the room. It's to build a room full of talented people and to help them succeed.

MADDY: As you prepare to become IAEE Chairperson in 2027, where should our industry focus its attention?

MICHELLE: I believe our industry's greatest opportunity is building a stronger ecosystem.

Exhibitors, attendees, organizers, suppliers, venues, technology companies, contractors, DMOs and service providers all contribute to the success of an event. Too often, we view those groups separately when we should be thinking about how they work together.

As I step into the Chair role, I'm excited about finding ways to strengthen those connections. The challenges facing our industry are too large for any one segment to solve alone. The future belongs to organizations willing to collaborate, share ideas and learn from one another.

I also believe strongly in a growth mindset. You don't have to be a mega-show to think strategically about growth. Every organization can challenge itself to improve, innovate and evolve. My hope is that IAEE continues helping its members build that mindset and prepare for what's next.

MADDY: When your term as Chairperson concludes, what accomplishment would make you feel successful?

MICHELLE: If, at the end of my term, more people feel like they're part of one connected exhibitions ecosystem, I'll consider that a success.

I want exhibitors to feel welcomed. I want organizers and suppliers to work more closely together. I want people to see themselves not as individual segments of an industry, but as partners working toward a common goal.

If we can strengthen those connections and encourage more organizations to adopt a growth mindset, then I believe we'll leave the industry stronger than we found it. That's the impact I'd love to have during my year as Chair.



PEOPLE | IDEAS | INDUSTRIES | IMPACT

TOMORROW'S INDUSTRY LEADERS START HERE.

Every industry-defining event begins with a vision.

LAUNCH. SCALE. LEAD.

INNOVATION THRIVES HERE

COMMUNITIES GROW HERE

INDUSTRY'S EVOLVE HERE

GLOBAL OPPORTUNITIES MEET HERE

WHERE EVENTS GROW INTO INDUSTRIES

sales@mccormickplace.com

McCORMICK SQUARE • PLACE • MPEA

McCORMICK PLACE® CHICAGO

Establishing the Edge: Where Hotel/Convention Center Complexes Excel Over Traditional Event Venues

By Carson Stoolmiller, Assistant Editor, Research

Each trade show is unique and has different requirements to satisfy all stakeholders. While the traditional convention center is a classic choice, all-in-one hotel/convention center complexes are a popular alternative that allows show planners to consolidate event experiences under a single roof. *Trade Show Executive*'s (TSE) Hotel/Convention Center Complexes report has all the details, from event space square footage to guest room counts, for 335 of the largest hotel/convention center complexes in North America. TSE spoke to seven venue management professionals at all-in-one event facilities to get their takes on what gives them an edge.



Comfort on the Strip. The MGM Grand Hotel & Casino in Las Vegas recently refreshed its guest rooms, showcasing a modern aesthetic. With 5,044 rooms, 92,434 sf of prime exhibit space, 73,011 sf of meeting space and 259,067 sf of flex space, the property has a high capacity for hosting events.

All-In-One Packages

Residing just across the interstate from Walt Disney World Resort, the Caribe Royale Orlando features a bountiful 129,087 square feet (sf) of flex space and 36,852 sf of meeting space. The perks of show planning at this venue go beyond spacious exhibit areas, as Suzanne Stephan, Director of Marketing for Caribe Royale Orlando, explained to TSE. "Hotel and convention center complexes offer meeting planners a more seamless experience by bringing guest rooms, meeting space, restaurants, and banquet facilities together under one roof and one management team," Stephan stated. "Because every aspect of the event is owned and operated by the same company, communication is streamlined, operations are better aligned, and decisions can be made more efficiently. This integrated approach also creates greater flexibility during planning and allows for value-based negotiations that consider the total scope of the event rather than treating each component separately." With economic pressures roiling event budgets, careful negotiation is a must, and Stephan's comments underscore the savings that can accrue when working with a single provider rather than multiple.

Matthew Sanches, Director of Sales & Marketing for Renaissance Phoenix Glendale Hotel & Conference Center, echoes Stephan's sentiment, expressing that the edge derives from integration of experiences. "Integrated hotel and conference center complexes offer the convenience of accommodations, meeting space, dining, and event services all under one roof, creating a seamless experience for attendees and organizers alike," said Sanches. "At Renaissance Phoenix Glendale Hotel & Conference Center, our direct connection to the convention center, flexible event space, and dedicated service team simplify planning while enhancing the guest experience. We're also proud to have been recognized by U.S. News & World Report as one of the Top Conference Hotels in the Country, reflecting our commitment to exceptional meetings and guest experiences." The Renaissance Phoenix Glendale Hotel & Conference Center offers 30,000 sf of prime exhibit space, something of a rarity among all-in-one complexes that often house their exhibit space in versatile ballrooms, as well as 21,824 sf of meeting space and 27,877 sf of flex space.

Another venue manager in agreement is Jessica Mathers, Senior Event Planning Manager for Hyatt Regency Denver at Colorado Convention Center, who stated, "Having guest rooms, meeting space, dining, and gathering areas all under one roof creates a much more seamless experience for attendees. At Hyatt Regency Denver at Colorado Convention Center, our newly renovated guest rooms, the city's largest hotel ballroom, 27th floor bar and lounge with Rocky Mountain views,

and the genuine hospitality of our team all help set us apart." Not only does the hotel offer 1,100 guest rooms just steps from the Colorado Convention Center, but with 44,000 sf of flex space and 15,891 sf of meeting space, it has ample trade show hosting capacity of its own, as emphasized by Mathers.

Convention Center Connectivity

Location is everything, and when a hotel property connects with the third-largest convention center in the country, that lends an edge. "Rosen Centre offers the convenience of a fully integrated convention hotel experience. Connected to the Orange County Convention Center via a covered pedestrian skybridge, the hotel allows attendees to transition easily between meetings, networking events, and their accommodations," explained Melissa Lima, Sales & Marketing Project Specialist. "Beyond meeting space, guests have access to multiple dining venues, resort-style amenities, and a central location on International Drive, placing Orlando's restaurants, entertainment, and attractions within easy reach. This blend of accessibility, hospitality, and destination appeal enables Rosen Centre to deliver a more complete and memorable experience for both event organizers and attendees." With 67,422 sf of flex space and 44,763 sf of meeting space in addition to 1,334 guest rooms, the Rosen Centre Hotel is one of the many venues that make Orlando the event destination with the third-most prime exhibit space in hotel/convention center complexes among U.S. cities.

Perry Kessler, Director of Sales & Marketing for Philadelphia Marriott Downtown, shared a similar perspective, explaining, "The greatest advantage is convenience. Hotel convention complexes provide accommodations, meeting space, dining, entertainment, and event services in one integrated environment, creating a seamless experience for planners and attendees. At the Philadelphia Marriott Downtown, our direct connection to the Pennsylvania Convention Center, combined with more than 1,400 guest rooms and extensive meeting facilities, allows us to support events of virtually any scale." The Pennsylvania Convention Center is the 19th largest in the U.S. by prime exhibit space. The Philadelphia Marriott Downtown has 31,962 sf of prime exhibit space, 27,606 sf of meeting space and 34,300 sf of flex space, making it ideal for both satellite event experiences anchored at the convention center as well as standalone events.

Unique Destinations

Nestled at the base of Phoenix's Piestewa Peak Park, the Arizona Biltmore, LXR Hotels & Resorts is an all-in-one event complex with 50,834 sf of flex space, 30,912 sf of meeting space and 712 guest rooms. Speaking on the advantages of the event facility, Director of Marketing Andra Karpel told TSE, "A resort offers a seamless experience that extends far beyond the meeting room. Attendees can stay, meet, dine and unwind in one destination, creating more opportunities for meaningful networking and connection. At Arizona Biltmore, the meeting experience is woven into the resort itself. You can start the day with coffee and a morning walk through our legendary gardens before heading into a strategy session, then end the evening networking and enjoying an Original Tequila Sunrise at Wright Bar. Combined with nearly 200,000 square feet of flexible event space, architecturally significant venues, modern luxury amenities and one of the industry's most experienced meetings teams, it creates an environment where business objectives and memorable experiences go hand in hand."

Krystle Alcain, Director of Marketing & Communications for Hyatt Regency Maui Resort & Spa in Lahaina, Hawaii, sums up the advantages of all-in-one complexes, stating, "We offer the best of both worlds: a purpose-built environment for productive meetings and a resort destination that inspires connection, creativity, and renewal. At Hyatt Regency Maui, attendees can move seamlessly from conference sessions to oceanfront experiences, exceptional dining, wellness offerings, and moments to relax and recharge across our 40-acre resort. That balance of business and leisure creates more memorable events and an experience that standalone convention centers simply cannot replicate." The hotel features 810 guest rooms and offers 40,220 sf of flex space and 28,508 sf of meeting space.

The Details of the Data

Of the 335 hotel/convention center complexes tracked, the United States has 91% (305 venues), while Canada has 4.8% (16 venues) and México has 4.2% (14 venues). Within the U.S., the Southern region (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, Tennessee, Texas, Puerto Rico) has the largest hotel/convention center complex market share with 36.4%. The West (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming) and the Midwest (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Wisconsin) fall within a few percentage points of each other, containing 25.9% and 22.3% of venues, respectively. The Northeast (Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, Vermont, Virginia, Washington D.C., West Virginia) has the smallest share with a mere 15.4%.

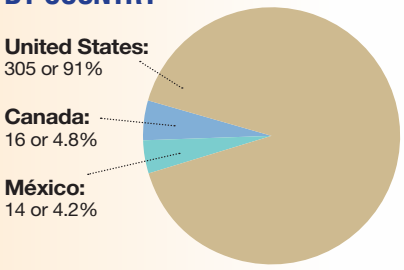
The South's large market share of hotel/convention center complexes is buoyed by the 34 venues located in Florida, the most of any state in the nation. These exhibit facilities combine to feature 4,899,760 sf of prime exhibit space, a total that falls within striking distance of the 4,890,170 sf of combined prime exhibit space at 31 venues in California. Texas follows closely with 30 complexes equaling 3,763,793 sf of prime exhibit space. With 24 hotel/convention center facilities, Nevada is fourth in terms of number of venues, but the state has the most prime exhibit space, totaling 7,094,998 sf due to the vastness of the venues in Las Vegas. Twelve complexes are located in both Georgia and Illinois, which places these states at No. 5 by number of venues. Among U.S. cities, Las Vegas has the most prime exhibit space with 6,388,443 sf throughout 18 hotel/convention center complexes, most of the space in Nevada. Chicago is second in amount of prime exhibit space with 2,997,679 sf spread throughout seven venues. Orlando ranks third with 2,531,487 sf of prime exhibit space in 13 event facilities, while Atlanta is fourth with 2,072,964 sf contained within nine complexes.

Developments to Watch

Since last year's edition of the Hotel/Convention Center Complexes report, three hotels have opened for business near existing convention centers, while an additional all-in-one complex made its debut. In November 2024, the Atwell Suites Kansas City Airport opened 104 guest rooms across from the KCI Expo Center in Missouri. While the Omni Fort Lauderdale Hotel in Florida is an all-in-one exhibit facility with 45,866 sf of prime exhibit space, 24,113 sf of meeting space and 30,870 sf of flex space, along with 801 guest rooms, it is also attached to the Greater Fort Lauderdale/Broward County Convention Center and functions as the headquarters hotel for the Florida complex. The hotel opened in December 2025, shortly after the convention center concluded an expansion. San Antonio's Henry B. Gonzalez Convention Center, which is moving forward on construction of its own, has a newly built hotel adjacent to it in The Monarch San Antonio, Curio Collection by Hilton. The hotel opened in March 2026 with 200 rooms and 14,415 sf of event space. In October 2026, the Courtyard by Marriott Fresno Downtown opened across from the Fresno Convention & Entertainment Center in California, offering 144 guest rooms.

Looking ahead, Kalahari Resorts & Conventions Spotsylvania will open in Woodford, Va., midway through November 2026. With 20,936 sf of meeting space, 48,312 sf of flex space and 907 guest rooms, the combination waterpark-hotel-convention center will offer a wide range of experiences under one roof. In January 2027, the Signia by Hilton Indianapolis will debut with 15,431 sf of meeting space, 79,274 sf of flex space and 800 guest rooms. The complex will be attached to the Indiana Convention Center & Lucas Oil Stadium by a skywalk, allowing for ease of transit between the neighboring properties. In Kennewick, Wash., the expanding Three Rivers Convention Center will be complemented by a new attached hotel opening in April 2027, the AC Hotel by Marriott, featuring 162 rooms. The Three Rivers Convention Center will debut its enlarged trade show capacity in December 2026, growing from 21,600 sf of prime exhibit space to 81,600 sf and from 11,532 sf of meeting space to 17,200 sf. In Q1 2027, Huntington Place in Detroit will welcome a new attached hotel, the JW Marriott Detroit Water Square with 600 rooms and 52,805 sf of event space. Florida's Miami Beach Convention Center is also awaiting the development of an attached hotel property, the Grand Hyatt Miami Beach with 800 rooms and 110,000 sf of event space, expected to open in late 2027. A pair of Las Vegas venues are scheduled to finish construction within the 2027 calendar year: the Majestic Las Vegas across from the Las Vegas Convention Center and the Hard Rock Las Vegas Hotel & Casino. The Majestic is slated to offer 720 rooms, while the Hard Rock is planning to feature 3,700 rooms, 90,000 sf of prime exhibit space, 40,000 sf of meeting space and 40,000 sf of flex space. TSE is also tracking 12 additional hotel developments being built beyond 2027, with details on those projects available within the listings in the Hotel/Convention Center Complexes report.

HOTEL/CONVENTION CENTER COMPLEXES SHARE OF MARKET BY COUNTRY



TOP U.S. STATES BY AMOUNT OF PRIME EXHIBIT SPACE IN HOTEL/CONVENTION CENTER COMPLEXES

Nevada:	7,094,998 sf
Florida:	4,899,760 sf
California:	4,890,170 sf
Illinois:	4,138,547 sf
Texas:	3,763,793 sf

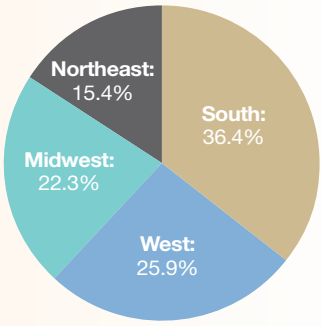
U.S. REGIONS BY PERCENTAGE OF HOTEL/CONVENTION CENTER COMPLEXES

South: 36.4%
(AL, AR, FL, GA, KY, LA, MS, SC, TN, TX, PR)

West: 25.9%
(AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY)

Midwest: 22.3%
(IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, OK, SD, WI)

Northeast: 15.4%
(CT, DE, DC, ME, MD, MA, NH, NJ, NY, NC, PA, RI, VT, VA, WV)



TOP ALL-IN-ONE HOTEL/CONVENTION CENTER COMPLEXES IN THE U.S. RANKED BY AMOUNT OF PRIME EXHIBIT SPACE

RANK/VENUE		PRIME EXHIBIT SPACE
1.	The Venetian Resort Las Vegas and The Venetian Expo (Las Vegas, NV)	1,245,262 sf
2.	Mandalay Bay Resort & Casino (Las Vegas, NV)	1,043,031 sf
3.	World Equestrian Center - Ocala (Ocala, FL)	264,600 sf
4.	Gaylord Opryland Resort & Convention Center (Nashville, TN)	263,772 sf
5.	ARIA Resort & Casino (Las Vegas, NV)	208,163 sf
6.	Rosen Shingle Creek (Orlando, FL)	195,000 sf
7.	Gaylord Texan Resort & Convention Center (Grapevine, TX)	179,520 sf
8.	Wynn and Encore Las Vegas (Las Vegas, NV)	179,377 sf
9.	Gaylord National Resort & Convention Center (National Harbor, MD)	178,787 sf
10.	Gaylord Palms Resort & Convention Center (Kissimmee, FL)	178,500 sf

HOTEL/CONVENTION CENTER COMPLEXES
QUICK REFERENCE

Section I: United States

Alamodome ... 49
Albuquerque Convention Center ... 49
Allen County War Memorial Coliseum ... 49
Alliant Energy Center ... 49
Alliant Energy PowerHouse Arena and Convention Center ... 49
Amarillo Civic Center Complex ... 49
America's Center ... 49
Anaheim Convention Center ... 49
Arvest Convention Center ... 49
The Atlanta Convention Center at AmericasMart ... 49
Atlantic City Convention Center ... 50
Atlantic Union Bank Convention Center (formerly Raleigh Convention Center) ... 50
Austin Convention Center ... 50
Kay Bailey Hutchison Convention Center Dallas ... 50
Baird Center & UW-Milwaukee Panther Arena ... 50
Baltimore Convention Center ... 50
Birmingham-Jefferson Convention Complex ... 50
George R. Brown Convention Center ... 50
Buffalo Convention Center ... 50
CAESARS FORUM ... 50
Caesars Superdome ... 51
Cajundome/Convention Center ... 51
Central Bank Center ... 51
Century II Performing Arts & Convention Center ... 51
Charleston Area Convention Center ... 51
Charleston Coliseum & Convention Center ... 51
Charlotte Convention Center ... 51
Chattanooga Convention Center ... 51
CHI Health Center Omaha ... 51
Cobb Convention Center-Atlanta (formerly Cobb Galleria Centre) ... 51
Colorado Convention Center ... 51
Greater Columbus Convention Center ... 52
Connecticut Convention Center ... 52
Cow Palace Arena & Event Center ... 52
Crown Center Exhibit Hall ... 52
Dallas Market Center ... 52
Dayton Convention Center ... 52
DCU Center ... 52
DeVos Place ... 52
Duluth Entertainment Convention Center ... 53
El Paso Convention Center ... 53
Empire State Plaza Convention Center ... 53
The Expo at World Market Center Las Vegas ... 53
Expo Square ... 53
Fairplex ... 53
FARGODOME ... 53
First Financial Center (formerly Duke Energy Convention Center) ... 53
Joseph A. Floreano Rochester Riverside Convention Center ... 53
Florida State Fairgrounds ... 53
Greater Fort Lauderdale/Broward County Convention Center ... 54
Fort Worth Convention Center ... 54
Fredericksburg Convention Center ... 54
Fresno Convention & Entertainment Center ... 54
Gas South Convention Center ... 54
Gatlinburg Convention Center ... 54
Georgia International Convention Center ... 55
Georgia World Congress Center Authority (Georgia World Congress Center, Centennial Olympic Park, Mercedes-Benz Stadium) ... 55
Gillette Stadium ... 55
Glass City Center ... 55
Henry B. Gonzalez Convention Center ... 55
Grand Wayne Convention Center ... 55
Hampton Roads Convention Center ... 55
Hawaii Convention Center ... 56
Hot Springs Convention Center ... 57
Huntington Convention Center of Cleveland ... 57
Huntington Place ... 57
John B. Hynes Veterans Memorial Convention Center ... 58
Indiana Convention Center & Lucas Oil Stadium ... 58
Iowa Events Center (EMC Expo Center, Community Choice Convention Center, Casey's Center) ... 58
Irving Convention Center at Las Colinas ... 58
Jacob K. Javits Convention Center ... 58
Kansas City Convention Center & Entertainment Facilities ... 59
KCI Expo Center ... 59
Kentucky International Convention Center ... 59
Knoxville Convention Center ... 59
La Crosse Center ... 59
Lansing Center ... 59
Las Vegas Convention Center ... 59
David L. Lawrence Convention Center ... 59
Long Beach Convention & Entertainment Center ... 60
Los Angeles Convention Center ... 60
Marshall Health Network Arena & Convention Center ... 61
Mayo Civic Center ... 61
McAllen Convention Center ... 61
McCormick Place ... 61
Meadowlands Exposition Center ... 61
Thomas Michael Menino Convention & Exhibition Center ... 61
Miami Airport Convention Center (MACC) ... 61
Miami Beach Convention Center ... 62
Minneapolis Convention Center ... 62
Mississippi Coast Coliseum & Convention Center ... 62
The Monument ... 62
Moscone Center North & South ... 62
Moscone West ... 62
Music City Center ... 62
Myrtle Beach Convention Center ... 62
Navy Pier ... 62
New Orleans Ernest N. Morial Convention Center ... 62
Ocean Center ... 63
Oklahoma City Convention Center ... 63
The Oncenter Nicholas J. Pirro Convention Center ... 63
Ontario Convention Center ... 63
Orange County Convention Center ... 63
Oregon Convention Center ... 63
Arthur R. Outlaw Mobile Convention Center ... 64
Overland Park Convention Center (OPCC) ... 64
Palm Beach County Convention Center ... 64
Palm Springs Convention Center ... 64
Pasadena Convention Center ... 64
Pennsylvania Convention Center ... 64
Pennsylvania Farm Show Complex & Expo Center ... 64
Peoria Civic Center ... 64
Phoenix Convention Center & Venues ... 64
Roland E. Powell Convention Center ... 64
Puerto Rico Convention Center ... 64
Raising Cane's River Center ... 65
Calvin L. Rampton Salt Palace Convention Center ... 65
Renasant Convention Center ... 65
Reno Events Center ... 65
Reno-Sparks Convention Center ... 65
Resch Expo ... 65
Rhode Island Convention Center ... 66
Greater Richmond Convention Center ... 66
Roberts Centre ... 66
RP Funding Center ... 66
SAFE Credit Union Convention Center ... 66
St. Cloud River's Edge Convention Center ... 66
Saint Paul RiverCentre ... 66
San Diego Convention Center ... 66
San Jose McEnery Convention Center ... 67
Denny Sanford PREMIER Center ... 67
Santa Clara Convention Center ... 67
Savannah Convention Center ... 67
Scope Arena ... 67
Seattle Convention Center ... 67
Sevierville Convention Center ... 67
Shreveport Convention Center ... 68
Spokane Convention Center Presented by the Spokane Tribe of Indians ... 68
Springfield Exposition Center ... 68
Statehouse Convention Center ... 68
Donald E. Stephens Convention Center ... 68
Stormont Vail Events Center ... 68
Greater Tacoma Convention Center ... 69
Tampa Convention Center ... 69
Three Rivers Convention Center ... 69
Tinley Park Convention Center ... 69
Tucson Convention Center ... 69
Tucson Expo Center ... 69
U.S. Bank Stadium ... 69
Vibe Credit Union Showplace (formerly Suburban Collection Showplace) ... 69
Virginia Beach Convention Center ... 69
Von Braun Center ... 70
Walter E. Washington Convention Center ... 70
The Wildwoods Convention Center ... 70
Exposition Center at Wisconsin State Fair Park ... 70
World's Fair Exhibition Hall ... 70

All-In-One Complexes

Anaheim Marriott ... 49
ARIA Resort & Casino ... 49
Arizona Biltmore, LXR Hotels & Resorts (formerly Arizona Biltmore, A Waldorf Astoria Resort) ... 49
Atlanta Marriott Marquis ... 50
Austin Marriott Downtown ... 50
Boston Marriott Copley Place ... 50
The Broadmoor ... 50
Caesars Palace ... 50
Caribe Royale Orlando ... 51
The Cosmopolitan of Las Vegas ... 52
Courtyard Sioux City Downtown/Convention Center ... 52
Detroit Marriott at the Renaissance Center ... 52

The Diplomat Beach Resort & Convention Center....52
Walt Disney World Swan & Dolphin Resort....52
Disneyland Hotel....52
Disney's Contemporary Resort....53
Disney's Coronado Springs Resort....53
Disney's Yacht & Beach Club Resorts....53
DoubleTree by Hilton Orlando Theme Park Resort (formerly DoubleTree by Hilton Hotel Orlando at SeaWorld®)....53
Fantasy Springs Resort Casino....53
Fontainebleau Las Vegas....54
Fontainebleau Miami Beach....54
Foxwoods Resort Casino....54
Galt House Hotel....54
Gaylord National Resort & Convention Center....54
Gaylord Opryland Resort & Convention Center....54
Gaylord Pacific Resort & Convention Center....54
Gaylord Palms Resort & Convention Center....54
Gaylord Rockies Resort & Convention Center....54
Gaylord Texan Resort & Convention Center....55
Grand Hyatt San Antonio River Walk....55
Grand Sierra Resort & Casino....55
Hard Rock Hotel & Casino Atlantic City....55
Hard Rock Las Vegas Hotel & Casino....55
Harrah's Cherokee Casino....55
Harrah's Resort Atlantic City....56
Harrah's Resort Southern California....56
Hilton Americas-Houston....56
Hilton Anaheim....56
Hilton Anatole....56
Hilton Atlanta....56
Hilton Austin....56
Hilton Baltimore Inner Harbor....56
Hilton Chicago....56
Hilton Cleveland Downtown....56
Hilton Columbus Downtown....56
Hilton Hawaiian Village Waikiki Beach Resort....56
Hilton Los Angeles Airport....56
Hilton Minneapolis....56
Hilton New Orleans Riverside....57
Hilton Orlando....57
Hilton San Diego Bayfront....57
Hilton San Francisco Union Square....57
Horseshoe Las Vegas....57
Hyatt Regency Atlanta....57
Hyatt Regency Chicago....57
Hyatt Regency Dallas....57
Hyatt Regency Denver at Colorado Convention Center....57
Hyatt Regency Grand Cypress Resort....57
Hyatt Regency Maui Resort & Spa....57
Hyatt Regency Miami....57
Hyatt Regency Minneapolis....58
Hyatt Regency New Orleans....58
Hyatt Regency O'Hare Chicago....58
Hyatt Regency Orlando....58
Hyatt Regency Salt Lake City....58
Hyatt Regency Seattle....58
Indianapolis Marriott Downtown....58
Kalahari Resorts & Conventions Round Rock....58
Kalahari Resorts & Conventions Sandusky....58
Kalahari Resorts & Conventions Spotsylvania....59
Kalahari Resorts & Conventions Wisconsin Dells....59
Kansas City Marriott Downtown....59
Loews Kansas City Hotel....59
Loews Sapphire Falls Resort/Loews Royal Pacific Resort at Universal Orlando....60
M Resort....60
Manchester Grand Hyatt San Diego....60
Mandalay Bay Resort & Casino....60
JW Marriott Austin....60
Marriott Dallas Allen Hotel & Convention Center....60
JW Marriott Indianapolis....60
JW Marriott Los Angeles L.A. LIVE Hotel....60
Marriott Marquis Chicago....60
Marriott Marquis Houston....60
Marriott Marquis San Diego Marina....60
JW Marriott Nashville....60
JW Marriott Phoenix Desert Ridge Resort & Spa....61
Marriott St. Louis Grand....61
JW Marriott San Antonio Hill Country Resort & Spa....61
JW Marriott/Tampa Marriott Water Street....61
JW Marriott Tucson Starr Pass Resort & Spa....61
MeadowView Conference Resort & Convention Center....61
MGM Grand Hotel & Casino....61
Mohegan Sun....62
New Orleans Marriott....62
New York Hilton Midtown....62
New York Marriott Marquis....63
Nugget Casino Resort....63
Ocean Casino Resort....63
Omni Dallas Hotel....63
Omni Fort Lauderdale Hotel....63
Omni Fort Worth Hotel....63
Omni Louisville Hotel....63
Omni Nashville Hotel....63
Omni Orlando Resort at ChampionsGate....63
Omni PGA Frisco Resort & Spa....63
Orlando World Center Marriott....64
Palmer House, a Hilton Hotel....64
Paris Las Vegas....64
Peppermill Reno....64
Philadelphia Marriott Downtown....64
Renaissance Atlanta Waverly Hotel & Convention Center....65
Renaissance Austin Hotel....65
Renaissance Montgomery Hotel & Spa at the Convention Center....65
Renaissance Orlando at SeaWorld®....65
Renaissance Phoenix Glendale Hotel & Conference Center....65
Renaissance Schaumburg Hotel & Convention Center....65
Resorts World Las Vegas....65
Rio Las Vegas, a Destination Hyatt Hotel....66
Rosen Centre Hotel....66
Rosen Plaza Hotel....66
Rosen Shingle Creek....66
San Antonio Marriott Rivercenter on the River Walk....66
San Francisco Marriott Marquis....66
Seminole Hard Rock Hotel & Casino Hollywood....67
Sheraton Birmingham Hotel....67
Sheraton Boston Hotel....67
Sheraton Dallas Hotel....67
Sheraton Fairplex Suites & Conference Center....67
Sheraton Grand Chicago Riverwalk....67
Sheraton Grand Seattle....67
Sheraton Greensboro Hotel Koury Convention Center....67
Sheraton Kansas City Hotel at Crown Center....68
Sheraton New Orleans Hotel....68
Sheraton Phoenix Downtown....68
Signia by Hilton Atlanta Georgia World Congress Center....68
Signia by Hilton Indianapolis....68
Signia by Hilton La Cantera Resort & Spa....68
Signia by Hilton Orlando Bonnet Creek....68
Signia by Hilton San Jose....68
South Point Hotel & Spa....68
Town and Country Resort & Convention Center....69
Twin City Quarter....69
University Plaza Hotel....69
Valley Forge Casino Resort....69
The Venetian Resort Las Vegas and The Venetian Expo....69
Virgin Hotels Las Vegas, Curio Collection by Hilton....69
Westgate Las Vegas Resort & Casino....70
The Westin Boston Seaport District....70
The Westin Copley Place, Boston....70
The Westin Peachtree Plaza Atlanta....70
World Equestrian Center - Ocala....70
Wynn and Encore Las Vegas....70

Section II: Canada

B.C. Place Stadium....71
Calgary TELUS Convention Centre....71
Centrexpo Promutuel Assurance....71
Enercare Centre & Automotive Building....71
Halifax Convention Centre....71
Metro Toronto Convention Centre....71
Niagara Falls Convention Centre....71
Palais des congrès de Montréal (Montréal Convention Centre)....71
Québec City Convention Centre....71
RBC Convention Centre Winnipeg....71
Rogers Centre Ottawa....71
SaskTel Centre....71
The Toronto Congress Centre....71
Vancouver Convention Centre....71

All-In-One Complexes

Sheraton Centre Toronto Hotel....71
The Westin Harbour Castle, Toronto....71

Section III: México

Campeche XXI International Convention & Exhibition Center....72
CINTERMEX International Convention & Exhibition Center....72
Expo Guadalajara....72
Expo Mundo Imperial....72
Expo Reforma Canaco Ciudad de México....72
Expo Santa Fe México....72
William O. Jenkins Convention Center....72
Morelia Convention Center (CECONEXPO)....72
Poliforum León....72
World Trade Center Mexico City International Exhibition & Convention Center....72
World Trade Center Veracruz....72
Yucatán Siglo XXI Convention Centre....72

All-In-One Complexes

Iberostar Selection Cancún....72
Moon Palace Cancun....72

Section I: United States

Alamodome to The Atlanta Convention Center at AmericasMart

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Alamodome San Antonio, TX www.alamodome.com	160,000 sf/ 54,612 sf	**Adjacent:** Staybridge Suites San Antonio Downtown Convention Center, 138 rooms, (210) 444-2700, www.ihg.com
Albuquerque Convention Center Albuquerque, NM albuquerquecc.com	167,562 sf/ 48,030 sf/ 31,164 sf	**Attached:** DoubleTree by Hilton Hotel Albuquerque, 295 rooms, 12,430 sf event space, (505) 247-3344, doubletree.com **Across:** The Clyde Hotel, 382 rooms, 22,350 sf event space, (505) 302-6930, www.clydehotel.com; Hotel Andaluz Albuquerque, Curio Collection by Hilton, 107 rooms, 7,232 sf event space, (505) 242-9090, www.hilton.com
Allen County War Memorial Coliseum Fort Wayne, IN www.memorialcoliseum.com	152,000 sf/ 40,155 sf/ 25,000 sf	**Across:** Holiday Inn Purdue - Fort Wayne, 151 rooms, 6,000 sf event space, (260) 482-3800, www.ihg.com
Alliant Energy Center Madison, WI www.alliantenergycenter.com	100,000 sf/ 20,000 sf/ 90,000 sf	**Attached:** Spark by Hilton Madison Central, 140 rooms, 2,325 sf event space, (608) 284-1234, www.hilton.com/en/hotels/msnrkpe
Alliant Energy PowerHouse Arena and Convention Center Cedar Rapids, IA www.creventslive.com	69,022 sf	**Attached:** DoubleTree by Hilton Hotel Cedar Rapids Convention Complex, 267 rooms, (319) 731-4444, doubletree.com
Amarillo Civic Center Complex Amarillo, TX www.amarillociviccenter.com	51,265 sf/ 36,025 sf	**Across:** Embassy Suites by Hilton Amarillo Downtown, 226 rooms, 18,000 sf event space, (806) 803-5500, www.embassysuites.com
America's Center St. Louis, MO www.americascenter.org	574,000 sf/ 155,557 sf	**Adjacent:** Courtyard St. Louis Downtown/Convention Center, 165 rooms, 1,144 sf event space, (314) 231-7560, www.marriott.com/stldw **Across:** Embassy Suites by Hilton St. Louis Downtown, 212 rooms, 5,000 sf event space, (314) 269-5900, www.embassysuites.com; Holiday Inn St. Louis - Downtown Convention Center, 293 rooms, 8,800 sf event space, (314) 421-4000, www.ihg.com; Magnolia Hotel St. Louis, a Tribute Portfolio Hotel, 182 rooms, 10,757 sf event space, (314) 436-9000, www.marriott.com/stltr; Marriott St. Louis Grand (see listing); Pear Tree Inn St. Louis Convention Center, 176 rooms, 5,600 sf event space, (314) 231-8100, www.druryhotels.com
Anaheim Convention Center Anaheim, CA www.anaheim.net/1117/anaheim-convention-center-arena	1,013,607 sf/ 124,681 sf/ 28,000 sf	**Adjacent:** Anaheim Marriott (see listing); Hilton Anaheim (see listing); The Westin Anaheim Resort, 618 rooms, 47,542 sf event space, (657) 279-9786, www.marriott.com/snawa **Across:** Residence Inn at Anaheim Resort/Convention Center, 294 rooms, 275 sf event space, (714) 782-7500, www.marriott.com/snaar; Sheraton Park Hotel at the Anaheim Resort, 490 rooms, 34,892 sf event space, (714) 750-1811, www.marriott.com/snaps
Anaheim Marriott Anaheim, CA www.marriott.com/laxah	8,450 sf meeting space/ 71,224 sf flex space	**Within:** 1,030 rooms, (714) 750-8000 **Across:** Hilton Anaheim (see listing)
ARIA Resort & Casino Las Vegas, NV aria.mgmresorts.com	208,163 sf/ 69,315 sf	**Within:** 4,004 rooms, (702) 590-7391 **Adjacent:** Waldorf Astoria Las Vegas, 392 rooms, 12,277 sf event space, (702) 590-8888, www.hilton.com **Across:** The Cosmopolitan of Las Vegas (see listing); Park MGM Las Vegas, 2,605 rooms, 77,000 sf event space, (702) 730-7300, parkmgm.mgmresorts.com; Vdara Hotel & Spa, 1,400 rooms, 16,500 sf event space, (866) 745-7767, vdara.mgmresorts.com
Arizona Biltmore, LXR Hotels & Resorts (formerly Arizona Biltmore, A Waldorf Astoria Resort) Phoenix, AZ www.arizonabiltmore.com	30,912 sf meeting space/ 50,834 sf flex space	**Within:** 712 rooms, (602) 955-6600
Arvest Convention Center Tulsa, OK arvestconventioncenter.com	102,600 sf/ 39,605 sf/ 71,530 sf	**Attached:** DoubleTree by Hilton Hotel Tulsa Downtown, 417 rooms, 23,000 sf event space, (918) 587-8000, doubletree.com **Adjacent:** Aloft Tulsa Downtown, 180 rooms, 7,435 sf event space, (918) 947-8200, marriott.com/tulal **Across:** La Quinta Inn & Suites by Wyndham Tulsa Downtown/Route 66, 79 rooms, (918) 794-6493, www.wyndhamhotels.com
The Atlanta Convention Center at AmericasMart Atlanta, GA www.atlconventioncenter.com	310,000 sf/ 43,431 sf	**Attached:** Hotel Indigo Atlanta Downtown, 206 rooms, 20,000 sf event space, (404) 523-7600, www.ihg.com; The Westin Peachtree Plaza, Atlanta (see listing) **Across:** AC Hotel by Marriott Atlanta Downtown, 255 rooms, 1,470 sf event space, (404) 524-5555, www.marriott.com; Aloft Atlanta Downtown, 254 rooms, 5,800 sf event space, (678) 515-0300, www.marriott.com; The American Hotel Atlanta Downtown, A DoubleTree by Hilton, 315 rooms, 12,800 sf event space, (404) 688-8600, doubletree.com; Hampton Inn & Suites Atlanta-Downtown, 119 rooms, (404) 589-1111, www.hamptoninn.com; Hyatt Regency Atlanta (see listing)

Section I: United States

Atlanta Marriott Marquis to Caesars Palace

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Atlanta Marriott Marquis Atlanta, GA www.marriott.com/atlmq	28,281 sf/ 50,263 sf/ 60,621 sf	**Within:** 1,663 rooms, (404) 521-0000 **Attached (via skybridge):** Hilton Atlanta (see listing); Hyatt Regency Atlanta (see listing)
Atlantic City Convention Center Atlantic City, NJ www.visitatlanticcity.com	486,600 sf/ 98,342 sf	**Attached:** Sheraton Atlantic City Convention Center Hotel, 502 rooms, 21,000 sf event space, (609) 344-3535, www.sheratonatlanticcity.com
Atlantic Union Bank Convention Center (formerly Raleigh Convention Center) Raleigh, NC www.raleighconvention.com	146,843 sf/ 31,613 sf/ 32,617 sf	**Attached:** Raleigh Marriott City Center, 401 rooms, 15,000 sf event space, (919) 833-1120, www.marriott.com **Across:** Omni Raleigh Hotel, 600 rooms, 61,000 sf event space, www.omnihotels.com/hotels/raleigh (opening late 2028); Residence Inn Raleigh Downtown, 175 rooms, 2,538 sf event space, (959) 856-0017, residence-inn.marriott.com; Sheraton Raleigh Hotel, 353 rooms, 20,000 sf event space, (919) 834-9900, www.sheratonraleigh.com
Austin Convention Center Austin, TX www.austinconventioncenter.com *(Closed during construction; reopening in early 2029)*	247,052 sf/ 63,000 sf/ 43,400 sf	**Adjacent:** Austin Marriott Downtown (see listing); Fairmont Austin, 1,048 rooms, 86,500 sf event space, (512) 600-2000, www.fairmont.com/austin; Hilton Austin (see listing) **Across:** Courtyard Austin Downtown/Convention Center, 270 rooms, 6,572 sf event space, (512) 236-8008, courtyard.marriott.com
Austin Marriott Downtown Austin, TX www.marriott.com/ausmd	18,000 sf/ 12,111 sf/ 28,056 sf	**Within:** 613 rooms, (512) 457-1111 **Across:** JW Marriott Austin (see listing)
Kay Bailey Hutchison Convention Center Dallas Dallas, TX www.dallasconventioncenter.com	204,095 sf/ 27,664 sf/ 19,207 sf	**Attached:** Omni Dallas Hotel (see listing) **Across:** Aloft Dallas Downtown, 193 rooms, 14,803 sf event space, (214) 761-0000, www.marriott.com
Baird Center & UW-Milwaukee Panther Arena Milwaukee, WI bairdcenter.com; uwmilwaukeepantherarena.com	300,275 sf/ 73,566 sf/ 94,226 sf	**Attached:** Hilton Milwaukee, 729 rooms, 28,925 sf event space, (414) 271-7250, www.hilton.com; Hyatt Regency Milwaukee, 481 rooms, 34,000 sf event space, (414) 276-1234, milwaukee.hyatt.com; SpringHill Suites Milwaukee Downtown, 155 rooms, 1,840 sf event space, (414) 273-9811, www.marriott.com/mkesh **Across:** DoubleTree by Hilton Hotel Milwaukee Downtown, 243 rooms, 6,780 sf event space, (414) 273-2950, www.doubletree.com
Baltimore Convention Center Baltimore, MD www.bccenter.org	300,000 sf/ 85,000 sf	**Attached:** Hilton Baltimore Inner Harbor (see listing); Hyatt Regency Baltimore Inner Harbor, 488 rooms, 35,000 sf event space, (410) 528-1234, baltimore.hyatt.com **Across:** Days Inn by Wyndham Baltimore Inner Harbor, 249 rooms, (410) 415-9140, www.wyndhamhotels.com
Birmingham-Jefferson Convention Complex Birmingham, AL www.bjcc.org	203,416 sf/ 105,356 sf/ 14,045 sf	**Attached:** Sheraton Birmingham Hotel (see listing) **Across:** The Westin Birmingham, 294 rooms, 10,461 sf event space, (205) 307-3600, www.marriott.com/bhmwi
Boston Marriott Copley Place Boston, MA www.marriott.com/bosco	24,463 sf meeting space/ 40,419 sf flex space	**Within:** 1,145 rooms, (617) 236-5800 **Across:** Copley Square Hotel, A FOUND Hotel, 164 rooms, (617) 536-9000, www.copleysquarehotel.com; Courtyard by Marriott Boston Copley Square, 315 rooms, (617) 437-9300, www.marriott.com/bosdt; The Westin Copley Place, Boston (see listing)
The Broadmoor Colorado Springs, CO www.broadmoor.com	93,500 sf/ 38,782 sf/ 107,759 sf	**Within:** 784 rooms, (800) 633-7711
George R. Brown Convention Center Houston, TX www.grbhouston.com	755,000 sf/ 104,300 sf/ 100,000 sf	**Attached:** Hilton Americas-Houston (see listing); Marriott Marquis Houston (see listing) **Across:** Embassy Suites by Hilton Houston Downtown, 262 rooms, 3,607 sf event space, (713) 739-9100, www.hilton.com
Buffalo Convention Center Buffalo, NY www.buffaloconvention.com	64,410 sf/ 27,170 sf/ 21,127 sf	**Attached:** Hyatt Regency Buffalo Hotel & Conference Center, 396 rooms, 23,000 sf event space, (716) 856-1234, buffalo.hyatt.com
CAESARS FORUM Las Vegas, NV www.caesarsmeansbusiness.com	220,000 sf/ 86,345 sf	**Attached:** Harrah's Las Vegas, 2,540 rooms, 26,000 sf event space, (855) 633-8238, www.caesarsmeansbusiness.com; The LINQ Hotel & Casino, 2,252 rooms, 31,000 sf event space, (855) 633-8238, www.caesarsmeansbusiness.com **Adjacent:** Flamingo Las Vegas, 3,460 rooms, 73,000 sf event space, (855) 633-8238, www.caesarsmeansbusiness.com
Caesars Palace Las Vegas, NV www.caesarsmeansbusiness.com	101,888 sf/ 145,988 sf	**Within:** 3,975 rooms, (855) 633-8238 **Adjacent:** Hard Rock Las Vegas Hotel & Casino (see listing)

Section I: United States

Caesars Superdome to Colorado Convention Center

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Caesars Superdome New Orleans, LA www.caesarssuperdome.com	152,000 sf/ 129,631 sf	**Across:** Hyatt House New Orleans/Downtown, 194 rooms, 1,548 sf event space, (504) 648-3118, www.hyatt.com; Hyatt Regency New Orleans (see listing)
Cajundome/Convention Center Lafayette, LA www.cajundome.com	77,303 sf/ 20,000 sf	**Adjacent:** Hilton Garden Inn Lafayette/Cajundome, 153 rooms, 2,300 sf event space, (337) 291-1977, hiltongardeninn.hilton.com
Caribe Royale Orlando Orlando, FL www.cariberoyalemeetings.com	36,852 sf meeting space/ 129,087 sf flex space	**Within:** 1,217 one-bedroom suites, 120 two-bedroom villas, (407) 238-8000 **Adjacent:** Buena Vista Suites, 280 rooms, 3,000 sf event space, (407) 239-8588, www.buenavistasuites.com
Central Bank Center Lexington, KY www.centralbankcenter.com	99,444 sf/ 24,116 sf/ 24,330 sf	**Adjacent:** Hyatt Regency Lexington, 366 rooms, 28,186 sf event space, (859) 253-1234, www.hyatt.com **Across:** Hilton Lexington Downtown, 369 rooms, 18,651 sf event space, (859) 231-9000, www.hilton.com
Century II Performing Arts & Convention Center Wichita, KS www.century2.com	195,500 sf/ 8,100 sf/ 19,300 sf	**Attached:** Hyatt Regency Wichita, 303 rooms, 40,248 sf event space, (316) 293-1234, wichita.hyatt.com **Across:** Drury Plaza Hotel Broadview Wichita, 200 rooms, 11,000 sf event space, (316) 262-5000, www.druryhotels.com
Charleston Area Convention Center Charleston, SC www.northcharlestoncoliseumpac.com	77,000 sf/ 32,000 sf/ 25,000 sf	**Attached:** Embassy Suites by Hilton Charleston Airport Hotel & Convention Center, 244 rooms, 3,500 sf event space, (843) 747-1882, www.embassysuites.com **Across:** Home2 Suites by Hilton Charleston Airport/Convention Center, 122 rooms, (843) 744-4202, home2suites3.hilton.com; Hyatt Place Charleston Airport/Convention Center, 127 rooms, 2,160 sf event space, (843) 302-8600, www.hyatt.com; SpringHill Suites by Marriott Charleston Airport & Convention Center, 115 rooms, 480 sf event space, (843) 666-0156, www.marriott.com; Tru by Hilton Charleston Airport, 118 rooms, (843) 266-0235, www.hilton.com
Charleston Coliseum & Convention Center Charleston, WV www.chaswvccc.com	50,000 sf/ 100,000 sf/ 25,000 sf	**Across:** Charleston Marriott Town Center, 352 rooms, 17,406 sf event space, (304) 345-6500, www.marriott.com; Holiday Inn Express Charleston-Civic Center, 196 rooms, 1,669 sf event space, (304) 345-0600, www.ihg.com
Charlotte Convention Center Charlotte, NC www.charlottemeetings.com	280,000 sf/ 159,400 sf	**Across:** Element Charlotte Uptown, 173 rooms, 615 sf event space, (980) 785-1900, www.marriott.com; Embassy Suites by Hilton Charlotte Uptown, 250 rooms, 15,000 sf, (704) 940-2517, www.embassysuites.com; Hampton Inn Charlotte Uptown, 149 rooms, 1,000 sf event space, (704) 373-0917, www.hamptoninn.com; Hilton Charlotte Uptown, 400 rooms, 30,000 sf event space, (704) 377-1500, www.hilton.com; Hilton Garden Inn Charlotte Uptown, 181 rooms, 1,000 sf event space, (704) 347-5972, www.hilton.com; Home2 Suites by Hilton Charlotte Uptown, 180 rooms, 1,200 sf event space, (980) 500-0085, www.hilton.com; JW Marriott Charlotte, 381 rooms, 15,000 sf event space, (704) 333-1101, www.jwmarriottcharlotte.com; The Westin Charlotte, 700 rooms, 44,042 sf event space, (704) 375-2600, www.westincharlottehotel.com
Chattanooga Convention Center Chattanooga, TN www.chattanoogaconventioncenter.org	100,800 sf/ 43,000 sf	**Attached:** Chattanooga Marriott Downtown, 343 rooms, 10,000 sf event space, (423) 756-0002, www.marriott.com **Across:** The Chattanoogan Hotel, Curio Collection by Hilton, 198 rooms, 22,061 sf event space, (423) 756-3400, www.hilton.com; Staybridge Suites Chattanooga Downtown Convention Center, 124 suites, (423) 267-0900, www.ihg.com
CHI Health Center Omaha Omaha, NE www.chihealthcenteromaha.com	194,300 sf/ 22,050 sf/ 41,876 sf	**Attached:** Hilton Omaha, 600 rooms, 39,000 sf event space, (402) 998-3400, www.hilton.com **Across:** Omaha Marriott Downtown at the Capitol District, 333 rooms, 17,500 sf event space, (402) 807-8000, www.downtownomahamarriott.com
Cobb Convention Center-Atlanta (formerly Cobb Galleria Centre) Atlanta, GA www.cobbconvention.com	144,000 sf/ 25,000 sf flex space	**Attached:** Renaissance Atlanta Waverly Hotel & Convention Center (see listing) **Across:** Sheraton Suites Galleria - Atlanta, 278 suites, 4,000 sf event space, (770) 955-3900, www.sheratonsuitesgalleriaatlanta.com
Colorado Convention Center Denver, CO www.denverconvention.com	577,000 sf/ 90,288 sf/ 162,156 sf	**Across:** Aloft Denver Downtown, 140 rooms, 1,468 sf event space, (303) 623-3063, www.marriott.com; Embassy Suites by Hilton Denver Downtown Convention Center, 403 rooms, 25,000 sf event space, (855) 605-0319, www.embassysuites.com; Hilton Garden Inn Denver Downtown, 221 rooms, 6,800 sf event space, (866) 266-3306, www.hilton.com; Homewood Suites by Hilton Denver Downtown - Convention Center, 182 rooms, 5,888 sf event space, (303) 534-7800, www.hilton.com; Hyatt Regency Denver at Colorado Convention Center (see listing); Le Méridien Denver Downtown, 272 rooms, 12,050 sf event space, (303) 893-1888, www.marriott.com; The Slate Hotel Denver Downtown, Tapestry by Hilton, 251 rooms, 4,420 sf event space, (303) 292-5000, www.hilton.com

Section I: United States

Greater Columbus Convention Center to Disneyland Hotel

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Greater Columbus Convention Center Columbus, OH www.columbusconventions.com	447,000 sf/ 117,310 sf	**Attached:** Drury Plaza Hotel Columbus Downtown, 180 rooms, 2,100 sf event space, (614) 221-7008, www.druryhotels.com; Hilton Columbus Downtown (see listing); Hyatt Regency Columbus, 631 rooms, 70,000 sf event space, (614) 463-1234, www.hyatt.com; Sonesta Columbus Downtown, 375 rooms, 10,000 sf event space, (614) 461-4100, www.sonesta.com **Across:** Hampton Inn & Suites Columbus - Downtown, 179 rooms, 1,500 sf event space, (614) 559-2000, www.hamptoninn.com
Connecticut Convention Center Hartford, CT www.ctconventions.com	140,000 sf/ 65,000 sf	**Attached:** Hartford Marriott Downtown, 409 rooms, 13,089 sf event space, (860) 249-8000, www.marriott.com
The Cosmopolitan of Las Vegas Las Vegas, NV cosmopolitanlasvegas.mgmresorts.com	15,674 sf meeting space/ 113,814 sf flex space	**Within:** 2,995 rooms, (702) 698-6880 **Adjacent:** Bellagio Hotel & Casino, 3,933 rooms, 165,864 sf event space, (702) 693-7111, bellagio.mgmresorts.com; Vdara Hotel & Spa, 1,400 rooms, 16,500 sf event space, (866) 745-7767, vdara.mgmresorts.com **Across:** ARIA Resort & Casino (see listing); Planet Hollywood Las Vegas Resort & Casino, 2,494 rooms, 83,000 sf event space, (866) 919-7472, www.caesars.com/planet-hollywood
Courtyard Sioux City Downtown/Convention Center Sioux City, IA www.marriott.com/suxcy	15,616 sf meeting space/ 28,634 sf flex space	**Within:** 150 rooms, (712) 202-2700
Cow Palace Arena & Event Center Daly City, CA www.cowpalace.com	252,660 sf	**Across:** Alpine Inn & Suites, 32 rooms, (415) 334-6969, www.alpineinnsuites.com
Crown Center Exhibit Hall Kansas City, MO www.crowncenter.com	52,000 sf/ 86,000 sf	**Attached:** Sheraton Kansas City Hotel at Crown Center (see listing); The Westin Kansas City at Crown Center, 724 rooms, 44,347 sf event space, (816) 474-4400, www.westincrowncenterkansascity.com
Dallas Market Center Dallas, TX www.dallasmarketcenter.com	805,113 sf/ 200,000 sf	**Across:** Hilton Anatole (see listing); Renaissance Dallas Hotel, 514 rooms, 50,000 sf event space, (214) 631-2222, www.marriott.com; Sheraton Suites Market Center Dallas, 251 suites, 6,000 sf event space, (214) 747-3000, www.sheratonsuitesdallas.com
Dayton Convention Center Dayton, OH www.daytonconventioncenter.com	63,000 sf/ 23,000 sf/ 32,559 sf	**Across:** Marriott Tribute Portfolio Hotel, 197 rooms, www.marriott.com (opening late 2028)
DCU Center Worcester, MA www.dcucenter.com	64,460 sf/ 9,324 sf/ 38,344 sf	**Across:** Hilton Garden Inn Worcester, 199 rooms, 3,500 sf event space, (508) 753-5700, www.hilton.com
Detroit Marriott at the Renaissance Center Detroit, MI www.marriott.com/dtwdt	24,951 sf/ 47,599 sf/ 36,745 sf	**Within:** 1,328 rooms, (313) 568-8000 **Across:** Courtyard Detroit Downtown, 260 rooms, 5,200 sf event space, (313) 222-7700, www.marriott.com/dtwdc
DeVos Place Grand Rapids, MI www.devosplace.org	162,000 sf/ 32,000 sf/ 40,000 sf	**Attached:** Amway Grand Plaza, Curio Collection by Hilton, 659 rooms, 47,000 sf event space, (616) 776-6400, www.amwaygrand.com **Across:** Homewood Suites by Hilton Grand Rapids Downtown, 119 rooms, 1,926 sf event space, (616) 451-2300, www.hilton.com; JW Marriott Grand Rapids, 336 rooms, 15,000 sf event space, (616) 242-1500, www.marriott.com
The Diplomat Beach Resort & Convention Center Hollywood, FL www.diplomatresort.com	50,100 sf/ 109,000 sf/ 50,755 sf	**Within:** 1,000 rooms, (954) 602-6000
Walt Disney World Swan & Dolphin Resort Lake Buena Vista, FL www.swandolphinmeetings.com	110,500 sf/ 63,305 sf/ 160,820 sf	**Within:** 2,619 rooms, (407) 934-4500 **Across:** Disney's Yacht & Beach Club Resorts (see listing)
Disneyland Hotel Anaheim, CA www.disneymeetingsandevents.com/disneyland/disneyland-hotel	29,116 sf/ 18,149 sf/ 30,541 sf	**Within:** 970 rooms, (714) 778-6600 **Adjacent:** Disney's Pixar Place Hotel, 479 rooms, (714) 999-0990, www.disneymeetingsandevents.com/disneyland/pixar-place-hotel **Across:** Disney's Grand Californian Hotel & Spa, 948 rooms, 29,000 sf event space, (714) 635-2300, www.disneymeetingsandevents.com/disneyland/grand-californian-hotel-and-spa

Section I: United States

Disney's Contemporary Resort to Florida State Fairgrounds

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Disney's Contemporary Resort Lake Buena Vista, FL www.disneymeetingsandevents.com/disneyworld/contemporary-hotel	10,400 sf meeting space/ 70,000 sf flex space	**Within:** 650 rooms, (407) 934-7639
Disney's Coronado Springs Resort Lake Buena Vista, FL www.disneymeetingsandevents.com	85,765 sf/ 18,436 sf/ 81,374 sf	**Within:** 2,416 rooms and suites, (407) 939-1936
Disney's Yacht & Beach Club Resorts Lake Buena Vista, FL www.disneymeetingsandevents.com/disneyworld/yacht-and-beach-club-resort	4,000 sf meeting space/ 63,000 sf flex space	**Within:** 1,197 rooms, (321) 939-1936 **Across:** Disney's BoardWalk Inn, 370 rooms, 29,798 sf event space, (407) 939-6200, www.disneymeetingsandevents.com/disneyworld/boardwalk-inn; Walt Disney World Swan & Dolphin Resort (see listing)
DoubleTree by Hilton Orlando Theme Park Resort (formerly DoubleTree by Hilton Hotel Orlando at SeaWorld®) Orlando, FL www.dtresortorlando.com	18,669 sf/ 18,240 sf/ 21,632 sf	**Within:** 1,042 rooms, (407) 352-1100 **Across:** Spark by Hilton Orlando near SeaWorld, 93 rooms, (407) 313-4100, www.hilton.com
Duluth Entertainment Convention Center Duluth, MN decc.org	120,000 sf/ 55,000 sf	**Attached (via skywalk to multiple hotels):** Closest is The Suites Hotel at Waterfront Plaza, 128 suites, 2,376 sf event space, (218) 727-4663, www.thesuitesduluth.com
El Paso Convention Center El Paso, TX elpasolive.com/venues/el-paso-convention-center	80,000 sf/ 14,900 sf	**Across:** Hotel Paso del Norte, Autograph Collection, 351 rooms, 32,500 sf event space, (915) 534-3000, www.marriott.com
Empire State Plaza Convention Center Albany, NY empirestateplaza.ny.gov	81,500 sf/ 10,000 sf	**Attached (via covered walkway):** Renaissance Albany Hotel, 203 rooms, 8,505 sf event space, (518) 992-2500, www.marriott.com
The Expo at World Market Center Las Vegas Las Vegas, NV www.expowmclv.com	200,000 sf/ 11,656 sf	**Across:** AC Hotel Las Vegas Symphony Park, 400 rooms, 18,000 sf event space, www.marriott.com/laspa
Expo Square Tulsa, OK www.exposquare.com	545,000 sf/ 2,000 sf	**Adjacent:** Expo Inn Hotel, 83 rooms, (918) 858-3775, www.expoinnhotel.com
Fairplex Pomona, CA fairplex.com	239,900 sf	**Adjacent:** Sheraton Fairplex Suites & Conference Center (see listing)
Fantasy Springs Resort Casino Indio, CA www.fantasyspringsresort.com	44,460 sf/ 15,500 sf	**Within:** 250 rooms, (760) 342-5000
FARGODOME Fargo, ND www.fargodome.com	115,000 sf/ 16,000 sf	**Across:** Candlewood Suites Fargo - North Dakota State University, 90 rooms, (701) 235-8200, www.ihg.com; Days Inn & Suites by Wyndham Fargo 19th Avenue/Airport Dome, 60 rooms, (701) 404-9564, www.wyndhamhotels.com; Homewood Suites by Hilton Fargo, 73 rooms, 960 sf event room, (701) 235-3150, www.hilton.com
First Financial Center (formerly Duke Energy Convention Center) Cincinnati, OH www.thefirstfinancialcenter.com	195,000 sf/ 108,096 sf/ 115,393 sf	**Attached (via skybridge):** Cincinnati Downtown Marriott, 700 rooms, 62,000 sf event space, www.marriott.com (opening fall 2028) **Across:** Hilton Netherland Plaza Cincinnati, 561 rooms, 41,573 sf event space, (513) 421-9100, www.hilton.com; Hyatt Regency Cincinnati, 491 rooms, 39,923 sf event space, (513) 579-1234, cincinnati.hyatt.com
Joseph A. Floreano Rochester Riverside Convention Center Rochester, NY www.rrcc.com	50,000 sf/ 24,500 sf	**Attached (via skywalk):** Hyatt Regency Rochester, 338 rooms, 20,100 sf event space, (585) 546-1234, rochester.hyatt.com **Across:** Hilton Garden Inn Rochester Downtown, 106 rooms, 3,100 sf event space, (585) 232-5000, www.hilton.com
Florida State Fairgrounds Tampa, FL floridastatefair.com	138,000 sf/ 25,000 sf	**Across:** Comfort Suites at Fairgrounds - Casino, 84 rooms, 2,500 sf event space, (813) 868-7770, www.choicehotels.com; Holiday Inn Express Hotel & Suites Tampa-Fairgrounds-Casino, 76 rooms, (813) 490-1000, www.ihg.com; La Quinta Inn & Suites by Wyndham Tampa Fairgrounds - Casino, 101 rooms, (813) 626-0885, www.wyndhamhotels.com; Red Roof Inn Tampa Fairgrounds - Casino, 83 rooms, (813) 418-6509, www.redroofinn.com; Seminole Hard Rock Hotel & Casino Tampa, 799 rooms, 8,000 sf event space, (866) 388-4263, seminolehardrocktampa.com

Section I: United States

Fontainebleau Las Vegas to Gaylord Rockies Resort & Convention Center

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Fontainebleau Las Vegas Las Vegas, NV www.fontainebleaulasvegas.com	105,264 sf/ 87,663 sf/ 73,440 sf	**Within:** 3,644 rooms, (833) 702-7070 **Across:** Circus Circus Hotel, 3,773 rooms, (702) 734-0410, www.circuscircus.com; Hilton Grand Vacations Club on the Las Vegas Strip, 1,228 rooms, (702) 765-8300, www.hilton.com; Resorts World Las Vegas (see listing); SpringHill Suites by Marriott Las Vegas Convention Center, 299 rooms, (702) 433-5880, www.marriott.com; Travelodge by Wyndham Las Vegas, 100 rooms, (702) 735-4222, www.wyndhamhotels.com
Fontainebleau Miami Beach Miami Beach, FL www.fontainebleau.com/miamibeach	36,185 sf meeting space/ 94,000 sf flex space	**Within:** 1,504 rooms, (305) 535-3255 **Adjacent:** Eden Roc Miami Beach Resort, 415 rooms, 37,000 sf event space, (305) 704-7605, www.edenrochotelmiami.com; Nobu Hotel Miami Beach, 206 rooms, 4,000 sf event space, (305) 704-7603, miamibeach.nobuhotels.com
Greater Fort Lauderdale/Broward County Convention Center Fort Lauderdale, FL www.ftlauderdalecc.com	350,000 sf/ 206,780 sf	**Attached:** Omni Fort Lauderdale Hotel (see listing) **Across:** Hilton Fort Lauderdale Marina, 589 rooms, 21,000 sf event space, (954) 463-4000, www.fortlauderdalemarinahotel.com; Renaissance Fort Lauderdale Cruise Port Hotel, 236 rooms, 13,000 sf event space, (954) 626-1700, www.marriott.com
Fort Worth Convention Center Fort Worth, TX www.fortworth.com/convention-center	208,573 sf/ 80,033 sf	**Across:** Fairfield Inn & Suites Fort Worth Downtown/Convention Center, 120 rooms, (817) 529-9200, www.marriott.com; Hampton Inn & Suites Fort Worth Downtown, 245 rooms, (817) 332-5300, www.hilton.com; Le Méridien Fort Worth Downtown, 188 rooms, 5,000 sf event space, (817) 725-9100, www.marriott.com; Omni Fort Worth Hotel (see listing); Sheraton Fort Worth Downtown Hotel, 429 rooms, 22,000 sf event space, (817) 335-7000, www.sheratonfortworth.com
Foxwoods Resort Casino Mashantucket, CT foxwoods.com	95,199 sf/ 15,277 sf/ 15,024 sf	**Within:** 1,950 rooms, (800) 488-7777
Fredericksburg Convention Center Fredericksburg, VA www.fredericksburgconventioncenter.com	80,000 sf/ 15,000 sf	**Adjacent:** Hampton Inn & Suites Fredericksburg at Celebrate Virginia, 122 rooms, 884 sf event space, (540) 786-5530, www.hamptoninn.com; Hilton Garden Inn Fredericksburg, 148 rooms, 2,700 sf event space, (540) 548-8822, www.hilton.com; Homewood Suites by Hilton Fredericksburg, 124 rooms, 771 sf event room, (540) 786-9700, homewoodsuites3.hilton.com
Fresno Convention & Entertainment Center Fresno, CA www.fresnoconventioncenter.com	66,371 sf/ 30,778 sf	**Across:** Courtyard by Marriott Fresno Downtown (formerly Courtyard by Marriott Convention Center), 144 rooms, 3,600 sf event space, www.marriott.com/fatdc; DoubleTree by Hilton Hotel Fresno Convention Center, 321 rooms, 27,000 sf event space, (559) 268-1000, www.doubletreefresno.com
Galt House Hotel Louisville, KY www.galthouse.com	51,876 sf/ 60,953 sf	**Within:** 1,310 rooms, (502) 568-3497 **Across:** Courtyard by Marriott Louisville Downtown, 140 rooms, (502) 562-0200, www.marriott.com/sdfdt
Gas South Convention Center Duluth, GA www.gassouthdistrict.com	90,000 sf/ 43,218 sf/ 12,470 sf	**Attached:** The Westin Atlanta Gwinnett Hotel, 346 rooms, 28,000 sf event space, (770) 709-6322, www.marriott.com **Adjacent:** Holiday Inn Atlanta - Gas South Arena Area, 143 rooms, 1,700 sf event space, (770) 476-2022, www.ihg.com **Across:** Embassy Suites by Hilton Atlanta NE Gwinnett Sugarloaf, 166 rooms, 6,800 sf event space, (770) 662-6391, www.embassysuites.com
Gatlinburg Convention Center Gatlinburg, TN gatlinburg.com/info	66,910 sf/ 19,980 sf/ 25,864 sf	**Across:** Courtyard Gatlinburg Downtown, 130 rooms, 2,400 sf event space, (865) 436-2008, courtyard.marriott.com; Holiday Inn Express Gatlinburg Downtown, 113 rooms, (865) 868-6200, www.ihg.com
Gaylord National Resort & Convention Center National Harbor, MD www.gaylordnational.com	178,787 sf/ 202,000 sf	**Within:** 1,996 rooms, (301) 965-4000 **Across:** Residence Inn by Marriott National Harbor Washington, DC Area, 162 rooms, (301) 749-4755, residence-inn.marriott.com
Gaylord Opryland Resort & Convention Center Nashville, TN www.gaylordopryland.com	263,772 sf/ 88,702 sf/ 120,812 sf	**Within:** 2,888 rooms, (615) 889-1000 **Across:** The Inn at Opryland, A Gaylord Hotel, 303 rooms, 15,000 sf event space, (615) 889-0800, www.marriott.com
Gaylord Pacific Resort & Convention Center Chula Vista, CA gaylordpacific.com	140,049 sf/ 52,302 sf/ 70,761 sf	**Within:** 1,600 rooms, (619) 483-0955
Gaylord Palms Resort & Convention Center Kissimmee, FL www.gaylordpalms.com	178,500 sf/ 306,973 sf	**Within:** 1,718 rooms, (407) 586-0000
Gaylord Rockies Resort & Convention Center Aurora, CO www.gaylordrockies.com	174,115 sf/ 74,594 sf/ 84,944 sf	**Within:** 1,501 rooms, (720) 452-6900

Section I: United States

Gaylord Texan Resort & Convention Center to Harrah's Cherokee Casino

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Gaylord Texan Resort & Convention Center Grapevine, TX www.gaylordtexan.com	179,520 sf/ 68,159 sf/ 116,062 sf	**Within:** 1,814 rooms, (817) 778-1000
Georgia International Convention Center College Park, GA www.gicc.com	151,200 sf/ 10,920 sf/ 62,938 sf	**Across:** Atlanta Airport Marriott Gateway, 403 rooms, 22,000 sf event space, (404) 763-1544, www.marriott.com; Home2 Suites by Hilton Atlanta Airport College Park, 148 suites, 2,112 sf event space, (404) 334-8000, home2suites3.hilton.com; Renaissance Atlanta Airport Gateway Hotel, 196 rooms, 12,801 sf event space, (470) 306-0100, www.marriott.com; SpringHill Suites Atlanta Airport Gateway, 147 suites, 2,000 sf event space, (770) 907-8880, www.marriott.com; Tru by Hilton Atlanta Airport College Park, 105 rooms, 1,344 sf event space, (404) 334-8000, www.hilton.com
Georgia World Congress Center Authority (Georgia World Congress Center, Centennial Olympic Park, Mercedes-Benz Stadium) Atlanta, GA www.gwcca.org	1,451,028 sf/ 223,246 sf/ 58,722 sf	**Attached (GWCC):** Omni Atlanta Hotel at Centennial Park, 1,067 rooms, 120,000 sf event space, (404) 659-0000, www.omnihotels.com; Signia by Hilton Atlanta Georgia World Congress Center (see listing) **Across:** Embassy Suites by Hilton Atlanta at Centennial Olympic Park, 321 rooms, 8,000 sf event space, (404) 223-2300, www.embassysuites.com; Hilton Garden Inn Atlanta Downtown, 242 rooms, 12,000 sf event space, (404) 577-2001, www.hilton.com
Gillette Stadium Foxborough, MA www.gillettestadium.com	125,000 sf/ 80,000 sf	**Adjacent:** Hilton Garden Inn Foxborough Patriot Place, 136 rooms, 1,530 sf event space, (508) 543-2040, www.hilton.com; Renaissance Boston Patriot Place Hotel By Marriott, 156 rooms, 10,000 sf event space, (508) 543-5500, www.renaissancepatriotplace.com
Glass City Center Toledo, OH www.glasscitycenter.com	75,000 sf/ 19,500 sf/ 16,000 sf	**Attached:** Hilton Garden Inn Toledo Downtown, 309 rooms, 8,019 sf event space, (419) 464-9200, www.hilton.com
Henry B. Gonzalez Convention Center San Antonio, TX www.sahbgcc.com	515,000 sf/ 121,932 sf/ 94,175 sf	**Adjacent:** Grand Hyatt San Antonio River Walk (see listing); The Monarch San Antonio, Curio Collection by Hilton, 200 rooms, 14,415 sf event space, (210) 714-8200, www.themonarchsa.com **Across:** Hilton Palacio del Rio, 485 rooms, 27,000 sf event space, (210) 222-1400, www.hilton.com; Kimpton Santo San Antonio, 347 rooms, 10,000 sf event space, www.santohotelsanantonio.com; San Antonio Marriott Rivercenter on the River Walk (see listing); San Antonio Marriott Riverwalk, 512 rooms, 17,500 sf event space, (210) 224-4555, www.marriott.com/satdt
Grand Hyatt San Antonio River Walk San Antonio, TX sanantonio.grand.hyatt.com	21,622 sf meeting space/ 52,128 sf flex space	**Within:** 1,003 rooms, (210) 224-1234 **Adjacent:** The Monarch San Antonio, Curio Collection by Hilton, 200 rooms, 14,415 sf event space, (210) 714-8200, www.themonarchsa.com **Across:** San Antonio Marriott Rivercenter on the River Walk (see listing); San Antonio Marriott Riverwalk, 512 rooms, 17,500 sf event space, (210) 224-4555, www.marriott.com/satdt
Grand Sierra Resort & Casino Reno, NV www.grandsierraresort.com	131,000 sf/ 58,000 sf	**Within:** 1,994 rooms, (800) 501-2651
Grand Wayne Convention Center Fort Wayne, IN www.grandwayne.com	60,000 sf/ 18,618 sf	**Attached:** Courtyard Fort Wayne Downtown at Grand Wayne Convention Center, 250 rooms, 6,000 sf event space, (260) 490-3629, courtyard.marriott.com; Hilton Fort Wayne at the Grand Wayne Convention Center, 246 rooms, 8,400 sf event space, (260) 420-1100, www.hilton.com **Across:** Hampton Inn & Suites Fort Wayne Downtown, 136 rooms, 2,500 sf event space, (260) 247-6915, www.hamptoninn.com
Hampton Roads Convention Center Hampton, VA www.thehrcc.com	102,600 sf/ 54,075 sf	**Attached:** Embassy Suites by Hilton Hampton Hotel Convention Center & Spa, 295 rooms, 3,500 sf event space, (757) 827-8200, www.embassysuites.com
Hard Rock Hotel & Casino Atlantic City Atlantic City, NJ hardrockhotelatlanticcity.com	63,000 sf/ 13,379 sf/ 46,581 sf	**Within:** 2,000 rooms, (609) 449-5281 **Attached:** Resorts Casino Hotel, 942 rooms, 65,000 sf event space, (609) 340-6300, resortsac.com; Showboat Hotel & Resort Atlantic City, 782 rooms, (609) 487-4600, www.showboathotelac.com
Hard Rock Las Vegas Hotel & Casino Las Vegas, NV hardrockhotelcasinolasvegas.com *(Closed until 2027 for renovations and rebranding)*	90,000 sf/ 40,000 sf/ 40,000 sf	**Within:** 3,700 rooms **Adjacent:** Caesars Palace (see listing) **Across:** Treasure Island Hotel & Casino, 2,884 rooms, 18,000 sf event space, (800) 944-7444, treasureisland.com; The Venetian Resort Las Vegas and The Venetian Expo (see listing)
Harrah's Cherokee Casino Cherokee, NC www.caesars.com/meetings/properties/harrahs-cherokee	32,745 sf/ 2,178 sf/ 13,801 sf	**Within:** 1,833 rooms, (855) 633-8238

Section I: United States

Harrah's Resort Atlantic City to Hilton Minneapolis

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Harrah's Resort Atlantic City Atlantic City, NJ www.caesarsmeansbusiness.com	98,894 sf/ 21,014 sf	**Within:** 2,590 rooms, (855) 633-8238
Harrah's Resort Southern California Funner, CA www.caesars.com/meetings/properties/harrahs-southern-california	6,738 sf meeting space/ 26,212 sf flex space	**Within:** 1,087 rooms, (855) 633-8238
Hawaii Convention Center Honolulu, HI www.hawaiiconvention.com *(Building partially closed during construction; reopening in early 2028)*	204,249 sf/ 37,782 sf	**Across:** Ala Moana Hotel by Mantra, 1,085 rooms, 15,000 sf event space, (808) 955-4811, www.alamoanahotelhonolulu.com
Hilton Americas-Houston Houston, TX www.hilton.com/en/hotels/houcvhh-hilton-america-houston	26,491 sf meeting space/ 65,000 sf flex space (2 ballrooms)	**Within:** 1,207 rooms, (713) 739-8000
Hilton Anaheim Anaheim, CA www.hiltonanaheimhotel.com	57,084 sf/ 49,197 sf	**Within:** 1,574 rooms, (714) 740-4220 **Across:** Anaheim Marriott (see listing); Anaheim Portofino Inn & Suites, 190 rooms, (714) 782-7600, www.portofinoinnanaheim.com; Clarion Hotel Anaheim Resort, 284 rooms, (714) 750-3131, 7,000 sf event space, www.clarionanaheim.com; Residence Inn at Anaheim Resort/Convention Center, 294 rooms, 275 sf event space, (714) 782-7500, residence-inn.marriott.com; Sheraton Park Hotel at the Anaheim Resort, 490 rooms, 30,274 sf event space, (714) 750-1811, www.marriott.com
Hilton Anatole Dallas, TX www.hiltonanatole.com	118,000 sf/ 152,319 sf	**Within:** 1,617 rooms, (800) 955-4281 **Across:** Hilton Garden Inn Dallas/Market Center, 240 rooms, (214) 634-8400, www.hilton.com; Sheraton Suites Market Center Dallas, 251 rooms, (214) 749-6203, www.marriott.com
Hilton Atlanta Atlanta, GA www.hiltonatlanta.com	38,976 sf/ 40,109 sf/ 40,755 sf	**Within:** 1,249 rooms, (404) 659-2000 **Attached (via skybridge):** Atlanta Marriott Marquis (see listing); Hyatt Regency Atlanta (see listing)
Hilton Austin Austin, TX www.hilton.com/en/hotels/auscvhh-hilton-austin	23,806 sf meeting space/ 41,128 sf flex space	**Within:** 801 rooms, (512) 482-8000
Hilton Baltimore Inner Harbor Baltimore, MD www.hilton.com/en/hotels/bwicchh-hilton-baltimore	19,092 sf meeting space/ 42,102 sf flex space	**Within:** 757 rooms, (443) 573-8700
Hilton Chicago Chicago, IL www.hiltonchicagomeetings.com	105,670 sf/ 45,116 sf/ 44,716 sf	**Within:** 1,544 rooms, (312) 922-4400
Hilton Cleveland Downtown Cleveland, OH hiltoncleveland.com	9,260 sf meeting space/ 36,003 sf flex space	**Within:** 600 rooms, (216) 413-5000 **Across:** Cleveland Marriott Downtown at Key Tower, 400 rooms, 17,000 sf event space, (216) 696-9200, www.marriott.com/clesc
Hilton Columbus Downtown Columbus, OH www.hiltoncolumbusdowntown.com	32,822 sf meeting space/ 49,833 sf flex space	**Within:** 1,000 rooms, (614) 384-8600 **Adjacent:** Hyatt Regency Columbus, 633 rooms, 70,000 sf event space, (614) 463-1234, www.hyatt.com
Hilton Hawaiian Village Waikiki Beach Resort Honolulu, HI hiltonhawaiianvillage.com	39,729 sf meeting space/ 48,854 sf flex space	**Within:** 2,860 rooms, (808) 949-4321 **Across:** Ilikai Hotel & Luxury Suites, 207 rooms, (866) 536-7973, www.ilikaihotel.com
Hilton Los Angeles Airport Los Angeles, CA www.hilton.com/losangelesairport	24,862 sf meeting space/ 30,075 sf flex space	**Within:** 1,234 rooms, (310) 410-4000
Hilton Minneapolis Minneapolis, MN www.minneapolis.hilton.com	14,774 sf meeting space/ 47,764 sf flex space	**Within:** 826 rooms, (612) 376-1000

Section I: United States

Hilton New Orleans Riverside to Hyatt Regency Miami

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Hilton New Orleans Riverside New Orleans, LA www.hilton.com/en/hotels/msynhhh-hilton-new-orleans-riverside	65,337 sf meeting space/ 71,889 sf flex space	**Within:** 1,622 rooms, (504) 561-0500
Hilton Orlando Orlando, FL www.thehiltonorlando.com	129,056 sf meeting space/ 119,944 sf flex space	**Within:** 1,424 rooms, (407) 313-8400
Hilton San Diego Bayfront San Diego, CA www.hilton.com/en/hotels/sancchh-hilton-san-diego-bayfront	43,186 sf meeting space/ 56,670 sf flex space	**Within:** 1,190 rooms, (619) 564-3333
Hilton San Francisco Union Square San Francisco, CA hiltonsanfranciscounionsquare.com	19,673 sf meeting space/ 93,113 sf flex space	**Within:** 1,921 rooms, (415) 771-1400
Horseshoe Las Vegas Las Vegas, NV www.caesarsmeansbusiness.com	79,251 sf/ 26,068 sf	**Within:** 2,058 rooms, (855) 633-8238 **Attached:** Paris Las Vegas (see listing)
Hot Springs Convention Center Hot Springs, AR www.hotsprings.org	103,000 sf/ 14,675 sf/ 16,000 sf	**Attached:** Embassy Suites by Hilton at Hot Springs Convention Center, 248 suites, 4,300 sf event space, (501) 624-9200, www.embassysuiteshotsprings.com; The Hotel Hot Springs, 196 rooms, 7,000 sf event space, (501) 623-6600, www.hotelhotsprings.org
Huntington Convention Center of Cleveland Cleveland, OH www.clevelandconventions.com	225,000 sf/ 162,120 sf/ 100,470 sf	**Attached:** Hilton Cleveland Downtown (see listing) **Adjacent:** The Westin Cleveland Downtown, 484 rooms, 20,000 sf event space, (216) 771-7700, www.westincleveland.com **Across:** Cleveland Marriott Downtown at Key Tower, 400 rooms, 17,000 sf event space, (216) 696-9200, www.marriott.com/clesc; Drury Plaza Hotel Cleveland Downtown, 189 rooms, 3,900 sf event space, (216) 357-3100, www.druryhotels.com
Huntington Place Detroit, MI www.huntingtonplacedetroit.com	723,487 sf/ 146,506 sf/ 40,000 sf	**Attached:** JW Marriott Detroit Water Square, 600 rooms, 52,805 sf event space, www.marriott.com/dtwjd (opening Q1 2027) **Across:** Detroit Foundation Hotel, 100 rooms, 3,600 sf event space, (313) 800-5500, detroitfoundationhotel.com; Fort Pontchartrain, a Wyndham Hotel, 367 rooms, 21,000 sf event space, (313) 965-0200, www.fpwyndham.com
Hyatt Regency Atlanta Atlanta, GA hyattregencyatlanta.com	39,000 sf/ 27,896 sf/ 91,126 sf	**Within:** 1,260 rooms, (404) 577-1234 **Attached (via skybridge):** Atlanta Marriott Marquis (see listing); Hilton Atlanta (see listing)
Hyatt Regency Chicago Chicago, IL hyattregencychicago.com	70,000 sf/ 117,175 sf	**Within:** 2,032 rooms, (312) 565-1234
Hyatt Regency Dallas Dallas, TX hyattregencydallas.com	39,000 sf/ 29,052 sf/ 49,400 sf	**Within:** 1,120 rooms, (214) 651-1234
Hyatt Regency Denver at Colorado Convention Center Denver, CO denver.regency.hyatt.com	15,891 sf meeting space/ 44,000 sf flex space	**Within:** 1,100 rooms, (303) 436-1234
Hyatt Regency Grand Cypress Resort Orlando, FL grandcypress.hyatt.com	16,000 sf/ 27,041 sf/ 49,960 sf	**Within:** 779 rooms, (407) 239-1234
Hyatt Regency Maui Resort & Spa Lahaina, HI hyattregencymaui.com	28,508 sf meeting space/ 40,220 sf flex space	**Within:** 810 rooms, (808) 661-1234 **Adjacent:** Hyatt Vacation Club at Ka'anapali Beach, 131 rooms, (808) 662-1000, www.hyatt.com
Hyatt Regency Miami Miami, FL miamiregency.hyatt.com	28,000 sf/ 3,200 sf/ 34,000 sf	**Within:** 615 rooms, (305) 358-1234 **Adjacent:** Comfort Inn & Suites Downtown Brickell-Port of Miami, 149 rooms, (305) 374-5100, www.choicehotels.com **Across:** Courtyard by Marriott Miami Downtown/Brickell Area, 231 rooms, 5,186 sf event space, (305) 374-3000, courtyard.marriott.com; Hotel Beaux Arts, Autograph Collection, 44 rooms, 55,907 sf event space, (305) 421-8700, www.marriott.com; JW Marriott Marquis Miami, 313 rooms, 80,000 sf event space, (305) 421-8600, www.marriott.com

Section I: United States

Hyatt Regency Minneapolis to Kalahari Resorts & Conventions Sandusky

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Hyatt Regency Minneapolis Minneapolis, MN hyattregencyminneapolis.com	30,000 sf/ 21,118 sf/ 56,209 sf	**Within:** 644 rooms, (612) 370-1234
Hyatt Regency New Orleans New Orleans, LA neworleans.hyatt.com	73,479 sf/ 81,772 sf/ 10,000 sf	**Within:** 1,193 rooms, (504) 561-1234 **Attached:** Hyatt House New Orleans/Downtown, 308 rooms, 684 sf event room, (504) 648-3118, neworleansdowntown.house.hyatt.com
Hyatt Regency O'Hare Chicago Rosemont, IL hyattregencyohare.com	60,000 sf meeting space/ 50,000 sf flex space	**Within:** 1,095 rooms, (847) 696-1234
Hyatt Regency Orlando Orlando, FL www.hyattregencyorlando.com	115,911 sf/ 200,000 sf	**Within:** 1,641 rooms, (407) 345-4404
Hyatt Regency Salt Lake City Salt Lake City, UT www.hyattregencysaltlakecity.com	16,663 sf meeting space/ 37,704 sf flex space	**Within:** 700 rooms, (801) 596-1234
Hyatt Regency Seattle Seattle, WA hyattregencyseattle.com	57,577 sf meeting space/ 61,968 sf flex space	**Within:** 1,260 rooms, (206) 973-1234
John B. Hynes Veterans Memorial Convention Center Boston, MA signatureboston.com	176,480 sf/ 84,929 sf	**Attached:** Boston Marriott Copley Place (see listing); Sheraton Boston Hotel (see listing); The Westin Copley Place, Boston (see listing) **Adjacent:** Mandarin Oriental Boston, 148 rooms, 10,000 sf event space, (617) 535-8888, www.mandarinoriental.com **Across:** Four Seasons Hotel One Dalton Street, Boston, 215 rooms, 10,825 sf event space, (617) 377-4888, www.fourseasons.com; Hilton Boston Back Bay, 390 rooms, 15,156 sf event space, (617) 236-1100, www.hilton.com
Indiana Convention Center & Lucas Oil Stadium Indianapolis, IN www.icclos.com	749,600 sf/ 138,702 sf/ 62,173 sf	**Attached via skywalk to 12 hotels.** Closest include Crowne Plaza Indianapolis - Downtown - Union Station, 273 rooms, 55,000 sf event space, (317) 631-2221, www.ihg.com; Hyatt Regency Indianapolis, 499 rooms, 35,000 sf event space, (317) 632-1234, indianapolis.hyatt.com; Indianapolis Marriott Downtown (see listing); JW Marriott Indianapolis (see listing); Le Méridien Indianapolis, 100 rooms, 1,800 sf event space, (317) 737-1600, www.lemeridienindianapolis.com; Signia by Hilton Indianapolis (see listing; opening January 2027); The Westin Indianapolis, 575 rooms, 39,000 sf event space, (317) 262-8100, www.marriott.com
Indianapolis Marriott Downtown Indianapolis, IN www.marriott.com/indcc	13,237 sf meeting space/ 29,328 sf flex space	**Within:** 650 rooms, (317) 822-3500
Iowa Events Center (EMC Expo Center, Community Choice Convention Center, Casey's Center) Des Moines, IA www.iowaeventscenter.com	146,926 sf/ 48,474 sf/ 39,360 sf	**Attached:** Hilton Des Moines Downtown, 330 rooms, 15,000 sf event space, (515) 241-1456, www.hilton.com
Irving Convention Center at Las Colinas Irving, TX www.irvingconventioncenter.com	50,000 sf/ 18,314 sf/ 19,264 sf	**Adjacent:** The Westin Irving Convention Center at Las Colinas, 350 rooms, 16,000 sf event space, (972) 505-2900, www.marriott.com **Across:** Holiday Inn Express & Suites Irving Convention Center - Las Colinas, 127 rooms, 912 sf event room, (972) 650-1600, www.ihg.com; Texican Court, 150 rooms, 3,200 sf event space, (469) 577-4599, www.texicancourt.com
Jacob K. Javits Convention Center New York, NY www.javitscenter.com	850,140 sf/ 74,494 sf/ 69,400 sf	**Across:** Equinox Hotel New York, 212 rooms, (212) 812-9200, equinox-hotels.com; Hotel Meta, 379 rooms, 8,000 sf event space, www.marriott.com (opening date TBD)
Kalahari Resorts & Conventions Round Rock Round Rock, TX www.kalaharimeetings.com/texas	61,936 sf/ 13,448 sf/ 32,478 sf	**Within:** 975 rooms, (855) 411-4605
Kalahari Resorts & Conventions Sandusky Sandusky, OH www.kalaharimeetings.com/ohio	25,705 sf meeting space/ 67,255 sf flex space	**Within:** 890 rooms, (419) 433-7759

Section I: United States

Kalahari Resorts & Conventions Spotsylvania to Loews Kansas City Hotel

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Kalahari Resorts & Conventions Spotsylvania Woodford, VA www.kalahariresorts.com/virginia *(Opening mid-November 2026)*	20,936 sf meeting space/ 48,312 sf flex space	**Within:** 907 rooms, (877) 525-2427
Kalahari Resorts & Conventions Wisconsin Dells Wisconsin Dells, WI www.kalaharimeetings.com/wisconsin	73,760 sf/ 36,092 sf	**Within:** 1,035 rooms, (855) 411-4605
Kansas City Convention Center & Entertainment Facilities Kansas City, MO kcconvention.com	388,800 sf/ 118,000 sf	**Attached:** Kansas City Marriott Downtown (see listing); Loews Kansas City Hotel (see listing) **Adjacent:** Crowne Plaza Kansas City Downtown, 385 rooms, 14,600 sf event space, (816) 474-6664, www.ihg.com
Kansas City Marriott Downtown Kansas City, MO www.marriott.com/mcidt	12,000 sf/ 27,229 sf/ 32,480 sf	**Within:** 970 rooms, (816) 421-6800 **Across:** Hotel Indigo Kansas City Downtown by IHG, 118 rooms, 1,200 sf event space, (816) 283-8000, www.ihg.com/hotelindigo; Hotel Phillips Kansas City, Curio Collection by Hilton, 216 rooms, 8,324 sf event space, (816) 221-7000, www.hilton.com/en/hotels/mkccuqq
KCI Expo Center Kansas City, MO www.kciexpo.com	70,000 sf/ 14,000 sf	**Attached:** Holiday Inn Kansas City Airport, 141 rooms, 1,550 sf event space, (816) 801-8400, www.ihg.com **Across:** Atwell Suites Kansas City Airport, 104 rooms, (816) 243-0310, www.ihg.com; Extended Stay America Suites Kansas City - Airport, 109 rooms, (816) 270-7829, www.extendedstayamerica.com; Fairfield Inn & Suites Kansas City Airport, 129 rooms, (816) 464-2424, www.marriott.com; Four Points by Sheraton Kansas City Airport, 200 rooms, 3,000 sf event space, (816) 243-5561, www.marriott.com; Orangewood Inn & Suites Kansas City Airport, 100 rooms, (816) 464-2423, www.orangewoodkci.com; TownePlace Suites Kansas City Airport, 106 rooms, (816) 464-0525, www.marriott.com
Kentucky International Convention Center Louisville, KY kyconvention.com	204,169 sf/ 56,800 sf/ 40,000 sf	**Attached:** Hyatt Regency Louisville, 393 rooms, 21,000 sf event space, (502) 581-1234, www.hyatt.com; Louisville Marriott Downtown, 620 rooms, 45,000 sf event space, (502) 627-5045, www.marriott.com **Across:** Courtyard by Marriott Louisville Downtown, 140 rooms, (502) 562-0200, www.marriott.com/sdfdt; Omni Louisville Hotel (see listing)
Knoxville Convention Center Knoxville, TN www.knoxvilleconventioncenter.com	120,000 sf/ 20,315 sf/ 27,300 sf	**Attached (via skybridge):** Hilton Knoxville, 320 rooms, 13,814 sf event space, (865) 523-2300, www.hilton.com; Marriott Knoxville Downtown, 300 rooms, (865) 522-2800, www.marriott.com; The Tennessean Hotel, 82 rooms, 17,000 sf event space, (865) 232-1800, www.thetennesseanhotel.com **Across:** Hampton Inn & Suites Knoxville Downtown, 85 rooms, (865) 522-5400, www.hamptoninn.com
La Crosse Center La Crosse, WI www.lacrossecenter.com	76,980 sf/ 9,798 sf/ 17,564 sf	**Attached:** Radisson Hotel La Crosse, 169 rooms, 11,500 sf event space, (608) 668-2448, www.radissonhotelsamericas.com **Across:** Home2 Suites by Hilton La Crosse, 107 rooms, (608) 881-6666, www.hilton.com; Pearl Street Hotel & Suites, 114 rooms, 480 sf event room, (608) 784-4444, pearlstreethotel.com
Lansing Center Lansing, MI www.lansingcenter.com	72,000 sf/ 25,500 sf	**Attached:** DoubleTree by Hilton Lansing, 257 rooms, 10,000 sf event space, (517) 482-0188, www.hilton.com
Las Vegas Convention Center Las Vegas, NV www.vegasmeansbusiness.com	2,449,337 sf/ 391,536 sf	**Adjacent:** Courtyard Las Vegas Convention Center, 149 rooms, 1,274 sf event space, (702) 791-3600, courtyard.marriott.com; Renaissance Las Vegas Hotel, 548 rooms, 24,000 sf event space, (702) 784-5751, www.marriott.com/lasbr; Westgate Las Vegas Resort & Casino (see listing) **Across:** Hampton Inn & Suites Las Vegas Convention Center, 150 rooms, 1,110 sf event space, (725) 780-4100, www.hamptoninn.com; Majestic Las Vegas, 720 rooms, (702) 846-6576, majesticlasvegas.com (opening 2027); SpringHill Suites by Marriott Las Vegas Convention Center, 299 rooms, 8,989 sf event space, (702) 433-5880, www.marriott.com
David L. Lawrence Convention Center Pittsburgh, PA www.pittsburghcc.com	313,106 sf/ 75,327 sf/ 31,610 sf	**Attached:** The Westin Pittsburgh, 616 rooms, 44,000 sf event space, (412) 281-3700, www.westinpittsburgh.com **Adjacent:** Courtyard Pittsburgh Downtown, 183 rooms, 1,130 sf event space, (412) 434-5551, www.marriott.com
Loews Kansas City Hotel Kansas City, MO www.loewshotels.com	39,900 sf/ 13,909 sf	**Within:** 800 rooms, (816) 897-7070

Section I: United States

Loews Sapphire Falls Resort/Loews Royal Pacific Resort at Universal Orlando to JW Marriott Nashville

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Loews Sapphire Falls Resort/ Loews Royal Pacific Resort at Universal Orlando Orlando, FL www.loewshotels.com	34,705 sf meeting space/ 147,943 sf flex space	**Within (2 hotels are attached via walkway):** 1,000 rooms in each hotel, (407) 503-5000 **Adjacent:** Universal's Aventura Hotel, 600 rooms, (407) 503-6000, www.universalorlando.com **Across:** Universal's Cabana Bay Beach Resort, 2,200 rooms, (407) 503-4000, www.universalorlando.com
Long Beach Convention & Entertainment Center Long Beach, CA www.longbeachcc.com	224,000 sf/ 58,274 sf/ 66,456 sf	**Adjacent:** Hyatt Regency Long Beach, 528 rooms, 22,000 sf event space, (562) 491-1234, longbeach.regency.hyatt.com **Across:** Fairmont Breakers Long Beach, 207 rooms, (562) 317-1000, fairmont.com/breakers-long-beach; Marriott Long Beach Hotel, 374 rooms, 21,800 sf event space, (562) 437-5900, www.marriott.com; The Westin Long Beach Hotel, 474 rooms, 23,600 sf event space, (562) 436-3000, www.westinlongbeachhotel.com
Los Angeles Convention Center Los Angeles, CA laconventioncenter.com	593,000 sf/ 138,000 sf	**Adjacent:** E-Central Downtown Los Angeles Hotel, 178 rooms, 8,000 sf event space, (213) 748-1291, ecentralhotel.com **Across:** JW Marriott Los Angeles L.A. Live Hotel (see listing); Moxy and AC Hotel Los Angeles Downtown, 380 rooms (Moxy), 347 rooms (AC), 25,321 sf event space, (310) 669-9252 (Moxy), (213) 385-2225 (AC), www.moxydtla.com (Moxy), www.achoteldtla.com (AC)
M Resort Henderson, NV themresort.com	18,493 sf meeting space/ 56,782 sf flex space	**Within:** 765 rooms, (702) 797-1080
Manchester Grand Hyatt San Diego San Diego, CA manchestergrand.hyatt.com	34,000 sf/ 42,697 sf/ 64,804 sf	**Within:** 1,628 rooms, (619) 232-1234
Mandalay Bay Resort & Casino Las Vegas, NV www.mandalaybay.com	1,043,031 sf/ 154,666 sf/ 310,904 sf	**Within:** 3,211 rooms, (702) 632-7900; W Las Vegas, 1,117 suites, 20,000 sf event space, (702) 632-7888, wlasvegas.mgmresorts.com; Four Seasons Hotel Las Vegas, 424 rooms on 35th to 39th floors of Mandalay Bay Tower, 38,000 sf event space, (702) 632-5000, www.fourseasons.com/lasvegas
JW Marriott Austin Austin, TX www.marriott.com/ausjw	23,175 sf/ 32,151 sf/ 53,283 sf	**Within:** 1,012 rooms, (512) 474-4777 **Across:** Austin Marriott Downtown (see listing)
Marriott Dallas Allen Hotel & Convention Center Allen, TX www.marriottallen.com	14,600 sf meeting space/ 57,000 sf flex space	**Within:** 300 rooms, (469) 675-0800
JW Marriott Indianapolis Indianapolis, IN jwindy.com	18,500 sf/ 23,155 sf/ 61,100 sf	**Within:** 1,013 rooms, (317) 860-5800
JW Marriott Los Angeles L.A. LIVE Hotel Los Angeles, CA www.jwlalive.com	17,072 sf/ 17,382 sf/ 45,878 sf	**Within:** 878 rooms, (213) 765-8600; The Ritz-Carlton, 123 rooms, (213) 743-8800, www.ritzcarlton.com **Across:** Courtyard Los Angeles L.A. LIVE, 174 rooms, (213) 443-9200, courtyard.marriott.com; Residence Inn Los Angeles L.A. LIVE, 219 rooms, (213) 443-9200, residence-inn.marriott.com
Marriott Marquis Chicago Chicago, IL www.marriott.com/chimq	38,864 sf meeting space/ 50,000 sf flex space	**Within:** 1,205 rooms, (312) 824-0500
Marriott Marquis Houston Houston, TX houstonmarquis.com	33,409 sf meeting space/ 60,715 sf flex space	**Within:** 1,000 rooms, (713) 654-1777
Marriott Marquis San Diego Marina San Diego, CA www.marriott.com/sandt	27,844 sf meeting space/ 100,732 sf flex space	**Within:** 1,366 rooms, (619) 234-1500
JW Marriott Nashville Nashville, TN www.marriott.com/bnajw	25,104 sf/ 12,057 sf/ 8,590 sf	**Within:** 533 rooms, (615) 291-8600 **Across:** 1 Hotel, 215 rooms, 32,000 sf event space, (615) 510-0400, www.1hotels.com; Cambria Nashville, 255 rooms, 5,000 sf event space, (615) 515-5800, www.cambrianashville.com; The Westin Nashville, 456 rooms, 20,000 sf event space, (615) 648-2800, www.marriott.com

Section I: United States

JW Marriott Phoenix Desert Ridge Resort & Spa to Miami Airport Convention Center (MACC)

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
JW Marriott Phoenix Desert Ridge Resort & Spa Phoenix, AZ jwdesertridge.com	14,963 sf meeting space/ 88,986 sf flex space	**Within:** 950 rooms, (480) 293-5000
Marriott St. Louis Grand St. Louis, MO www.marriott.com/stlmg	23,633 sf meeting space/ 31,200 sf flex space	**Within:** 917 rooms, (314) 462-9600
JW Marriott San Antonio Hill Country Resort & Spa San Antonio, TX www.marriott.com/satjw	40,080 sf/ 16,650 sf/ 61,620 sf	**Within:** 1,002 rooms, (210) 276-2500
JW Marriott/Tampa Marriott Water Street Tampa, FL modules.marriott.com/tampa-florida-hotels-water-street	29,997 sf meeting space/ 79,366 sf flex space	**Within:** 1,246 rooms, (813) 221-4950
JW Marriott Tucson Starr Pass Resort & Spa Tucson, AZ www.marriott.com/tussp	6,664 sf meeting space/ 34,506 sf flex space	**Within:** 575 rooms, (520) 792-3500
Marshall Health Network Arena & Convention Center Huntington, WV www.mhnarena.com	60,000 sf/ 16,000 sf/ 13,000 sf	**Adjacent:** Delta Hotels Huntington Downtown, 134 rooms, 415 sf event room, (304) 523-8880, www.marriott.com
Mayo Civic Center Rochester, MN www.mayociviccenter.com	63,786 sf/ 35,740 sf/ 40,810 sf	**Attached (via skywalk):** Broadway Plaza - Mayo Clinic Area, 145 rooms, (507) 424-4200, rochesterbroadwayplaza.com; Hilton Rochester Mayo Clinic Area, 264 rooms, 20,140 sf event space, (507) 258-5757, www.hilton.com
McAllen Convention Center McAllen, TX www.experiencemcallen.com	60,818 sf/ 25,000 sf	**Adjacent:** Aloft McAllen, 144 rooms, (956) 567-9727, www.marriott.com/mfeal; Cambria Hotel McAllen Convention Center, 121 rooms, 2,400 sf event space, (956) 618-7207, www.cambriamcallen.com; Embassy Suites by Hilton McAllen Convention Center, 150 suites, 10,440 sf event space, (956) 688-8329, embassysuitesmcallen.com; Home2 Suites by Hilton McAllen, 99 rooms, 952 sf event space, (956) 391-2964, home2suites3.hilton.com; La Quinta Inn & Suites by Wyndham McAllen Convention Center, 116 rooms, 1,750 sf event space, (956) 682-6765, www.wyndhamhotels.com
McCormick Place Chicago, IL www.mccormickplace.com	2,600,000 sf/ 600,000 sf	**Attached:** Hampton Inn Chicago McCormick Place, 187 rooms, (312) 791-1121, www.hamptoninn.com; Hilton Garden Inn Chicago McCormick Place, 184 rooms, 6,600 sf event space, (312) 791-1121, www.hilton.com; Home2 Suites by Hilton Chicago McCormick Place, 95 rooms, (312) 791-1121, home2suites3.hilton.com; Hyatt Regency McCormick Place, 1,258 rooms, 43,500 sf event space, (312) 567-1234, www.mccormickplace.regency.hyatt.com; Marriott Marquis Chicago (see listing)
Meadowlands Exposition Center Secaucus, NJ www.mecexpo.com	61,000 sf/ 3,578 sf	**Adjacent:** Courtyard Secaucus Marriott, 165 rooms, (201) 617-8888, courtyard.marriott.com; Harmony Suites Secaucus Meadowlands, 261 rooms, 2,800 sf event space, (201) 920-0991, www.harmonysuites.com; Hyatt Place Secaucus/Meadowlands, 159 rooms, 1,058 sf event room, (201) 422-9480, secaucus.place.hyatt.com
MeadowView Conference Resort & Convention Center Kingsport, TN www.marriott.com/tricc	34,768 sf/ 14,504 sf/ 18,442 sf	**Within:** 301 rooms, (423) 578-6600
Thomas Michael Menino Convention & Exhibition Center Boston, MA signatureboston.com	516,000 sf/ 191,801 sf	**Attached:** Omni Boston Hotel at the Seaport (connected by glass enclosure), 1,094 rooms, 100,000 sf event space, (800) 843-6664, www.omnihotels.com; The Westin Boston Seaport District (see listing) **Across:** Aloft Boston Seaport District, 330 rooms, 10,000 sf event space, (617) 530-1600, www.marriott.com/bosal; Element Boston Seaport District Hotel, 180 rooms, 851 sf event space, (617) 530-1700, www.elementbostonseaport.com
MGM Grand Hotel & Casino Las Vegas, NV www.mgmgrand.com	92,434 sf/ 73,011 sf/ 259,067 sf	**Within:** 5,044 rooms, (702) 891-1199 **Attached:** The Signature at MGM Grand, 1,728 rooms, 4,000 sf event space, (702) 797-6448, signaturemgmgrand.mgmresorts.com **Across:** New York-New York Hotel & Casino, 2,000+ rooms, 21,000 sf event space, (702) 740-6800, newyorknewyork.mgmresorts.com
Miami Airport Convention Center (MACC) Miami, FL www.macc.com	76,360 sf/ 29,060 sf/ 29,220 sf	**Attached:** DoubleTree by Hilton Hotel Miami Airport & Convention Center, 334 rooms, 20,000 sf event space, (305) 261-3800, doubletree.com

Section I: United States

Miami Beach Convention Center to New York Hilton Midtown

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Miami Beach Convention Center Miami Beach, FL www.miamibeachconvention.com	491,000 sf/ 188,000 sf	**Attached:** Grand Hyatt Miami Beach, 800 rooms, 110,000 sf event space (opening late 2027) **Across:** Unframed, Autograph Collection (formerly Thompson Miami Beach), 147 rooms, 988 sf event space, (786) 906-1555, www.marriott.com/miasp
Minneapolis Convention Center Minneapolis, MN www.minneapolisconventioncenter.com	475,200 sf/ 95,874 sf/ 27,522 sf	**Across:** Hilton Garden Inn Minneapolis Downtown, 210 rooms, 1,350 sf event space, (612) 339-6633, www.minneapolisdowntown.hgi.com; Hilton Minneapolis (see listing); Holiday Inn Express & Suites Minneapolis - Downtown (Convention Center), 96 rooms, (612) 341-3300, www.hiexmpls.com; Hotel Ivy, A Luxury Collection Hotel, Minneapolis, 136 rooms, 9,600 sf event space, (612) 746-4600, www.thehotelivy.com; Hyatt Regency Minneapolis (see listing); Sheraton Minneapolis Downtown Convention Center, 321 rooms, 22,000 sf event space, (612) 332-6000, www.marriott.com
Mississippi Coast Coliseum & Convention Center Biloxi, MS www.mscoastcoliseum.com	133,000 sf/ 120,000 sf	**Attached:** Aloft Hotel at the MS Coast Coliseum and Convention Center, 150 rooms, www.marriott.com (opening date TBD); Embassy Suites Biloxi Convention Center Hotel, 300 rooms, www.hilton.com (opening date TBD)
Mohegan Sun Uncasville, CT meetings.mohegansun.com	119,250 sf/ 57,802 sf/ 105,772 sf	**Within:** 1,600 rooms, (888) 777-7922
The Monument Rapid City, SD www.themonument.live	63,572 sf/ 32,965 sf/ 72,996 sf	**Adjacent:** DoubleTree by Hilton Rapid City Downtown Convention Center (formerly Holiday Inn Rapid City Downtown - Convention Center), 205 rooms, 10,600 sf event space, (605) 348-4000, www.hilton.com/en/hotels/rapdcdt
Moscone Center North & South San Francisco, CA www.moscone.com	502,440 sf/ 42,776 sf/ 92,451 sf	**Across:** InterContinental San Francisco, 550 rooms, 43,000 sf event space, (415) 616-6500, www.intercontinentalsanfrancisco.com; San Francisco Marriott Marquis (see listing); W San Francisco, 404 rooms, 17,246 sf event space, (415) 777-5300, www.marriott.com
Moscone West San Francisco, CA www.moscone.com	292,508 sf	**Across:** InterContinental San Francisco, 550 rooms, 43,000 sf event space, (415) 616-6500, www.intercontinentalsanfrancisco.com; San Francisco Marriott Marquis (see listing)
Music City Center Nashville, TN www.nashvillemusiccitycenter.com	353,000 sf/ 90,000 sf/ 75,400 sf	**Across:** 1 Hotel, 215 rooms, 32,000 sf event space, (615) 510-0400, www.1hotels.com; AC Hotel Nashville Downtown, 209 rooms, 9,900 sf event space, (615) 514-2500, www.marriott.com; Cambria Nashville, 255 rooms, 5,000 sf event space, (615) 515-5800, www.cambrianashville.com; Embassy Suites by Hilton Nashville Downtown, 506 rooms, 35,349 sf event space, (615) 736-7100, www.hilton.com; Hampton Inn & Suites Nashville Downtown, 207 rooms, 1,600 sf event space, (615) 277-5000, www.hamptoninn.com; Hilton Nashville Downtown, 330 rooms, 26,969 sf event space, (615) 620-1000, www.hilton.com; Holiday Inn & Suites Nashville Downtown - Broadway, 230 rooms, 8,700 sf event space, (615) 265-0355, www.ihg.com; The Joseph Nashville, 297 rooms, 22,000 sf event space, (615) 248-1990, www.thejosephnashville.com; Margaritaville Hotel Nashville, 165 rooms, 11,000 sf event space, (615) 986-9300, www.hotelsone.com; JW Marriott Nashville (see listing); Omni Nashville Hotel (see listing); Residence Inn Nashville Downtown, 136 rooms, 10,000 sf event space, (615) 514-2501, residence-inn.marriott.com; SpringHill Suites Nashville Downtown, 125 rooms, 17,600 sf event space, (615) 514-2502, www.marriott.com; The Westin Nashville, 456 rooms, 20,000 sf event space, (615) 648-2800, www.marriott.com
Myrtle Beach Convention Center Myrtle Beach, SC www.myrtlebeachconventioncenter.com	100,800 sf/ 14,241 sf/ 16,890 sf	**Attached:** Sheraton Myrtle Beach Hotel, 402 rooms, (843) 918-5000, www.sheratonmyrtlebeach.com
Navy Pier Chicago, IL www.navypier.org	170,100 sf/ 40,000 sf	**Attached:** Sable at Navy Pier, 223 rooms, 3,459 sf event space, (872) 710-5700, www.sablehotel.com
New Orleans Ernest N. Morial Convention Center New Orleans, LA www.mccno.com	1,026,627 sf/ 227,914 sf/ 40,328 sf	**Adjacent:** Hilton New Orleans Riverside (see listing); Omni New Orleans Hotel, 1,000 rooms, 100,000 sf event space, www.omnihotels.com (opening 2030) **Across:** Hampton Inn & Suites New Orleans - Convention Center, 288 rooms, 12,000 sf event space, (504) 566-9990, www.hamptoninn.com; New Orleans Marriott Warehouse Arts District, 331 rooms, 25,000 sf event space, (504) 613-2888, www.marriott.com
New Orleans Marriott New Orleans, LA www.marriott.com/msyla	27,320 sf meeting space/ 53,457 sf flex space	**Within:** 1,333 rooms, (504) 581-1000 **Across:** Sheraton New Orleans Hotel (see listing)
New York Hilton Midtown New York, NY www.hilton.com/en/hotels/nycnhhh	46,567 sf/ 104,433 sf	**Within:** 1,878 rooms, (212) 586-7000 **Across:** Crowne Plaza Manhattan Times Square, 680 rooms, (877) 333-6517, www.ihg.com; Sheraton New York Times Square Hotel, 1,780 rooms, 61,808 sf event space, (212) 581-1000, www.marriott.com/nycst; Warwick New York, 426 rooms, 8,000 sf event space, (212) 314-7831, www.warwickhotels.com

Section I: United States

New York Marriott Marquis to Oregon Convention Center

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
New York Marriott Marquis New York, NY www.marriott.com/nycmq	33,489 sf meeting space/ 59,064 sf flex space	**Within:** 1,971 rooms, (212) 398-1900
Nugget Casino Resort Sparks, NV www.cnty.com/nugget	74,462 sf/ 21,045 sf	**Within:** 1,382 rooms, (800) 648-1177
Ocean Casino Resort Atlantic City, NJ theoceanac.com	10,558 sf meeting space/ 38,714 sf flex space	**Within:** 1,860 rooms, (609) 783-8000
Ocean Center Daytona Beach, FL www.oceancenter.com	149,174 sf/ 32,000 sf/ 14,000 sf	**Across:** Hilton Daytona Beach Oceanfront Resort, 744 rooms, 60,000 sf event space, (386) 254-8200, www.hilton.com
Oklahoma City Convention Center Oklahoma City, OK www.okcconventioncenter.com	200,730 sf/ 44,614 sf/ 29,874 sf	**Attached:** Omni Oklahoma City Hotel, 605 rooms, 78,000 sf event space, (405) 438-6500, www.omnihotels.com
Omni Dallas Hotel Dallas, TX www.omnihotels.com/hotels/dallas	24,799 sf meeting space/ 47,104 sf flex space	**Within:** 1,001 rooms, (214) 744-6664 **Across:** Courtyard by Marriott Dallas Downtown/Reunion District, 167 rooms, 10,866 sf event space, (214) 238-6589, www.marriott.com/dalwd
Omni Fort Lauderdale Hotel Fort Lauderdale, FL www.omnihotels.com/hotels/ fort-lauderdale	45,866 sf/ 24,113 sf/ 30,870 sf	**Within:** 801 rooms, (754) 224-3700
Omni Fort Worth Hotel Fort Worth, TX www.omnihotels.com/hotels/fort-worth	11,129 sf meeting space/ 44,398 sf flex space	**Within:** 618 rooms, (817) 535-6664
Omni Louisville Hotel Louisville, KY www.omnihotels.com/louisville	20,361 sf/ 13,163 sf/ 10,185 sf	**Within:** 612 rooms, (502) 313-6664
Omni Nashville Hotel Nashville, TN www.omnihotels.com/nashville	22,400 sf meeting space/ 39,500 sf flex space	**Within:** 800 rooms, (615) 782-5300
Omni Orlando Resort at ChampionsGate ChampionsGate, FL www.omnihotels.com/orlando	78,690 sf meeting space/ 72,746 sf flex space	**Within:** 1,005 rooms, (407) 390-6664
Omni PGA Frisco Resort & Spa Frisco, TX www.omnipgafrisco.com	35,266 sf/ 19,384 sf	**Within:** 500 rooms, (469) 305-4545
The Oncenter Nicholas J. Pirro Convention Center Syracuse, NY www.syrvenues.com	65,250 sf/ 9,505 sf/ 14,880 sf	**Across:** Marriott Syracuse Downtown, 261 rooms, 41,000 sf event space, (315) 474-2424, www.marriott.com
Ontario Convention Center Ontario, CA go-cal.org/ontario-convention-center	70,000 sf/ 26,246 sf/ 20,000 sf	**Adjacent:** Azure Hotel & Suites, Trademark Collection by Wyndham, 167 rooms, 4,500 sf event space, (909) 284-8670, www.wyndhamhotels.com; DoubleTree by Hilton Hotel Ontario Airport, 482 rooms, 27,000 sf event space, (909) 937-0900, doubletree.com; Residence Inn Ontario Airport, 200 suites, (909) 937-6788, residence-inn.marriott.com **Across:** Delta Hotels Ontario Airport, 299 rooms, 20,546 sf event space, (909) 975-5000, www.marriott.com/ontde
Orange County Convention Center Orlando, FL www.occc.net	2,055,222 sf/ 471,119 sf	**Attached (via skybridge):** Hilton Orlando (see listing); Hyatt Regency Orlando (see listing); Rosen Centre Hotel (see listing); Rosen Plaza Hotel (see listing)
Oregon Convention Center Portland, OR www.oregoncc.org	255,000 sf/ 52,000 sf/ 59,400 sf	**Adjacent:** Hyatt Regency Portland at the Oregon Convention Center, 600 rooms, 39,000 sf event space, (971) 222-1234, www.hyatt.com **Across:** Hotel Eastlund, 168 rooms, 5,300 sf event space, (503) 235-2100, www.hoteleastlund.com; Inn at the Convention Center, 97 rooms, (503) 233-6331, www.innatcc.com

Section I: United States

Orlando World Center Marriott to Puerto Rico Convention Center

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Orlando World Center Marriott Orlando, FL www.marriottworldcenter.com	105,000 sf/ 26,948 sf/ 162,108 sf	**Within:** 2,010 rooms, (407) 239-4200
Arthur R. Outlaw Mobile Convention Center Mobile, AL www.regionsarena.com/mobile-convention-center	100,000 sf/ 40,000 sf/ 52,000 sf	**Attached:** Renaissance Mobile Riverview Plaza Hotel, 373 rooms, 40,000 sf event space, (251) 438-4000, www.marriott.com/mobrv
Overland Park Convention Center (OPCC) Overland Park, KS www.opconventioncenter.com	58,494 sf/ 15,045 sf/ 24,991 sf	**Attached:** Sheraton Overland Park Hotel at the Convention Center, 412 rooms, 20,000 sf event space, (913) 234-2100, www.sheratonoverlandpark.com **Adjacent:** Courtyard Kansas City Overland Park/Convention Center, 168 rooms, 3,300 sf event space, (913) 317-8500, courtyard.marriott.com; Hilton Garden Inn Overland Park, 125 rooms, 2,700 sf event space, (913) 345-2661, www.hilton.com; Holiday Inn & Suites Overland Park - Convention Center, 119 rooms, 2,500 sf event space, (913) 312-0900, www.ihg.com
Palm Beach County Convention Center West Palm Beach, FL www.pbconventioncenter.com	100,000 sf/ 20,255 sf/ 22,000 sf	**Attached:** Hilton West Palm Beach, 400 rooms, 24,000 sf event space, (561) 231-6000, www.hilton.com
Palm Springs Convention Center Palm Springs, CA www.palmspringscc.com	112,561 sf/ 29,507 sf/ 12,571 sf	**Attached:** Renaissance Palm Springs Hotel, 410 rooms, 15,000 sf event space, (760) 322-6000, www.marriott.com
Palmer House, a Hilton Hotel Chicago, IL www.palmerhousehiltonhotel.com	16,909 sf/ 95,591 sf/ 17,500 sf	**Within:** 1,641 rooms, (312) 726-7500
Paris Las Vegas Las Vegas, NV www.caesarsmeansbusiness.com	85,204 sf/ 51,698 sf	**Within:** 3,667 rooms, (855) 633-8238 **Attached:** Horseshoe Las Vegas (see listing)
Pasadena Convention Center Pasadena, CA www.visitpasadena.com/convention-center	97,000 sf/ 28,000 sf	**Adjacent:** Hotel Dena, 311 rooms, 12,000 sf event space, (626) 469-8100, www.hoteldena.com **Across:** Hyatt Place Pasadena, 189 rooms, 2,811 sf event space, (626) 788-9108, www.hyatt.com
Pennsylvania Convention Center Philadelphia, PA www.paconvention.com	679,000 sf/ 151,196 sf/ 121,880 sf	**Attached:** Philadelphia Marriott Downtown (see listing) **Adjacent:** Aloft Philadelphia Downtown, 179 rooms, 1,200 sf event space, (215) 617-2020, www.aloftphiladelphiadowntown.com **Across:** Days Inn by Wyndham Philadelphia Convention Center, 116 rooms, (215) 289-9200, www.wyndhamhotels.com; Hilton Garden Inn Philadelphia Center City, 279 rooms, 3,400 sf event space, (215) 923-0100, www.hilton.com; Home2 Suites by Hilton Philadelphia - Convention Center, PA, 248 suites, (215) 627-1850, home2suites3.hilton.com
Pennsylvania Farm Show Complex & Expo Center Harrisburg, PA www.farmshow.pa.gov	522,627 sf/ 36,543 sf/ 71,200 sf	**Across:** Staybridge Suites Harrisburg Hershey, 127 rooms, (717) 233-3304, www.ihg.com
Peoria Civic Center Peoria, IL www.peoriaciviccenter.com	108,668 sf/ 17,363 sf/ 26,550 sf	**Attached:** Courtyard Peoria Downtown, 116 rooms, 600 sf event room, (309) 671-5050, courtyard.marriott.com; Peoria Marriott Père Marquette, 286 rooms, 18,000 sf event space, (309) 637-6500, www.marriott.com **Across:** Staybridge Suites Peoria Downtown, 105 rooms, (309) 673-7829, www.ihg.com
Peppermill Reno Reno, NV www.peppermillreno.com	62,790 sf/ 20,888 sf/ 12,200 sf	**Within:** 1,621 rooms, (866) 821-9996
Philadelphia Marriott Downtown Philadelphia, PA philadelphiamarriott.com	31,962 sf/ 27,606 sf/ 34,300 sf	**Within:** 1,408 rooms, (215) 625-2900
Phoenix Convention Center & Venues Phoenix, AZ phoenixconventioncenter.com	584,500 sf/ 163,578 sf/ 118,800 sf	**Across:** Hyatt Regency Phoenix, 693 rooms, 45,000 sf event space, (602) 252-1234, phoenix.hyatt.com; JW Marriott, 340 rooms, 17,542 sf event space, www.marriott.com (opening 2029); Sheraton Phoenix Downtown (see listing)
Roland E. Powell Convention Center Ocean City, MD www.ococean.com	89,700 sf/ 22,679 sf/ 35,000 sf	**Adjacent:** Hampton Inn & Suites Ocean City/Bayfront - Convention Center, 100 rooms, (410) 524-6263, www.hamptoninn.com
Puerto Rico Convention Center San Juan, PR prconvention.com	152,700 sf/ 37,587 sf/ 39,551 sf	**Adjacent:** Aloft San Juan, 177 rooms, (787) 936-2500, www.marriott.com/sjual; Sheraton Puerto Rico Hotel & Casino, 503 rooms, 36,000 sf event space, (787) 993-3500, www.sheratonpuertoricohotelcasino.com **Across:** Hyatt Place San Juan, 149 rooms, (787) 721-3000, www.hyatt.com

Section I: United States

Raising Cane's River Center to Resorts World Las Vegas

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Raising Cane's River Center Baton Rouge, LA www.raisingcanesrivercenter.com	100,000 sf/ 18,800 sf/ 27,000 sf	**Across:** Bally's Baton Rouge Casino & Hotel (formerly Belle of Baton Rouge Casino & Hotel), 242 rooms, 13,487 sf event space, (877) 225-7772, casinos.ballys.com/baton-rouge
Calvin L. Rampton Salt Palace Convention Center Salt Lake City, UT www.saltpalace.com	515,000 sf/ 160,000 sf	**Attached:** Hyatt Regency Salt Lake City (see listing) **Adjacent:** Radisson Hotel Salt Lake City Downtown, 381 rooms, 15,000 sf event space, (801) 531-7500, www.radisson.com **Across:** Element Salt Lake City Downtown, 126 rooms, 8,355 sf event space, (801) 658-4600, www.marriott.com; Hilton Salt Lake City Center, 499 rooms, 24,000 sf event space, (801) 328-2000, www.saltlakecitycenter.hilton.com; Holiday Inn Express Salt Lake City Downtown, 212 rooms, 3,000 sf event space, (801) 521-9500, www.ihg.com; Le Méridien Salt Lake City Downtown, 144 rooms, (801) 658-4400, www.marriott.com; Salt Lake Marriott Downtown at City Creek, 510 rooms, 21,000 sf event space, (801) 531-0800, www.marriott.com; Salt Lake Plaza SureStay Collection by Best Western, 150 rooms, 5,000 sf event space, (801) 521-0130, www.bestwestern.com
Renaissance Atlanta Waverly Hotel & Convention Center Atlanta, GA www.marriott.com/atlrb	15,722 sf meeting space/ 31,244 sf flex space	**Within:** 522 rooms, (770) 953-4500
Renaissance Austin Hotel Austin, TX www.marriott.com/aussh	30,300 sf/ 36,788 sf/ 2,500 sf	**Within:** 492 rooms, (512) 343-2626
Renaissance Montgomery Hotel & Spa at the Convention Center Montgomery, AL www.renaissancemontgomery.com	72,520 sf/ 14,191 sf/ 13,920 sf	**Within:** 342 rooms, (334) 481-5000 **Across:** Embassy Suites by Hilton Montgomery Hotel & Conference Center, 237 rooms, 13,500 sf event space, (334) 269-5055, www.embassysuites.com; Hampton Inn & Suites Montgomery-Downtown, 86 rooms, (334) 265-1010, www.hamptoninn.com; SpringHill Suites by Marriott Montgomery Downtown, 102 rooms, (334) 245-2088, www.marriott.com/mgmsm; Staybridge Suites Montgomery - Downtown, 115 rooms, (334) 532-0700, www.ihg.com; Trilogy Hotel Montgomery, Autograph Collection, 118 rooms, (334) 440-3550, www.marriott.com/mgmak
Renaissance Orlando at SeaWorld® Orlando, FL www.marriott.com/mcosr	34,283 sf meeting space/ 69,837 sf flex space	**Within:** 781 rooms, (407) 351-5555 **Across:** Hilton Garden Inn Orlando at SeaWorld, 224 rooms, 3,409 sf event space, (407) 354-1500, www.hilton.com/en/hotels/orlsegi
Renaissance Phoenix Glendale Hotel & Conference Center Glendale, AZ www.marriott.com/phxgr	30,000 sf/ 21,824 sf/ 27,877 sf	**Within:** 324 rooms, (480) 518-8050
Renaissance Schaumburg Hotel & Convention Center Schaumburg, IL www.schaumburgconventioncenter.com	97,200 sf/ 20,563 sf/ 27,502 sf	**Within:** 500 rooms, (847) 303-4100
Renasant Convention Center Memphis, TN www.renasantconventioncenter.com	117,600 sf/ 60,218 sf/ 27,328 sf	**Attached:** Memphis Riverline Hotel (formerly Sheraton Memphis Downtown Hotel), 600 rooms, 16,000 sf event space, (901) 527-7300, www.marriott.com/memdm
Reno Events Center Reno, NV www.visitrenotahoe.com	56,000 sf/ 4,954 sf/ 14,000 sf	**Across:** Circus Circus Reno Hotel & Casino (formerly Circus Circus at The Row), 1,573 rooms, 44,000 sf event space, (775) 329-0711, www.caesars.com/circus-circus-reno; Eldorado Resort Casino Reno (formerly Eldorado at The Row), 800 rooms, 12,000 sf event space, (775) 786-5700, www.caesars.com/eldorado-reno; Silver Legacy Resort Casino (formerly Silver Legacy Resort Casino at The Row), 1,685 rooms, 88,000 sf event space, (775) 329-4777, www.caesars.com/silver-legacy-reno
Reno-Sparks Convention Center Reno, NV www.visitrenotahoe.com	382,303 sf/ 84,104 sf/ 29,716 sf	**Attached:** Atlantis Casino Resort Spa, 824 rooms, 38,000 sf event space, (800) 994-5900, www.atlantiscasino.com
Resch Expo Green Bay, WI www.reschexpo.com	125,000 sf/ 6,600 sf/ 3,212 sf	**Adjacent:** Best Western Green Bay Inn Conference Center, 145 rooms, 12,000 sf event space, (920) 499-3161, bestwesterngreenbayinn.com **Across:** Hilton Garden Inn Green Bay, 125 rooms, 2,112 sf event space, (920) 405-0400, www.hilton.com; Legacy Hotel, 101 rooms, 3,500 sf event space, (920) 770-5900, legacygb.com; Quality Inn Stadium Area, 89 rooms, 1,000 sf event space, (920) 437-8771, www.qualityinngreenbay.com
Resorts World Las Vegas Las Vegas, NV www.rwlasvegas.com	70,000 sf/ 39,310 sf/ 98,700 sf	**Within:** Conrad Las Vegas at Resorts World, 1,496 rooms, (702) 676-7000, www.hilton.com; Crockfords Las Vegas, LXR Hotels & Resorts, 332 rooms, (702) 676-6011, www.hilton.com; Las Vegas Hilton at Resorts World, 1,678 rooms, (702) 676-7000, www.hilton.com **Across:** Fontainebleau Las Vegas (see listing)

Section I: United States

Rhode Island Convention Center to San Francisco Marriott Marquis

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Rhode Island Convention Center Providence, RI www.riconvention.com	100,000 sf/ 37,000 sf	**Attached:** Omni Providence Hotel, 564 rooms, 22,877 sf event space, (401) 598-8000, www.omnihotels.com **Across:** Courtyard Providence Downtown, 219 rooms, 2,993 sf event space, (401) 272-1191, www.marriott.com/pvddt; Hilton Providence, 274 rooms, 9,000 sf event space, (401) 831-3900, www.hilton.com; Residence Inn Providence Downtown, 176 rooms, 1,500 sf event space, (401) 279-8008, residence-inn.marriott.com
Greater Richmond Convention Center Richmond, VA www.richmondcenter.com	178,159 sf/ 50,000 sf/ 30,550 sf	**Attached (via skywalk):** Richmond Marriott, 410 rooms, 27,048 sf event space, (804) 643-3400, www.marriott.com/ricdt **Across:** Hilton Richmond Downtown, 250 rooms, 17,634 sf event space, (804) 344-4300, www.hilton.com
Rio Las Vegas, a Destination Hyatt Hotel Las Vegas, NV www.riolasvegas.com	115,000 sf/ 33,200 sf	**Within:** 2,563 rooms, (866) 746-7671 **Across:** Club Wyndham Desert Blue, 281 rooms, (702) 238-1200, clubwyndham.wyndhamdestinations.com; Gold Coast Hotel & Casino, 711 rooms, 27,750 sf event space, (702) 367-7111, goldcoast.boydgaming.com
Roberts Centre Wilmington, OH www.robertscentre.com	60,000 sf/ 20,000 sf	**Attached:** Holiday Inn Wilmington, 118 rooms, (937) 283-3200, www.ihg.com
Rosen Centre Hotel Orlando, FL www.rosencentre.com	44,763 sf meeting space/ 67,422 sf flex space	**Within:** 1,334 rooms, (407) 996-9840
Rosen Plaza Hotel Orlando, FL www.rosenplaza.com	25,685 sf/ 19,459 sf	**Within:** 799 rooms, (407) 996-9700
Rosen Shingle Creek Orlando, FL www.rosenshinglecreek.com	195,000 sf/ 56,867 sf	**Within:** 1,501 rooms, (407) 996-9939
RP Funding Center Lakeland, FL www.rpfundingcenter.com	52,448 sf/ 8,305 sf/ 24,592 sf	**Across:** Hyatt Place Lakeland Center, 127 rooms, 1,000 sf event space, (863) 413-1122, lakelandcenter.place.hyatt.com; SpringHill Suites Lakeland, 126 suites, 4,000 sf event space, (863) 413-1700, www.marriott.com
SAFE Credit Union Convention Center Sacramento, CA www.safecreditunionconventioncenter.com	160,000 sf/ 86,000 sf	**Across:** Hyatt Regency Sacramento, 505 rooms, 27,000 sf event space, (916) 443-1234, sacramento.hyatt.com; Sheraton Grand Sacramento Hotel, 503 rooms, 20,000 sf event space, (916) 447-1700, www.sheratonsacramento.com
St. Cloud River's Edge Convention Center St. Cloud, MN www.stcloudriversedgeconventioncenter.com	73,620 sf/ 26,523 sf	**Attached:** Best Western Plus Kelly Inn, 229 rooms, 7,390 sf event space, (320) 253-0606, www.bestwesternstcloud.com; Courtyard St. Cloud, 103 rooms, 3,800 sf event space, (320) 654-1661, courtyard.marriott.com
Saint Paul RiverCentre St. Paul, MN www.rivercentre.org	100,382 sf/ 20,128 sf/ 105,345 sf	**Across:** Courtyard St. Paul Downtown, 120 rooms, 1,200 sf event space, (651) 204-4050, courtyard.marriott.com; Hampton Inn & Suites Downtown St. Paul, 160 rooms, 2,000 sf event space, (651) 224-7400, www.hamptoninn.com; Holiday Inn St. Paul Downtown, 195 rooms, 1,800 sf event space, (651) 225-1515, www.ihg.com; The Saint Paul Hotel, 254 rooms, 14,000 sf event space, (651) 292-9292, www.saintpaulhotel.com
San Antonio Marriott Rivercenter on the River Walk San Antonio, TX www.marriott.com/satrc	41,600 sf/ 23,590 sf	**Within:** 1,000 rooms, (210) 554-6061 **Across:** Grand Hyatt San Antonio River Walk (see listing); San Antonio Marriott Riverwalk, 512 rooms, 17,500 sf event space, (210) 224-4555, www.marriott.com/satdt
San Diego Convention Center San Diego, CA www.visitsandiego.com	615,701 sf/ 204,114 sf	**Adjacent:** Hilton San Diego Bayfront (see listing); Marriott Marquis San Diego Marina (see listing) **Across:** Hard Rock Hotel San Diego, 420 rooms, 27,000 sf event space, (619) 702-3000, www.hardrockhotelsd.com; Hilton San Diego Gaslamp Quarter, 286 rooms, 8,978 sf event space, (619) 231-4040, www.hilton.com; Omni San Diego Hotel, 511 rooms, 27,000 sf event space, (619) 231-6664, www.omnihotels.com
San Francisco Marriott Marquis San Francisco, CA www.marriott.com/sfodt	32,503 sf meeting space/ 62,226 sf flex space	**Within:** 1,500 rooms, (415) 896-1600 **Adjacent:** Four Seasons Hotel San Francisco, 277 rooms, 15,012 sf event space, (800) 819-5053, www.fourseasons.com/sanfrancisco; Hyatt Regency San Francisco Downtown SoMa, 686 rooms, (415) 974-6400, www.hyatt.com **Across:** citizenM San Francisco Union Square, 195 rooms, (415) 801-6650, www.marriott.com/sfofu; Hotel Zelos San Francisco, 202 rooms, 6,000 sf event space, (415) 348-1111, www.zhotelssf.com/hotels/zelos; Hotel Zetta San Francisco, 116 rooms, 4,658 sf event space, (415) 543-8555, www.zhotelssf.com/hotels/zetta; The Mosser Hotel, 84 rooms, 500 sf event space, (415) 986-4400, www.themosser.com; The Pickwick Hotel, 192 rooms, (415) 421-7500, www.pickwickhotel.com

Section I: United States

San Jose McEnery Convention Center to Sheraton Greensboro Hotel Koury Convention Center

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
San Jose McEnery Convention Center San Jose, CA www.sanjose.org/meet/conventioncenter	165,000 sf/ 46,543 sf/ 115,194 sf	**Attached:** Hilton San Jose, 353 rooms, 22,000 sf event space, (408) 287-2100, www.hilton.com; San Jose Marriott, 513 rooms, 24,932 sf event space, (408) 280-1300, www.sanjosemarriott.com **Across:** Four Points by Sheraton San Jose Downtown, 86 rooms, 736 sf event space, (408) 282-8800, www.marriott.com/sjcfp; Hyatt Place San Jose/Downtown, 240 rooms, 6,900 sf event space, (408) 998-0400, sanjose.place.hyatt.com; The Westin San Jose, 171 rooms, 9,000 sf event space, (408) 295-2000, www.westinsanjose.com
Denny Sanford PREMIER Center Sioux Falls, SD www.dennysanfordpremiercenter.com	50,400 sf/ 10,292 sf	**Attached:** Sheraton Sioux Falls & Convention Center, 243 rooms, 4,000 sf event space, (605) 331-0100, www.sheratonsiouxfalls.com **Across:** Holiday Inn & Suites Sioux Falls - Airport, 116 rooms, 3,100 sf event space, (605) 331-2040, www.ihg.com; Ramada by Wyndham Sioux Falls Airport - Waterpark & Event Center, 150 rooms, 5,000 sf event space, (605) 937-6486, www.wyndham.com
Santa Clara Convention Center Santa Clara, CA www.santaclaraconventioncenter.com	90,014 sf/ 44,835 sf/ 20,160 sf	**Attached:** Hyatt Regency Santa Clara, 505 rooms, 60,000 sf event space, (408) 200-1234, santaclara.hyatt.com **Across:** Hilton Santa Clara, 280 rooms, 5,000 sf event space, (408) 330-0001, www.hilton.com
Savannah Convention Center Savannah, GA www.savconventioncenter.com	200,000 sf/ 46,378 sf/ 65,000 sf	**Attached:** The Westin Savannah Harbor Golf Resort & Spa, 403 rooms, 24,000 sf event space, (912) 201-2000, www.westinsavannah.com **Adjacent:** Signia by Hilton Savannah, 444 rooms, 34,000 sf event space, www.hilton.com (opening summer 2028)
Scope Arena Norfolk, VA www.sevenvenues.com	50,000 sf/ 5,200 sf	**Across:** Wyndham Garden Norfolk Downtown, 204 rooms, 15,000 sf event space, (757) 627-5555, www.wyndham.com
Seattle Convention Center Seattle, WA seattlecc.com	454,333 sf/ 282,608 sf/ 42,026 sf	**Across:** Grand Hyatt Seattle, 457 rooms, 25,000 sf event space, (206) 774-1234, grandseattle.hyatt.com; Hyatt at Olive 8, 346 rooms, 11,000 sf event space, (206) 695-1234, www.hyatt.com; Hyatt Regency Seattle (see listing); Residence Inn Seattle Downtown/ Convention Center, 302 rooms, 7,024 sf event space, (206) 388-1000, www.marriott.com; Sheraton Grand Seattle (see listing)
Seminole Hard Rock Hotel & Casino Hollywood Hollywood, FL www.seminolehardrockhollywood.com	38,000 sf/ 4,289 sf/ 33,000 sf	**Within:** 1,271 rooms, (866) 502-7529
Sevierville Convention Center Sevierville, TN www.seviervilleconventioncenter.com	108,000 sf/ 21,370 sf	**Attached:** Wilderness at the Smokies Waterpark Resort & Family Adventure Center, 232 rooms, 300 sf event space, (865) 429-0625, www.wildernessatthesmokies.com
Sheraton Birmingham Hotel Birmingham, AL www.marriott.com/bhmsi	391 sf meeting space/ 25,000 sf flex space	**Within:** 497 rooms, (205) 324-5000 **Attached:** The Westin Birmingham, 294 rooms, 10,461 sf event space, (205) 307-3600, www.marriott.com/bhmwi
Sheraton Boston Hotel Boston, MA www.marriott.com/bosbo	21,104 sf meeting space/ 36,664 sf flex space	**Within:** 810 rooms, (617) 236-2000
Sheraton Dallas Hotel Dallas, TX www.sheratondallas.com	40,000 sf/ 38,321 sf/ 92,454 sf	**Within:** 1,841 rooms, (214) 922-8000
Sheraton Fairplex Suites & Conference Center Pomona, CA www.marriott.com/ontsi	33,600 sf/ 29,000 sf/ 12,600 sf	**Within:** 244 rooms, (909) 622-2220
Sheraton Grand Chicago Riverwalk Chicago, IL www.marriott.com/chigs	35,000 sf/ 26,204 sf/ 40,000 sf	**Within:** 1,218 rooms, (312) 464-1000
Sheraton Grand Seattle Seattle, WA www.marriott.com/seasi	25,858 sf meeting space/ 31,140 sf flex space	**Within:** 1,236 rooms, (206) 621-9000
Sheraton Greensboro Hotel Koury Convention Center Greensboro, NC www.marriott.com/gsosi	49,655 sf meeting space/ 63,730 sf flex space	**Within:** 985 rooms, (336) 292-9161

Section I: United States

Sheraton Kansas City Hotel at Crown Center to Stormont Vail Events Center

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Sheraton Kansas City Hotel at Crown Center Kansas City, MO www.marriott.com/mcicr	10,490 sf meeting space/ 39,133 sf flex space	**Within:** 720 rooms, (816) 841-1000 **Attached:** The Westin Kansas City at Crown Center, 724 rooms, 44,347 sf event space, (816) 474-4400, www.westincrowncenterkansascity.com
Sheraton New Orleans Hotel New Orleans, LA www.marriott.com/msyis	26,514 sf meeting space/ 61,106 sf flex space	**Within:** 1,110 rooms, (504) 525-2500 **Across:** New Orleans Marriott (see listing)
Sheraton Phoenix Downtown Phoenix, AZ sheratonphoenixdowntown.com	38,935 sf meeting space/ 41,213 sf flex space	**Within:** 1,003 rooms, (602) 262-2500 **Across:** JW Marriott, 340 rooms, 17,542 sf event space, www.marriott.com (opening 2029)
Shreveport Convention Center Shreveport, LA www.shreveportcenter.com	95,000 sf/ 37,000 sf	**Attached:** Hilton Shreveport, 311 rooms, 18,000 sf event space, (318) 698-0900, www.hilton.com
Signia by Hilton Atlanta Georgia World Congress Center Atlanta, GA signiabyhiltonatlanta.com	40,259 sf/ 19,432 sf/ 35,723 sf	**Within:** 976 rooms, (404) 223-4414
Signia by Hilton Indianapolis Indianapolis, IN www.hilton.com/en/hotels/inddisa *(Opening January 2027)*	15,431 sf meeting space/ 79,274 sf flex space	**Within:** 800 rooms, (317) 281-1111
Signia by Hilton La Cantera Resort & Spa San Antonio, TX www.hilton.com/en/hotels/satcnsa	13,028 sf meeting space/ 27,438 sf flex space	**Within:** 496 rooms, (833) 474-4642
Signia by Hilton Orlando Bonnet Creek Orlando, FL signiabyhiltonbonnetcreek.com	126,461 sf meeting space/ 104,539 sf flex space	**Within:** 1,009 rooms, (407) 597-3600 **Attached:** Waldorf Astoria Orlando, 502 rooms, 121,666 sf event space, (407) 597-5500, www.hilton.com
Signia by Hilton San Jose San Jose, CA www.hilton.com/en/hotels/sjcsmsa	10,468 sf meeting space/ 39,843 sf flex space	**Within:** 541 rooms, 41 suites, (408) 998-1900 **Adjacent:** Four Points by Sheraton San Jose Downtown, 86 rooms, 736 sf event space, (408) 282-8800, www.marriott.com/sjcfp **Across:** San Jose Marriott, 513 rooms, 24,932 sf event space, (408) 280-1300, www.sanjosemarriott.com; The Westin San Jose, 171 rooms, 9,000 sf event space, (408) 295-2000, www.westinsanjose.com
South Point Hotel & Spa Las Vegas, NV www.southpointmeetings.com	80,000 sf/ 60,880 sf	**Within:** 2,160 rooms, (702) 796-7111 **Across:** The Grandview at Las Vegas, 2,156 rooms, (702) 966-4700, vacationvillageresorts.com
Spokane Convention Center Presented by the Spokane Tribe of Indians Spokane, WA www.spokanecenter.com	120,000 sf/ 28,180 sf/ 50,750 sf	**Attached:** The Davenport Grand, Autograph Collection, 716 rooms, 63,177 sf event space, (509) 789-6863, www.davenporthotelcollection.com; DoubleTree by Hilton Hotel Spokane City Center, 375 rooms, 21,000 sf event space, (509) 445-9600, doubletree.com **Across:** Courtyard Spokane Downtown at the Convention Center, 149 rooms, 1,400 sf event space, (509) 456-7600, courtyard.marriott.com
Springfield Exposition Center Springfield, MO springfieldexpo.com	97,000 sf/ 34,400 sf	**Across:** University Plaza Hotel (see listing)
Statehouse Convention Center Little Rock, AR www.littlerock.com/statehouse-convention-center	80,167 sf/ 11,760 sf/ 18,362 sf	**Attached:** Little Rock Marriott, 418 rooms, 44,747 sf event space, (501) 906-4000, www.marriott.com/litpb **Across:** The Capital Hotel, 94 rooms, 6,300 sf event space, (501) 374-7474, www.capitalhotel.com
Donald E. Stephens Convention Center Rosemont, IL rosemont.com/desconvention	865,000 sf/ 92,000 sf	**Attached:** Hilton Rosemont/Chicago O'Hare, 300 rooms, 22,000 sf event space, (847) 678-4488, www.hilton.com; Hyatt Regency O'Hare Chicago (see listing) **Across:** Crowne Plaza Chicago O'Hare Hotel & Conference Center, 503 rooms, 55,000 sf event space, (847) 671-6350, www.crowneplazaohare.com; DoubleTree by Hilton Hotel Chicago O'Hare Airport - Rosemont, 369 rooms, 13,500 sf event space, (847) 292-9100, doubletree.com; Embassy Suites by Hilton Chicago O'Hare Rosemont, 294 rooms, 11,000 sf event space, (847) 678-4000, www.embassysuites.com
Stormont Vail Events Center Topeka, KS www.stormontvaileventscenter.com	73,000 sf/ 5,750 sf	**Attached:** Hotel Topeka at City Center, 224 rooms, 25,000 sf event space, (785) 431-7200, www.hoteltopekaatcitycenter.com

Section I: United States

Greater Tacoma Convention Center to Virginia Beach Convention Center

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Greater Tacoma Convention Center Tacoma, WA www.tacomaconventioncenter.org	50,000 sf/ 12,424 sf/ 13,650 sf	**Attached:** Marriott Tacoma Downtown, 304 rooms, 19,000 sf event space, (253) 294-9200, www.marriott.com **Across:** Courtyard Tacoma Downtown, 162 rooms, 5,700 sf event space, (253) 591-9100, courtyard.marriott.com; Hotel Murano, 320 rooms, 25,000 sf event space, (253) 238-8000, www.hotelmuranotacoma.com
Tampa Convention Center Tampa, FL www.thetampacc.com	209,960 sf/ 48,869 sf/ 36,000 sf	**Attached:** Embassy Suites by Hilton Tampa Downtown Convention Center, 360 rooms, 11,000 sf event space, (813) 769-8300, www.embassysuites.com **Adjacent:** JW Marriott/Tampa Marriott Water Street (see listing); The Westin Tampa Waterside, 309 rooms, 20,000 sf event space, (813) 229-5000, www.westintampawaterside.com
Three Rivers Convention Center Kennewick, WA threeriversconventioncenter.com	21,600 sf/ 11,532 sf	**Attached:** AC Hotel by Marriott, 162 rooms, 12,000 sf event space, www.marriott.com (opening April 2027); SpringHill Suites by Marriott Kennewick Tri-Cities, 116 rooms, 3,894 sf event space, (509) 820-3026, www.marriott.com/kwcsh **Across:** Hilton Garden Inn Tri-Cities/Kennewick, 120 rooms, 1,785 sf event space, (509) 735-4600, www.hilton.com/en/hotels/psckegi
Tinley Park Convention Center Tinley Park, IL www.tinleyparkconventioncenter.net	70,000 sf	**Attached:** EVEN Hotel Chicago - Tinley Park - Convention Center, 202 rooms, (708) 444-1100, www.evenhotels.com/chitinleypark
Town and Country Resort & Convention Center San Diego, CA www.towncountry.com	40,027 sf/ 15,934 sf/ 41,482 sf	**Within:** 671 rooms, (619) 291-7131
Tucson Convention Center Tucson, AZ www.tucsonconventioncenter.com	133,840 sf/ 48,828 sf/ 48,975 sf	**Attached:** DoubleTree by Hilton Tucson Downtown Convention Center, 170 rooms, 3,799 sf event space, (520) 367-5239, doubletree.com **Across:** Hampton Inn & Home2 Suites by Hilton Tucson Downtown, 199 rooms, (520) 274-7400, www.hilton.com
Tucson Expo Center Tucson, AZ tucsonexpocenter.com	155,000 sf	**Across:** Comfort Inn & Suites near Kino Sports Complex, 65 rooms, (520) 747-7474, www.choicehotels.com
Twin City Quarter Winston-Salem, NC www.twincityquarter.com	46,008 sf/ 12,803 sf/ 71,562 sf	**Within:** Winston-Salem Marriott, 319 rooms, 15,000 sf event space, (336) 725-3500, www.marriott.com **Attached:** Embassy Suites by Hilton Winston Salem, 146 rooms, 15,000 sf event space, (336) 724-2300, www.hilton.com
University Plaza Hotel Springfield, MO www.upspringfield.com	21,600 sf/ 3,687 sf/ 12,800 sf	**Within:** 267 rooms, (417) 864-7333
U.S. Bank Stadium Minneapolis, MN www.usbankstadium.com	126,000 sf/ 80,000 sf/ 115,000 sf	**Attached (via skywalk):** Radisson RED Minneapolis Downtown, 170 rooms, 1,000 sf event space, (612) 252-5400, radissonhotels.com
Valley Forge Casino Resort King of Prussia, PA vfcasino.boydgaming.com	54,560 sf/ 28,896 sf	**Within:** 440 rooms, (610) 354-8118
The Venetian Resort Las Vegas and The Venetian Expo Las Vegas, NV www.venetianlasvegas.com	1,245,262 sf/ 190,096 sf	**Within:** 7,093 suites, (702) 414-1000 **Across:** Hard Rock Las Vegas Hotel & Casino (see listing)
Vibe Credit Union Showplace (formerly Suburban Collection Showplace) Novi, MI www.vibeshowplace.com	305,000 sf/ 60,644 sf/ 24,000 sf	**Attached:** Hyatt Place Detroit/Novi, 126 rooms, (248) 513-4111, novi.place.hyatt.com
Virgin Hotels Las Vegas, Curio Collection by Hilton Las Vegas, NV virginhotelslv.com	44,232 sf/ 10,028 sf/ 10,800 sf	**Within:** 1,502 rooms, (702) 693-5000
Virginia Beach Convention Center Virginia Beach, VA www.visitvirginiabeach.com/convention-center	150,012 sf/ 30,529 sf/ 31,029 sf	**Adjacent:** DoubleTree by Hilton Hotel Virginia Beach, 292 rooms, 12,000 sf event space, (757) 422-8900, www.doubletree.com

Section I: United States

Von Braun Center to Wynn and Encore Las Vegas

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Von Braun Center Huntsville, AL www.vonbrauncenter.com	106,800 sf/ 15,772 sf/ 39,464 sf	**Attached:** Embassy Suites by Hilton Huntsville Hotel & Spa, 295 suites, 7,800 sf event space, (256) 539-7373, www.embassysuiteshuntsville.com **Across:** AC Hotel Huntsville Downtown, 120 rooms, 3,161 sf event space, (256) 836-7776, www.marriott.com; Hampton Inn & Suites Huntsville Downtown, 150 rooms, 1,872 sf event space, (256) 270-9120, www.hilton.com
Walter E. Washington Convention Center Washington, DC eventsdc.com/venue/walter-e-washington-convention-center	703,000 sf/ 198,000 sf	**Adjacent:** Marriott Marquis Washington, DC, 1,175 rooms, 100,474 sf event space, (202) 824-9200, www.marriott.com/wasco **Across:** Residence Inn Washington Downtown/Convention Center, 147 rooms, 13,100 sf event space, (202) 408-5300, www.marriott.com/wasrd; The Westin DC Downtown, 807 rooms, 77,872 sf event space, (202) 898-9000, www.marriott.com/waswc
Westgate Las Vegas Resort & Casino Las Vegas, NV westgatelasvegas.com	70,000 sf/ 9,288 sf/ 106,130 sf	**Within:** 3,000 rooms, (702) 732-5631 **Across:** Hilton Grand Vacations Club Paradise Las Vegas, 419 rooms, (702) 946-9210, www.hilton.com; SpringHill Suites by Marriott Las Vegas Convention Center, 299 rooms, 8,036 sf event space, (702) 433-5880, www.marriott.com/laspr
The Westin Boston Seaport District Boston, MA www.marriott.com/bosow	19,160 sf/ 19,048 sf/ 33,190 sf	**Within:** 793 rooms, (617) 532-4600 **Across:** Omni Boston Hotel at the Seaport, 1,094 rooms, 100,000 sf event space, (800) 843-6664, www.omnihotels.com
The Westin Copley Place, Boston Boston, MA www.marriott.com/boswi	21,007 sf meeting space/ 26,182 sf flex space	**Within:** 802 rooms, (617) 262-9600 **Across:** Boston Marriott Copley Place (see listing); Copley Square Hotel, A FOUND Hotel, 164 rooms, (617) 536-9000, www.copleysquarehotel.com; Courtyard by Marriott Boston Copley Square, 315 rooms, (617) 437-9300, www.marriott.com/bosdt; Fairmont Copley Plaza, 383 rooms, 25,200 sf event space, (617) 267-5300, www.fairmont.com; Lenox Hotel, 215 rooms, 4,362 sf event space, (617) 536-5300, www.lenoxhotel.com; Raffles Boston, 147 rooms, 6,700 sf event space, (617) 351-8888, www.raffles.com/boston
The Westin Peachtree Plaza Atlanta Atlanta, GA www.marriott.com/atlpl	21,420 sf/ 51,200 sf/ 32,979 sf	**Within:** 1,073 rooms, (404) 659-1400
The Wildwoods Convention Center Wildwood, NJ www.wildwoodscc.com	73,160 sf/ 10,858 sf/ 11,745 sf	**Across:** Oceanic Hotel, 65 rooms, (609) 522-6500, stayatoceanic.com; The Sands Motel Wildwood, 79 rooms, (609) 522-0331, www.sandsmotelww.com
Exposition Center at Wisconsin State Fair Park West Allis, WI www.wistatefair.com	200,000 sf/ 3,000 sf	**Across:** Hampton Inn & Suites Milwaukee West, 101 rooms, 5,000 sf event space, (414) 436-2300, www.hamptoninn.com
World Equestrian Center - Ocala Ocala, FL worldequestriancenter.com/ocala-fl	264,600 sf/ 80,000 sf/ 438,360 sf	**Within:** The Equestrian Hotel, 248 rooms, (866) 478-9267, equestrianhotel.com; The Riding Academy Hotel, 390 rooms, (352) 414-7900, ridingacademyhotel.com
World's Fair Exhibition Hall Knoxville, TN www.worldsfairexhibitionhall.com	66,396 sf	**Attached:** Marriott Knoxville Downtown, 300 rooms, (865) 522-2800, www.marriott.com; The Tennessean Hotel, 82 rooms, 17,000 sf event space, (865) 232-1800, www.thetennesseanhotel.com **Attached (via skybridge):** Hilton Knoxville, 320 rooms, 13,814 sf event space, (865) 523-2300, www.hilton.com
Wynn and Encore Las Vegas Las Vegas, NV www.wynnmeetings.com	179,377 sf/ 140,852 sf	**Within:** 4,748 rooms, (702) 770-2710



Section II: Canada

B.C. Place Stadium to The Westin Harbour Castle, Toronto

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
B.C. Place Stadium Vancouver, BC www.bcplace.com	262,000 sf/ 16,868 sf	**Attached:** JW Marriott Parq Vancouver, 329 rooms, 56,000 sf event space, (604) 676-0888, www.marriott.com **Across:** The Georgian Court Hotel, 180 rooms, 3,000 sf event space, (604) 609-2215, www.georgiancourthotelvancouver.com; Hampton Inn & Suites by Hilton Vancouver Downtown, 132 rooms, 2,691 sf event space, (604) 602-1008, www.hamptoninn.com
Calgary TELUS Convention Centre Calgary, AB calgary-convention.com	67,000 sf/ 55,000 sf	**Attached:** Calgary Marriott Downtown Hotel, 388 rooms, 11,000 sf event space, (403) 266-7331, www.marriott.com; Fairmont Palliser, 407 rooms, 17,000 sf event space, (403) 262-1234, www.fairmont.com/palliser-calgary; Hyatt Regency Calgary, 355 rooms, 33,000 sf event space, (403) 717-1234, www.hyatt.com **Across:** Le Germain Hotel Calgary, 143 rooms, 5,800 sf event space, (403) 264-8990, www.germainhotels.com
Centrexpo Promutuel Assurance Drummondville, QC www.centrexpo.ca	60,000 sf/ 5,800 sf/ 13,200 sf	**Attached:** Grand Times Hotel Drummondville, 140 rooms, 7,000 sf event space, (819) 474-5555, www.grandtimeshotel.com
Enercare Centre & Automotive Building Toronto, ON www.enercarecentre.com	558,703 sf/ 100,092 sf	**Across:** Hotel X Toronto by Library Hotel Collection, 404 rooms, 50,000 sf event space, (647) 943-9300, www.hotelxtoronto.com
Halifax Convention Centre Halifax, NS www.halifaxconventioncentre.com	67,400 sf/ 47,074 sf	**Attached:** The Sutton Place Hotel Halifax, 262 rooms, (902) 932-7548, www.suttonplace.com **Adjacent:** The Prince George Hotel Halifax, 203 rooms, 7,400 sf event space, (800) 565-1567, www.princegeorgehotel.com; Residence Inn Halifax Downtown, 92 rooms, 904 sf event space, (902) 422-0493, residence-inn.marriott.com **Across:** Cambridge Suites Halifax, 200 rooms, 1,740 sf event space, (902) 420-0555, www.cambridgesuiteshalifax.com
Metro Toronto Convention Centre Toronto, ON www.mtccc.com	441,325 sf/ 110,992 sf/ 28,000 sf	**Attached:** InterContinental Toronto Centre, 584 rooms, 18,000 sf event space, (416) 597-1400, www.torontocentre.intercontinental.com **Across:** Delta Hotels Toronto, 567 rooms, 22,000 sf event space, (416) 849-1200, www.marriott.com; Fairmont Royal York, 1,363 rooms, 70,000 sf event space, (416) 368-2511, www.fairmont.com; Toronto Marriott City Centre Hotel, 348 rooms, 12,000 sf event space, (416) 341-7100, www.marriott.com
Niagara Falls Convention Centre Niagara Falls, ON www.fallsconventions.com	81,000 sf/ 20,000 sf/ 28,000 sf	**Across:** Niagara Falls Marriott on the Falls, 404 rooms, 23,000 sf event space, (905) 374-1077, www.marriottonthefalls.com
Palais des congrès de Montréal (Montréal Convention Centre) Montréal, QC congresmtl.com/en	199,052 sf/ 70,451 sf/ 65,309 sf	**Across:** Embassy Suites by Hilton Montréal, 210 rooms, 600 sf event space, (514) 288-8886, www.embassysuites.com; Holiday Inn & Suites Montréal Centre-Ville Ouest, 235 rooms, 14,000 sf event space, (514) 878-9888, www.ihg.com; Hôtel Le Dauphin Montréal Centre-Ville, 114 rooms, (514) 788-3888, hotelsdauphin.ca; Hôtel Monville, 269 rooms, 4,000 sf event space, (514) 379-2000, hotelmonville.com; Humaniti Hotel Montréal, 193 rooms, (514) 657-2595, www.humanitihotel.com; InterContinental Montréal, 357 rooms, 25,000 sf event space, (514) 987-9900, montreal.intercontinental.com; W Montréal, 152 rooms, 5,200 sf event space, (514) 395-3100, www.marriott.com; Le Westin Montréal, 455 rooms, 47,500 sf event space, (514) 380-3333, www.westinmontreal.com
Québec City Convention Centre Québec City, QC www.convention.qc.ca	75,000 sf/ 49,804 sf/ 59,500 sf	**Attached:** Delta Hotels Québec, 377 rooms, 17,064 sf event space, (418) 647-1717, www.marriott.com; Hilton Québec, 569 rooms, 23,000 sf event space, (418) 647-2411, www.hiltonquebec.com
RBC Convention Centre Winnipeg Winnipeg, MB www.wcc.mb.ca	131,056 sf/ 55,707 sf/ 23,752 sf	**Attached (via skywalk):** Delta Hotels Winnipeg, 393 rooms, 19,000 sf event space, (204) 942-0551, www.marriott.com
Rogers Centre Ottawa Ottawa, ON www.rogers-centre.ca	57,740 sf/ 45,711 sf/ 19,032 sf	**Attached:** The Westin Ottawa, 492 rooms, 47,200 sf event space, (613) 560-7000, www.thewestinottawa.com **Across:** DoubleTree by Hilton Ottawa Downtown, 281 rooms, 6,300 sf event space, (613) 230-3033, www.doubletree.com; Le Germain Hotel Ottawa, 115 rooms, 2,964 sf event space, (613) 691-3230, www.germainhotels.com
SaskTel Centre Saskatoon, SK www.sasktelcentre.com	90,000 sf	**Adjacent:** Comfort Suites, 84 rooms, 868 sf event room, (306) 955-6565, www.comfortsuitessaskatoon.com
Sheraton Centre Toronto Hotel Toronto, ON www.marriott.com/yyztc	38,647 sf/ 63,894 sf/ 32,151 sf	**Within:** 1,372 rooms, (416) 361-1000
The Toronto Congress Centre Toronto, ON www.torontocongresscentre.com	531,431 sf/ 20,890 sf/ 37,566 sf	**Adjacent:** Holiday Inn Toronto-Airport East, 192 rooms, (416) 240-7511, www.ihg.com **Across:** Delta Hotels Toronto Airport & Conference Centre, 433 rooms, 60,000 sf event space, (416) 244-1711, www.marriott.com
Vancouver Convention Centre Vancouver, BC www.vancouverconventioncentre.com	311,500 sf/ 85,000 sf/ 150,000 sf	**Attached:** Pan Pacific Vancouver, 503 rooms, 3,900 sf event space, (604) 662-8111, www.panpacific.com **Across:** Fairmont Pacific Rim, 377 rooms, 15,000 sf event space, (604) 695-5300, www.fairmontpacificrim.com; Fairmont Waterfront, 489 rooms, 24,000 sf event space, (604) 691-1991, www.fairmont.com/waterfront
The Westin Harbour Castle, Toronto Toronto, ON westinharbourcastletoronto.com	26,079 sf meeting space/ 43,036 sf flex space	**Within:** 977 rooms, (416) 869-1600

Section III: México

Campeche XXI International Convention & Exhibition Center to Yucatán Siglo XXI Convention Centre

Exhibition Facility & Location	Prime Exhibit/ Meeting/Flex Space	Hotel Details
Campeche XXI International Convention & Exhibition Center San Francisco Campeche, Camp proeventos.campeche.gob.mx	71,167 sf/ 59,341 sf	**Across:** City Express by Marriott Campeche, 110 rooms, 420 sf event space, +52 (981) 127-3760, www.marriott.com/cpexp
CINTERMEX International Convention & Exhibition Center Monterrey, NL www.cintermex.com	313,531 sf/ 107,467 sf	**Attached:** Holiday Inn Monterrey-Parque Fundidora, 246 rooms, +52 1 (81) 8369-6000, www.ihg.com **Across:** Antaris Cintermex Hotel, 146 rooms, +52 1 (81) 8318-0444, www.hotelantaris.com; Holiday Inn Express Monterrey - Fundidora, 179 rooms, +52 1 (81) 3674-7700, www.ihg.com/holidayinnexpress
Expo Guadalajara Guadalajara, Jal expoguadalajara.mx	602,173 sf/ 210,591 sf/ 64,217 sf	**Across:** Barceló Guadalajara, 450 rooms, 36,000 sf event space, +52 (33) 3678-0505, www.barcelo.com; Guadalajara Plaza Expo, 204 rooms, +52 (322) 226-2787, www.gdlplazaexpo.com/en; Hotel Ibis Guadalajara Expo, 159 rooms, 1,830 sf event space, +52 (33) 3880-9600, www.accorhotels.com; Ibeurohotel Guadalajara Expo, 75 rooms, +52 (33) 3134-3230, ibeuro.mejor-hoteles-elbajio.com/en; Real Inn Guadalajara Expo, 163 rooms, 13,326 sf event space, +52 (33) 3880-7700, www.caminoreal.com; The Westin Guadalajara, 221 rooms, 5,564 sf event space, +52 (33) 3880-2700, www.marriott.com/gdlwi
Expo Mundo Imperial Acapulco, Gro expomundoimperial.com	242,167 sf/ 143,160 sf/ 67,166 sf	**Adjacent:** Palacio Mundo Imperial, 814 rooms, (844) 855 9253, www.palaciomundoimperial.com **Across:** one Acapulco Diamante, 126 rooms, +52 (443) 310 8137, www.fiestamericanatravelty.com/one-hoteles
Expo Reforma Canaco Ciudad de México Mexico City, CDMX exporeforma.com.mx	88,974 sf/ 81,225 sf	**Across:** Fiesta Americana Reforma Ciudad de México, 616 rooms, 27,200 sf event space, +52 (55) 5140-4100, www.fiestamericanatravelty.com; Hotel Imperial Reforma, 65 rooms, +52 (55) 5705-4911, www.hotelimperial.mx
Expo Santa Fe México Mexico City, CDMX www.exposantafe.com.mx	348,750 sf/ 60,277 sf	**Across:** DoubleTree by Hilton Hotel Mexico City Santa Fe, 172 rooms, 12,734 sf event space, +52 (55) 1105-5000, www.hilton.com; Hilton Garden Inn Mexico City Santa Fe, 190 rooms, 12,734 sf event space, +52 (55) 1105-5030, www.hilton.com; Holiday Inn Express Mexico Santa Fe, 95 rooms, +52 (555) 245-2870, www.ihg.com
Iberostar Selection Cancún Cancún, QR www.iberostar.com/en/hotels/cancun/iberostar-cancun	31,290 sf/ 3,695 sf/ 16,028 sf	**Within:** 426 rooms, suites and villas, +52 (998) 881-8000 **Adjacent:** Seadust Cancun Family Resort, 502 rooms, (844) 781-1158, www.seadustcancun.com
William O. Jenkins Convention Center Puebla, Pue convencionespuebla.mx	56,884 sf/ 9,407 sf	**Adjacent:** La Purificadora, 26 rooms, 1,066 sf event space, +52 (222) 309-1920, www.lapurificadora.com **Across:** Ikonik Hotel Puebla, 69 rooms, +52 (222) 245-6645, eurostarshotels.com
Moon Palace Cancun Cancún, QR meetings.thepalacecompany.com	160,803 sf/ 35,866 sf	**Within:** 2,052 rooms, México: +52 (998) 881-6130, USA: (888) 731-7625
Morelia Convention Center (CECONEXPO) Morelia, Mich ceconexpo.com	58,351 sf/ 13,595 sf/ 11,022 sf	**Adjacent:** Grand Cantalagua Hotel Morelia, 253 rooms, +52 (443) 322-8000, www.grandcantalagua.com **Across:** Hotel CEO Morelia, 27 rooms, (888) 908-5910, ceo-business-class.hotelesmorelia.net
Poliforum León León, Gto www.poliforumleon.com.mx	447,648 sf/ 123,763 sf	**Adjacent:** Courtyard León at The Poliforum, 140 rooms, 1,647 sf event space, +52 (477) 295-9400, www.courtyardbymarriottleon.com **Across:** Imperio de Ángeles Executive, 133 rooms, 4,305 sf event space, +52 (477) 710-0005, imperiodeangelesexecutive.com.mx; Real de Minas Poliforum, 174 rooms, 26,910 sf event space, +52 (477) 710-4090, realdeminaspoliforum.com.mx
World Trade Center Mexico City International Exhibition & Convention Center Mexico City, CDMX www.ciecwtc.com	138,158 sf/ 56,662 sf	**Across:** BelAir Business, a Wyndham Garden Hotel, 217 rooms, 3,982 sf event space, +52 (619) 984-3752, belaircdmxwtc.com; BelAir Unique, a Wyndham Hotel, 310 rooms, 12,756 sf event space, +52 (619) 984-3752, belairuniquecdmx.com; Hyatt Regency Mexico City Insurgentes, 201 rooms, 4,623 sf event space, +52 (555) 724-7700, www.hyatt.com; ISAAYA Hotel Boutique, 26 rooms, +52 (551) 085-0353, www.isaayahotelboutique.mx; Novotel Mexico City World Trade Center, 106 rooms, 645 sf event space, +52 (559) 262-9041, all.accor.com
World Trade Center Veracruz Boca del Río, Ver wtc-veracruz.com.mx/index.html	96,875 sf/ 36,704 sf/ 88,038 sf	**Adjacent:** Galería Plaza Veracruz, 258 rooms, 16,649 sf event space, +52 (229) 989-0505, www.galeriaplazahotels.com.mx/veracruz **Across:** AC Hotel Veracruz, 164 rooms, 4,574 sf event space, +52 (229) 271-1200, www.achotelveracruz.com
Yucatán Siglo XXI Convention Centre Mérida, Yuc www.culturyucatan.com	176,991 sf/ 45,090 sf	**Across:** Fiesta Inn Mérida, 166 rooms, +52 (443) 310-8137, fiesta-inn.hotelsinmerida.com; Holiday Inn Express Mérida Centro, 125 rooms, +52 (999) 964-2200, www.ihg.com; Hotel Extended Suites Mérida Siglo XXI, 123 rooms, +52 (999) 461-9380, www.extendedsuites.com.mx

INTERNATIONAL ASSOCIATION OF EXHIBITIONS & EVENTS

Exhibitions & Events Mean Business

Contact Us
+1 972.458.8002
www.iaee.com

Who We Are

The Industry Voice.
Your Trusted Community.
Knowledge & Learning.

IAEE connects the global exhibitions and events industry and is the primary resource for creating buyer/seller marketplaces.

How Companies Benefit

IAEE is a trade association. An unlimited number of employees on your roster are included in your IAEE membership for one price, regardless of roster size.

IAEE provides resources and insights for your team in the following areas:

- Advocacy
- Learning
- Executive Management
- Marketing and Sales Professionals
- Show Management
- Technology

Take the Lead

Through the many learning opportunities IAEE provides, members gain insights to stay ahead.

Grow Your Network

With our exclusive members-only network of more than 12,000 industry professionals, you can stay current on the latest technology, trends and training to take your career to the next level. Stay connected to your peers through local chapter meetings.

Trends, Insights & Competitive Advantage

Access to news you can use. IAEE offers various information outlets to keep you abreast of global and economic impacts within the exhibitions ecosystem.

Resources & Research

Members receive access to relevant and timely reports from CEIR as well as peer-generated articles and global leadership perspectives from those who plan and produce shows worldwide.

Resources & Initiatives

Year Round Engagement

- Advocacy
- Chapters
- Global Events
- Mentoring
- Networking Groups
- Research
- Webinars

Communities

- CEM
- Faculty
- Healthcare
- Show Management
- Small to Mid Size Organizers
- Students
- Women in Leadership
- Young Professionals

Specialty Programs

- Awards
- Member Recognition
- Preferred Partner Discounts
- Resource Guides
- Sustainability Initiatives
- Trade Show Calendar

Events & Education

iaee expo! expo! annual meeting & exhibition

certified in exhibition management cem powered by iaee made possible by a generous grant from Freeman

iaee webinars

In Scotland, Emotional Connections Are a New KPI for Trade Shows

JEFF HEILMAN
SENIOR EDITOR
jheilman@tradeshowexecutive.com

Traced to 300 AD, tartan is integral to the Scottish identity and sense of belonging. Nicknamed the Tartan Army in the 1970s, supporters of Scotland's national football team build strong communities wherever they travel in the world through human connection, cultural exchange and charitable giving.

This summer, these kilted ambassadors won hearts and minds across the globe with their spirited takeovers of Boston; Providence, RI; and Miami during the 2026 World Cup.

In Scotland, business event design likewise incorporates a strong sense of belonging. That includes trade shows and exhibitions, which are currently on a sold-out hot streak as the Edinburgh-based VisitScotland Business Events (VSBE) team looks to capitalize on the strong World Cup vibes.

"What the Tartan Army showed the world was not really about football, but what happens when people feel like they belong somewhere, even briefly," said Richard Knight, VSBE's Senior Business Events Manager, Corporate & Incentive for the Americas. "Fifteen months ago, planners were mostly asking about capacity and logistics. Now, they are concerned about delegate engagement and rebooking, not just headcount. Emotional connection drives both; the new conversation is, what do you want delegates to feel and leave with?"

Event design and the value proposition are changing accordingly.

"We are treating assets like heritage, culture, food and drink, and scenery not as program add-ons, but mechanisms for making events memorable enough to repeat," Knight said. "That's a shift in how we sell Scotland, shaping everything from how we brief venues to how we build itineraries with our DMC partners."

High trade show demand is one signal of success.

"Every show we have run in the past 15 months has sold out, which tells us the market is hungry for exactly this kind of positioning," he said. "Organizers also want access to the industries, expertise and people that make the destination relevant to their delegates and exhibitors. Scotland is particularly well positioned because of our sector depth, from renewable energy and life sciences to technology, engineering and food and drink."

That depth is revolutionary. Throughout history, Scottish ingenuity has changed the world and the future. Centralized banking, paper currency and the ATM machine. The steam engine and macadamized roads. The telephone, television and color photograph. Penicillin, the hypodermic syringe and disposable contact lenses. Radar and MRI technology. The refrigerator and the flushing toilet. Scotland even modernized football, starting in the 1540s.

"Scotland does not rest on legacy," Knight said. "Our universities and academic institutions still lead in sectors like life sciences, while initiatives like our Transformation Protocol connect show organizers with academia, innovation hubs, industry and the third sector, creating real opportunities for knowledge exchange, collaboration and impact."

Long renowned as Europe's oil and gas capital, Aberdeen is a showcase example. With deep expertise in North Sea operations, subsea engineering, marine technology and global supply chain capabilities, the coastal city is also shaping the future of energy in renewables, hydrogen, carbon capture, digital technology and the transition to Net Zero.

In June 2026, Aberdeen welcomed 6,000-plus industry professionals and 200 exhibitors to the 87th annual Conference & Exhibition of the European Association of Geoscientists and Engineers (EAGE). Hosted by dynamic, sustainably powered event complex P&J Live, EAGE's debut in Aberdeen, having previously rotated around major European capitals, delivered an estimated £13.2 million (approximately $17.7 million) in destination-wide economic impact.

"We know global organizers love Scottish hospitality, so we designed a program that included a lone bagpiper welcome, food and



A Setting for Cultural Exchange. VisitScotland Business Events is focused on international engagement that combines business event success with cultural exchange and innovation. CREDIT VSBE



Ready to Welcome Events. The VisitScotland Business Events team showcases the country's events offerings at IMEX Frankfurt 2026. CREDIT VSBE



Successful Edition of EAGE 2026. The 2026 event at P&J Live in Aberdeen, which took place in June 2026, welcomed 6,000-plus industry professionals and 200 exhibitors. COURTESY EAGE/P&J Live

whisky tastings, and castle and distillery visits," said Steve Daun, P&J Live's Head of Sales, Associations. "It was about creating positive experiences for both delegates and the community."

Over six days, EAGE delegates booked out hotels, filled restaurants and bars, and engaged with suppliers across the city.

"Scotland also does well with event legacy," continued Daun. "We brought 300 local schoolchildren to EAGE to learn about careers in geoscience and engineering. Funded by stakeholders including VisitScotland, it's a new initiative they hope to bring to future events."

In Edinburgh, Scotland's capital since 1437, the Edinburgh International Conference Centre (EICC) is focused on inclusive event design and neurodiversity in professional learning.

"Learning that supporting neurodivergent delegates can improve the experience for everyone, EICC collaboratively developed the Neurodiversity in Events Checklist with Welcome Brain Consulting and the Association of British Professional Conference Organisers," said Sales and Marketing Director Carron Webster. "We expect inclusive design to become increasingly relevant to destination and venue selection, and Scotland is well placed to lead that conversation."

Looking ahead, VSBE is prioritizing sustained international engagement.

"The World Cup created an extraordinary platform for Scotland, particularly in North America, where the new Boston-Glasgow sister city agreement, formalizing existing ties around innovation, education and culture, is opening doors with planners who may not have considered Scotland before," said Knight. "The next step is continuing to show organizers and exhibitors that events here are about much more than the show floor."

The American Geophysical Union (AGU) clearly got the memo in advance. When bringing its annual six-day Ocean Sciences Meeting to Glasgow's Scottish Event Campus (SEC) for the first time this February, the venerable D.C.-based scientific organization came with its own officially registered tartan.

"AGU achieved record attendance, demonstrating that taking an established international event into a new market can grow its audience," said Dawn Lauder, SEC's Director of Conference Sales. "The closer our venues, destinations, academic institutions and key sectors work together, the stronger Scotland's proposition becomes: a small but highly connected international powerhouse for research, innovation and collaboration."

Speaking of emotional connections, Jeff Heilman, proudly wearing the Robertson tartan with family ties to ancient Edinburgh, celebrates his five-year Trade Show Executive anniversary with this story. Virtutis Gloria Merces!



Prioritizing Inclusive Event Design. The Edinburgh International Conference Centre is focused on creating an inclusive environment for event-goers, incuding those who are neurodivergent. CREDIT VSBE

We Are the Trust Business

Industry executives are acutely aware of the importance of data-driven decision making. However, there is an instinctual element to our industry that works in tandem with data because our ecosystem is people-driven — and that really does mean something. The relationships we build in our face-to-face marketplace are invaluable and rely on a virtue you cannot put a number on: trust.

Trust has always been fundamental to successful business relationships. In today's fast-paced marketplace where buyers have more information, more options and more ways to connect than ever before, earning and maintaining that trust requires intentional effort.

So in a world where trust is scarce, what does that mean for an industry that operates on access, connection and confidence?

I believe it means that trade shows matter more than ever.

The rapid evolution of technology, abundance of information available online and growing number of digital channels have transformed how businesses connect and make decisions. While these advancements have created tremendous opportunities, they have also reinforced the importance of authentic relationships and meaningful engagement. With so many ways to communicate, the ability to connect directly, ask questions and experience products firsthand remains invaluable.

That's exactly where our industry has an advantage almost no other channel can replicate: people, showing up, in person.

When someone visits a trade show, they're doing more than attending an event. They're signaling that this relationship is worth their time. When a buyer can see a product, test a claim, question the person selling it and compare it against competitors, trust builds in real time. Deals move faster. Partnerships feel safer. Risk feels manageable.

Our industry is constantly questioning how we fit into the digital equation. I'd argue that's the wrong question, or at least an incomplete one.

The better question is: How do we prove we're the most trustworthy space left?

Because passive experience doesn't earn trust anymore. Audiences — especially the younger buyers, attendees and future leaders entering our industry — don't extend credibility just because a brand has been around a while or a keynote slide says so. Reputation is earned, conversation by conversation. Audiences don't trust one-way messaging, and that puts real responsibility on those of us designing these experiences.

These are a few things I think we owe our industry right now:

Design for dialogue, not delivery. Sessions, demos and show floors should invite questions. One-way messaging reads as evasive today, even when that's not the intention.

Be transparent about the technology you're using. AI and data can strengthen an event experience, but only when attendees understand what's being collected and why.

Make value visible, not implied. Pricing, ROI and outcomes should be easy to explain. If your value proposition requires a lot of context, then it needs work.

Show your values instead of stating them. A sustainability commitment on a website means far less than a sustainability decision your exhibitors and attendees can actually see on your show floor.

This month, I encourage executive leaders to explore with your teams where in your event experiences you may be asking for trust without earning it first. Then address one of those places before your next show.

Our industry excels at building trust one handshake, one honest conversation, one show floor — one powerful experience — at a time. This is our competitive advantage. It remains at the core of our industry and is well worth the commitment to maintaining as a top priority.



BRIAN PAGEL
2026 IAEE Chairperson
Chief Revenue Officer
Specialty Equipment Market Association (SEMA)/Performance Racing Industry (PRI)



ZOOM™ TSE'S TRADE SHOW CALENDAR



Presents the Leading Shows Coming Up in North America

BY CARSON STOOLMILLER, Assistant Editor, Research

Whether you need a quick reminder of shows on the horizon or are studying the market for potential partnerships, co-locations or acquisitions, here is a list of the most important trade shows scheduled for January 2027. Each show is listed by industry category and contains both a wide-angle and close-up view of the event, the organizer, the site and projected size. For a complete list of shows coming up in the next 12 months, access TSE's searchable database of trade shows at **tradeshowexecutive.com/zoom**.

To be considered for future editions of ZOOM in print and online, email your show information to **carsons@tradeshowexecutive.com**.

Show Name/Management/Web Address	Show Manager	Show Dates	Venue/City/State	Projected Size
ADVERTISING & MARKETING				
Affiliate Summit West Affiliate Summit www.affiliatesummit.com/west	Sally Martin Head of Campaign Marketing	1/26/27 1/28/27	CAESARS FORUM Las Vegas, NV	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
ASI Show Orlando ASI Show www.asishow.com	Zari Stahl Executive Director, ASI Show Operations 800-546-3300	1/05/27 1/07/27	Orange County Convention Center Orlando, FL	72,000 nsf 440 Exhibitors 4,550 Attendees
The PPAI Expo Promotional Products Association International www.ppai.org/expo Trade Show Executive GOLD 100	Ashley Van Der Stuyf Senior Manager, Events & Expositions 972-258-3021	1/11/27 1/14/27	Mandalay Bay Resort & Casino Las Vegas, NV	260,000 nsf 950 Exhibitors 15,500 Attendees
AEROSPACE & AVIATION				
SpaceCom® NTP Events www.spacecomexpo.com Trade Show Executive's FASTEST 50	Ryan Brown Executive Director 703-706-8218	1/12/27 1/14/27	Orange County Convention Center Orlando, FL	25,000 nsf 250 Exhibitors 5,000 Attendees
AGRICULTURE & FARMING				
Michigan Agri-Business Association Annual Winter Conference & Trade Show Michigan Agri-Business Association www.miagbiz.org	Chuck Lippstreu President 517-336-0223	1/12/27 1/13/27	Lansing Center Lansing, MI	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
AMUSEMENT, ENTERTAINMENT & GAMING				
Western Fairs Association Convention & Trade Show Western Fairs Association www.westernfairs.org	Sarah Cummings President & CEO 916-927-3100	1/31/27 2/03/27	South Point Hotel & Spa Las Vegas, NV	NSF Not Supplied 130 Exhibitors 1,000 Attendees
APPAREL, BEAUTY, SHOES & TEXTILES				
Cosmoprof North America Miami USA Beauty, LLC / Informa Markets cosmoprofnorthamerica.com Trade Show Executive GOLD 100 · Trade Show Executive's FASTEST 50	Liza Rapay VP, Cosmoprof North America 917-287-5673	1/26/27 1/28/27	Miami Beach Convention Center Miami Beach, FL	188,368 nsf 875 Exhibitors 10,000 Attendees
Texworld New York City Messe Frankfurt, Inc. texworld-usa.us.messefrankfurt.com	Jennifer Bacon VP, Fabrics & Fashion 678-732-2425	1/19/27 1/21/27	Jacob K. Javits Convention Center New York, NY	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied

© 2026, Trade Show Executive Magazine, Chicago, IL (312) 922-8558.

Trade Show Executive

Calendar of Leading Shows in January 2027

Show Name/Management/Web Address	Show Manager	Show Dates	Venue/City/State	Projected Size
Toronto Market Week - January Newcom Media Inc. www.torontomarketweek.ca	Joe Glionna President 416-459-2365	1/23/27 1/26/27	The International Centre Mississauga, ON	100,000 nsf 450 Exhibitors 6,000 Attendees
WESA's International Western/English Apparel & Equipment Market Western & English Sales Association wesatradeshow.com	Jeff Hergenreter Trade Show Manager 303-295-1040	1/19/27 1/22/27	Dallas Market Center Dallas, TX	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
ART, MUSIC & CULTURE				
APAP|NYC Association of Performing Arts Professionals www.apap365.org	Niiyo Narnor-Madison Chief Operating Officer 202-207-3845	1/15/27 1/19/27	New York Hilton Midtown New York, NY	29,600 nsf 370 Exhibitors 3,000 Attendees
LA Art Show Palm Beach Show Group www.laartshow.com	Kassandra Voyagis Producer/Director 310-822-9145	1/06/27 1/10/27	Los Angeles Convention Center Los Angeles, CA	NSF Not Supplied 100 Exhibitors 60,000 Attendees
AUTOMOTIVE, TRUCKING & TRANSPORTATION				
Detroit Auto Show Detroit Auto Show/Detroit Auto Dealers Association www.detroitautoshow.com	Robert Weller General Manager & General Counsel 248-643-0250	1/14/27 1/24/27	Huntington Place Detroit, MI	1,000,000 nsf 200 Exhibitors 275,000 Attendees
Florida RV SuperShow Florida RV Trade Association www.frvta.org Trade Show Executive GOLD 100	Patty Flanagan Show Director 813-741-0488	1/12/27 1/17/27	Florida State Fairgrounds Tampa, FL	1,203,000 nsf 375 Exhibitors 70,000 Attendees
Heavy Duty Aftermarket Week (HDAW) W.T. Glasgow, Inc. www.hdaw.org	Brian Glasgow President 708-226-1300	1/18/27 1/21/27	Gaylord Texan Resort & Convention Center Grapevine, TX	70,000 nsf 350 Exhibitors 2,700 Attendees
Transportation Research Board Annual Meeting SPARGO, Inc. events.jspargo.com/trb27 Trade Show Executive's FASTEST 150	James Spargo Executive VP 703-631-6200	1/10/27 1/14/27	Walter E. Washington Convention Center Washington, DC	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
BUILDING & CONSTRUCTION				
AHR Expo International Exposition Company www.ahrexpo.com Trade Show Executive GOLD 100	Jeff Stevens CEO 203-221-9232	1/25/27 1/27/27	McCormick Place Chicago, IL	570,000 nsf 1,800 Exhibitors 50,000 Attendees
PAVE/X: The Pavement Experience IRONMARKETS www.pavexshow.com	Chantal Zimmermann Event & Marketing Manager 262-865-0402	1/25/27 1/27/27	Savannah Convention Center Savannah, GA	55,000 nsf 150 Exhibitors 3,000 Attendees
The Pool & Spa Show Northeast Spa & Pool Association www.thepoolspashow.com	Trish McCormick Show Manager 609-689-9111	1/26/27 1/28/27	Atlantic City Convention Center Atlantic City, NJ	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
Southwest Flooring Market Market Maker Events flooringmarkets.com	Lori Kisner & Barbara Stroup Managing Partners 770-550-0293	1/07/27 1/08/27	Loews Arlington Convention Center Arlington, TX	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
Winnipeg Renovation Show Marketplace Events LLC www.winnipegrenovationshow.com	Amber Beaton Show Manager 604-317-0786	1/15/27 1/17/27	RBC Convention Centre Winnipeg, MB	NSF Not Supplied 175 Exhibitors 17,000 Attendees

© 2026, Trade Show Executive Magazine, Chicago, IL (312) 922-8558.

Trade Show Executive
Calendar of Leading Shows in January 2027

Show Name/Management/Web Address	Show Manager	Show Dates	Venue/City/State	Projected Size
World of Concrete Informa Markets www.worldofconcrete.com GOLD 100	Jackie James VP, World of Concrete 212-600-3525	1/19/27 1/21/27	Las Vegas Convention Center Las Vegas, NV	770,000 nsf 1,500 Exhibitors 58,000 Attendees
BUSINESS				
CES® Consumer Technology Association www.ces.tech GOLD 100	John T. Kelley VP, CES & Show Director 703-907-4309	1/06/27 1/09/27	Las Vegas Convention Center Las Vegas, NV	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
The Franchise Show - Dallas, TX National Event Management www.franchiseshowinfo.com	Michael Hyam North American Show Manager 800-891-4859 x270	1/30/27 1/31/27	Kay Bailey Hutchison Convention Center Dallas Dallas, TX	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
The Franchise Show - New York/New Jersey National Event Management www.franchiseshowinfo.com	Michael Hyam North American Show Manager 800-891-4859 x270	1/23/27 1/24/27	Meadowlands Exposition Center Secaucus, NJ	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
The Franchise Show - Toronto, ON National Event Management www.franchiseshowinfo.com	Michael Hyam North American Show Manager 800-891-4859 x270	1/16/27 1/17/27	Metro Toronto Convention Centre Toronto, ON	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
The Franchise Show - Winnipeg, MB National Event Management www.franchiseshowinfo.com	Michael Hyam North American Show Manager 800-891-4859 x270	1/30/27 1/31/27	RBC Convention Centre Winnipeg, MB	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
NRF: Retail's Big Show National Retail Federation nrfbigshow.nrf.com GOLD 100	Susan Newman Senior VP, Event Strategy 202-626-8154	1/10/27 1/12/27	Jacob K. Javits Convention Center New York, NY	330,000 nsf 1,000 Exhibitors 41,000 Attendees
CONSUMER GOODS & RETAIL TRADE				
The NAMM Show NAMM, the National Association of Music Merchants www.namm.org/thenammshow GOLD 100 FASTEST 50	Cindy Sample Director of Trade Show Operations 760-304-5705	1/26/27 1/30/27	Anaheim Convention Center Anaheim, CA	350,000 nsf 1,850 Exhibitors 65,000 Attendees
DENTAL				
Rocky Mountain Dental Convention Metro Denver Dental Society rmdconline.com	Korinna Milam Director of Convention & Events 303-488-9700 x3275	1/21/27 1/23/27	Colorado Convention Center Denver, CO	97,000 nsf 300 Exhibitors 7,000 Attendees
Yankee Dental Congress Massachusetts Dental Society www.yankeedental.com FASTEST 50	Susan Celidonio Manager, Exhibits & Operations 508-449-6003	1/28/27 1/30/27	Thomas Michael Menino Convention & Exhibition Center Boston, MA	75,000 nsf 450 Exhibitors 21,200 Attendees
EDUCATION, TRAINING, SCIENCE & RESEARCH				
IDEAcon Illinois Digital Educators Alliance www.ideaillinois.org	Heather Woomer Chief Operating Officer 630-628-1088	1/19/27 1/20/27	Tinley Park Convention Center Tinley Park, IL	NSF Not Supplied 100 Exhibitors 1,500 Attendees
OLA Super Conference Ontario Library Association olasuperconference.ca	Michelle Arbuckle Executive Director 877-340-1740	1/27/27 1/30/27	Metro Toronto Convention Centre Toronto, ON	17,480 nsf 170 Exhibitors 4,500 Attendees

© 2026, Trade Show Executive Magazine, Chicago, IL (312) 922-8558.

Trade Show Executive

Calendar of Leading Shows in January 2027

Show Name/Management/Web Address	Show Manager	Show Dates	Venue/City/State	Projected Size
SLAS International Conference & Exhibition Society for Laboratory Automation & Screening www.slas.org/events	Amy Wilkinson Director, Global Events & Corporate Partnerships 630-256-7527	1/30/27 2/03/27	San Diego Convention Center San Diego, CA	97,000 nsf 415 Exhibitors 7,500 Attendees
TASA Midwinter Conference Texas Association of School Administrators www.tasanet.org	Sheri Hicks Director, Conferences & Events 512-852-2109	1/24/27 1/27/27	Henry B. Gonzalez Convention Center San Antonio, TX	NSF Not Supplied 420 Exhibitors 7,000 Attendees
TCEA Convention & Exposition Texas Computer Education Association convention.tcea.org	Sammy Unberhagen Director of Exhibits, Sponsorships & Events 512-450-5390	1/31/27 2/03/27	Henry B. Gonzalez Convention Center San Antonio, TX	78,000 nsf 400 Exhibitors 5,000 Attendees
Wisconsin State Education Convention Wisconsin Association of School Boards/ Wisconsin Association of School District Administrators/Wisconsin Association of School Business Officials www.wasb.org/convention	Amy Qualmann Director of Conferences & Events 608-512-1713	1/20/27 1/22/27	Baird Center Milwaukee, WI	NSF Not Supplied 280 Exhibitors 2,200 Attendees
FOOD & BEVERAGE				
Food Northwest Process & Packaging Expo Food Northwest www.foodnorthwest.org/expo	Kirsten Ringen Manager, Operations & Membership 503-397-2202	1/13/27 1/14/27	Oregon Convention Center Portland, OR	90,000 nsf 200 Exhibitors 2,000 Attendees
International Production & Processing Expo (IPPE) U.S. Poultry & Egg Association www.ippexpo.org Trade Show Executive GOLD 100	Gwen Venable Executive VP - Expo & Communication Services 678-514-1971	1/26/27 1/28/27	Georgia World Congress Center Atlanta, GA	640,000 nsf 1,350 Exhibitors 32,000 Attendees
The NGA Show (National Grocers Association) Clarion Events, Inc. www.thengashow.com	Jamie Reesby VP of Generation & Grocery 918-831-9177	1/31/27 2/02/27	MGM Grand Hotel & Casino Las Vegas, NV	58,000 nsf 350 Exhibitors 3,800 Attendees
Unified Wine & Grape Symposium Unified Wine & Grape Symposium, LLC www.unifiedsymposium.org	Jen Smalley Event & Trade Show Manager 530-746-7723	1/26/27 1/28/27	SAFE Credit Union Convention Center Sacramento, CA	150,000 nsf 700 Exhibitors 10,000 Attendees
Winter FancyFaire Specialty Food Association www.specialtyfood.com	Jennifer Carney VP, Tradeshows 212-482-6440	1/17/27 1/19/27	Moscone Center San Francisco, CA	150,000 nsf 1,500 Exhibitors 10,000 Attendees
HOME FURNISHINGS, INTERIOR DESIGN & LANDSCAPING				
Atlanta Market ANDMORE® ANDMORE® www.atlantamarket.com	Marie M. Knight VP - Gift & Home Tradeshows 404-220-3000	1/13/27 1/17/27	AmericasMart Atlanta Atlanta, GA	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
Downtown Raleigh Home Show Marketplace Events www.downtownraleighhomeshow.com	Erin Calabritto Show Manager 919-674-0409	1/22/27 1/24/27	Raleigh Convention Center Raleigh, NC	60,225 nsf 250 Exhibitors 12,000 Attendees
Interior Design Show (IDS) Toronto Informa Connect interiordesignshow.com/toronto	Will Sorrell Senior Director 416-960-4511	1/21/27 1/24/27	Metro Toronto Convention Centre Toronto, ON	65,000 nsf 250 Exhibitors 33,000 Attendees
Las Vegas Market ANDMORE® ANDMORE® www.lasvegasmarket.com	Priscila Gilburg VP - Tradeshow Sales 702-599-3057	1/24/27 1/27/27	The Expo at World Market Center Las Vegas Las Vegas, NV	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
Mid-Atlantic Nursery Trade Show, Inc. (MANTS) Quercus, Inc. www.mants.com	Vanessa Finney Executive VP 410-296-6959	1/13/27 1/15/27	Baltimore Convention Center Baltimore, MD	155,000 nsf 930 Exhibitors 11,500 Attendees

© 2026, Trade Show Executive Magazine, Chicago, IL (312) 922-8558.

Trade Show Executive
Calendar of Leading Shows in January 2027

Show Name/Management/Web Address	Show Manager	Show Dates	Venue/City/State	Projected Size
Tropical Plant International Expo (TPIE) Florida Nursery Growers & Landscape Association www.tpie.org	Billy Deal Director of Exhibit Sales & Business Development 407-295-7994	1/20/27 1/22/27	Greater Fort Lauderdale/Broward County Convention Center Fort Lauderdale, FL	110,000 nsf 475 Exhibitors 8,000 Attendees
INDUSTRIAL				
AED Summit Associated Equipment Distributors www.aedsummit.com Trade Show Executive's FASTEST 50	Jon Cruthers Senior VP 630-468-5127	1/25/27 1/27/27	Rosen Shingle Creek Orlando, FL	43,500 nsf 320 Exhibitors 2,750 Attendees
JEWELRY				
JOGS Tucson Winter Gem & Jewelry Show JOGS International Exhibits jogsshow.com	Yelena Masenko VP, Show Director 213-629-3030	1/27/27 2/07/27	Tucson Expo Center Tucson, AZ	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
MEDICAL & HEALTHCARE PRODUCTS				
Abilities Expo Los Angeles Raccoon Abilities Inc www.abilities.com/losangeles	Katy Roberts Managing Director - USA 617-861-4598	1/14/27 1/16/27	Long Beach Convention & Entertainment Center Long Beach, CA	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
STS Annual Meeting The Society of Thoracic Surgeons www.sts.org	Meagan Reichstein Senior Exhibit Manager 312-202-5838	1/28/27 1/31/27	San Diego Convention Center San Diego, CA	NSF Not Supplied 150 Exhibitors 2,000 Attendees
TSHA Annual Convention & Exhibition **(Texas Speech-Language-Hearing Association)** Smithbucklin www.txsha.org/convention/annual-convention	Jeannie Weber Event Director 312-673-5794	1/29/27 1/31/27	Kay Bailey Hutchison Convention Center Dallas Dallas, TX	16,500 nsf 160 Exhibitors 2,800 Attendees
PRINTING, GRAPHICS, PHOTOGRAPHY & PUBLISHING				
Imaging USA PPA - Professional Photographers of America www.imagingusa.com	Lakisha English Exhibits Manager 404-522-8600 x238	1/31/27 2/02/27	Charlotte Convention Center Charlotte, NC	95,000 nsf 200 Exhibitors 10,000 Attendees
REAL ESTATE, BUSINESS OPPORTUNITIES & LAND DEVELOPMENT				
ICSC@RED RIVER ICSC www.icsc.com	Kim Romano Senior Manager, Trade Expositions 646-728-3564	1/27/27 1/28/27	Henry B. Gonzalez Convention Center San Antonio, TX	56,000 nsf 300 Exhibitors 4,200 Attendees
ICSC@WHISTLER ICSC www.icsc.com	Kyle Tomlin Senior Director, Event Operations - Canada 416-486-4511	1/24/27 1/26/27	Fairmont Chateau Whistler Whistler, BC	25,000 nsf 90 Exhibitors 2,000 Attendees
SPORTING GOODS & RECREATION				
ABCA Convention & Trade Show American Baseball Coaches Association www.abca.org	Juahn Clark Assistant Executive Director, Trade Show 336-821-3143	1/07/27 1/10/27	McCormick Place Chicago, IL	110,000 nsf 380 Exhibitors 7,000 Attendees
ATA Show Week Archery Trade Association archerytrade.org/ata-show	Tom Myroniak Event Director 507-233-8130	1/07/27 1/10/27	Indiana Convention Center & Lucas Oil Stadium Indianapolis, IN	140,000 nsf 370 Exhibitors 10,000 Attendees
Chicagoland Fishing Expo TCA Events LLC chicagoland.sportshows.com	Tod Alberto Show Director 603-276-4111	1/28/27 1/31/27	Renaissance Schaumburg Hotel & Convention Center Schaumburg, IL	NSF Not Supplied 250 Exhibitors 21,000 Attendees
DSC Convention & Sporting Expo Dallas Safari Club www.biggame.org	Khris Harris DSC Convention Events Manager 972-980-9800	1/07/27 1/10/27	Georgia World Congress Center Atlanta, GA	150,000 nsf 500 Exhibitors 15,000 Attendees

© 2026, Trade Show Executive Magazine, Chicago, IL (312) 922-8558.

Trade Show Executive

Calendar of Leading Shows in January 2027

Show Name/Management/Web Address	Show Manager	Show Dates	Venue/City/State	Projected Size
GCSAA Conference & Trade Show Golf Course Superintendents Association of America www.gcsaaconference.com	Jocelyn Sandoval Senior Manager, Trade Show Operations 785-832-3604	1/15/27 1/21/27	New Orleans Ernest N. Morial Convention Center New Orleans, LA	150,000 nsf 500 Exhibitors 11,000 Attendees
PGA Show (Professional Golfers' Association of America) RX www.pgashow.com Trade Show Executive GOLD 100	Marc Simon Event VP 203-840-5378	1/26/27 1/29/27	Orange County Convention Center Orlando, FL	425,000 nsf 1,200 Exhibitors 35,000 Attendees
The St. Petersburg Power & Sailboat Show, Presented by Progressive Informa Markets www.stpeteboatshow.com	Andrew Doole President of U.S. Boat Shows, Informa Markets 954-463-6762	1/14/27 1/17/27	Duke Energy Center for the Arts St. Petersburg, FL	900,000 nsf 250 Exhibitors 25,000 Attendees
SHOT Show (Shooting, Hunting & Outdoor Trade Show) National Shooting Sports Foundation www.shotshow.org Trade Show Executive GOLD 100	Melissa Schilling VP, Exhibitions & Events 203-426-1320 x275	1/19/27 1/22/27	The Venetian Expo and CAESARS FORUM Las Vegas, NV	831,000 nsf 2,700 Exhibitors 55,000 Attendees
TOYS, HOBBIES & GIFTS				
Philadelphia Gift Show Clarion Events, Inc. www.philadelphiagiftshow.com	April Holinek Group Show Director 678-370-0326	1/31/27 2/02/27	Greater Philadelphia Expo Center at Oaks Oaks, PA	40,000 nsf 200 Exhibitors 3,000 Attendees
Spring Toronto Gift + Home Market The Bayley Group cangift.org/toronto-spring-gift-home-market	Brittany Darling Show Manager 519-263-5050	1/24/27 1/28/27	The Toronto Congress Centre Toronto, ON	135,000 nsf 405 Exhibitors 11,000 Attendees
TRAVEL, HOTELS & RESTAURANTS				
Hotel, Motel & Restaurant Supply Show of the Southeast Leisure Time Unlimited, Inc. www.hmrsss.com	Myra Starnes President/Owner - Leisure Time Unlimited, Inc. 843-448-9483	1/26/27 1/28/27	Myrtle Beach Convention Center Myrtle Beach, SC	NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied
New York Travel & Adventure Show Unicomm, LLC travelshows.com/shows/new-york	Jonathan Golicz VP 203-878-2577 x125	1/23/27 1/24/27	Jacob K. Javits Convention Center New York, NY	NSF Not Supplied 250 Exhibitors 23,000 Attendees
Phoenix Travel & Adventure Show Unicomm, LLC www.travelshows.com	Jonathan Golicz VP 203-878-2577 x125	1/30/27 1/31/27	Phoenix Convention Center Phoenix, AZ	NSF Not Supplied 150 Exhibitors 10,000 Attendees
Washington DC Travel & Adventure Show Unicomm, LLC www.travelshows.com	Jonathan Golicz VP 203-878-2577 x125	1/16/27 1/17/27	Walter E. Washington Convention Center Washington, DC	NSF Not Supplied 250 Exhibitors 17,000 Attendees
VETERINARY				
VMX (Veterinary Meeting & Expo) North American Veterinary Community www.navc.com/vmx-event Trade Show Executive GOLD 100	Joe Sorrentino Chief Events Officer 352-375-5672	1/16/27 1/20/27	Orange County Convention Center Orlando, FL	160,000 nsf 750 Exhibitors 30,000 Attendees
WATER, ENERGY & POWER				
POWERGEN Clarion Events, Inc. www.powergen.com Trade Show Executive's FASTEST 50	Wayne Bishop Executive VP, Energy 678-831-4581	1/18/27 1/21/27	Calvin L. Rampton Salt Palace Convention Center Salt Lake City, UT	108,100 nsf 540 Exhibitors 9,000 Attendees

© 2026, Trade Show Executive Magazine, Chicago, IL (312) 922-8558.

Statement of Ownership, Management & Circulation

1. Publication Title: Trade Show Executive
2. Publication Number: ISSN Number 21517568 / USPS #1900
3. Date of Filing: September 28, 2026
4. Frequency of Issue: Monthly
5. Number of issues published annually: 12
6. Annual subscription price: Free to qualified show management executives who fit the criteria.
7. Mailing address: 3622 S Morgan St, Chicago, IL 60609
8. Mailing address of the general business offices of the publisher: 3622 S Morgan St, Chicago, IL 60609
9. Maling address of Chairman and Publisher and Editor: Chairman (Richard Simon) 3622 S Morgan St, Chicago, IL 60609, Publisher and Editor (Madison Ryley) 3622 S Morgan St, Chicago, IL 60609
10. Owner: Richard Simon
11. Known bondholders, mortgages, and other security holders owning or holding 1 percent of more of total amount of bonds, mortgages, or other securities: (none)
12. Tax Status (for nonprofit organizations): Not Applicable
13. Publication Name: Trade Show Executive
14. Issue Date of Circulation Data below: September 2026
15. Extent and nature of circulation:
    - A. Average number of copies each issue during the preceding 12 months: 4,886. Actual number copies of single issue published nearest to the filing date: 4,856
    - B. Paid/Requested Circulation
        1. Paid/Requested Outside County: Average number of copies each issue during the preceding 12 months: 2,044. Actual number copies of single issue published nearest to the filing date: 956.
        2. Paid In-County Subscriptions Stated on Form 3541: Average number of copies each issue during the preceding 12 months: 0. Actual number copies of single issue published nearest to the filing date: 0.
        3. Sales Through Dealers and Carriers, Street Vendors, and Counter Sales: Average number of copies each issue during the preceding 12 months: 113. Actual number copies of single issue published nearest to the filing date: 107.
        4. Other Classes Mailed Through the USPS: Average number of copies each issue during the proceeding 12 months: 0. Actual number copies of single issue published nearest to the filing date: 0.
    - C. Total Paid/Requested Circulation [sum of 15B (1), (2), (3) and (4)]: Average number of copies each issue during the preceding 12 months: 2,157. Actual number copies of single issue published nearest to the filing date: 1,063.
    - D. Free Distribution by Mail (samples, complimentary, and other free copies): Average number of copies each issue during the preceding 12 months, Outside County: 2,602. In-County: 0. Actual number copies of single issue published nearest to filing date, Outside County: 3,544. In-County: 0. Free Distribution Outside the Mail: Average number of copies each issue during the preceding 12 months: 0. Actual number copies of single issue published nearest to filing date: 0.
    - E. Total Free Distribution: Average number of copies each issue during the preceding 12 months: 2,602. Actual number copies of single issue published nearest to filing date: 3,544.
    - F. Total Distribution [sum of 15c and e]: Average number of copies each issue during preceding 12 months: 4,759. Actual number copies of single issue published nearest to filing date: 4,607.
    - G. Copies Not Distributed: Average number of copies each issue during preceding 12 months: 127. Actual number copies of single issue published nearest to filing date: 249.
    - H. Total [sum of 15f and g]: Average number of copies each issue during preceding 12 months: 4,886. Actual number copies of single issue published nearest to filing date: 4,856.
    - I. Percent paid and/or requested circulation: Average number of copies each issue during preceding 12 months: 45.32%. Actual number copies of single issue published nearest to filing date: 23.07%.
16. This statement of ownership will be printed in the November 2026 issue of this publication.
17. I certify that the statements made by me above are correct and complete.

Richard Simon, CHAIRMAN
Trade Show Executive / September 28, 2026

Index to Advertisers

Connections Housing . . . . . p. 7
CSI Worldwide . . . . . p. 5
ESCA (Exhibition Services and Contractors Association) . . . . . p. 15
Houston First Corporation . . . . . p. 3
IAEE (International Association of Exhibitions and Events®) . . . . . p. 73
Morgan Arts Complex . . . . . p. 19
Metropolitan Pier and Exposition Authority . . . p. 43
SISO (Society of Independent Show Organizers) . . . . . p. 37
Trade Show Executive Media Group . . . . . p. 16, p. 17, p.30 and p. 31
United Service Companies . . . . Inside Front Cover
Visit Atlantic City . . . . . Back Cover

Subscribe Today!

Trade Show Executive is the industry's leading publication for news, views and tools for the trade show and events executive. Go to **tradeshowexecutive.subsmediahub.com** to start getting award-winning, non-biased industry insights today.



VISIT Atlantic City



2026 NEW BUSINESS INCENTIVES

$10,000 SIGNING BONUS

ROOM NIGHT INCENTIVES

MEETING ENHANCEMENTS

Find Out How You Can Make Your Next Meeting Go Further In Atlantic City

visitatlanticcity.com 1-844-855-6338