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## DESTINATION CLEVELAND MEETINGS AND CONVENTIONS UPDATE: Q1 2017

AMERICAN BUS ASSOCIATION'S ANNUAL MEETING & MARKETPLACE KICKS OFF  
A BUSY FIRST QUARTER OF 2017

**CLEVELAND** (Dec. 20, 2016) – Cleveland's 2017 meetings and conventions calendar kicks off with one of the largest city-wide conventions ever held in January in Northeast Ohio. The American Bus Association's (ABA) Annual Meeting & Marketplace will roll into town Jan. 14-17. Marketplace is the largest gathering of group tour operators in the U.S. and Canada and is the industry's premier business event, hosting more than 3,500 group tour operators, suppliers and exhibitors. The annual convention offers a year's worth of sales meetings in one week with more than 140,000 pre-scheduled appointments and 800 pre-qualified operators.

"We are excited to introduce Cleveland's attractions, restaurants and accommodations to the attendees of ABA's Annual Meeting and Marketplace," said David Gilbert, president and CEO, Destination Cleveland. "Marketplace has the potential to bring future business to Cleveland as well as the entire state of Ohio. In fact, nearly \$3 billion in total economic activity in the state can be attributed to the motorcoach tour and travel industry."

In addition to Marketplace, 26 meetings and conventions will bring more than 25,000 visitors to Northeast Ohio during the months of January, February and March. Highlighted below are some of the meetings throughout the first quarter that have significant attendance, attendees who offer potential to attract future meetings or whose organizers specifically noted the Huntington Convention Center of Cleveland as a major factor in their decision to consider Cleveland. The estimated economic impact of just these meetings is more than \$20 million.

Jan. 14-17     [American Bus Association \(ABA\) Annual Meeting & Marketplace](#)  
About: Marketplace is the American Bus Association's national motorcoach, group travel and tourism industry conference. In addition to appointments, education seminars and an exhibit floor with more than 100 vendors at the Huntington Convention Center of Cleveland, attendees will have the opportunity to explore the city via sightseeing tours, dining outings at area restaurants and evening events at the Great Lakes Science Center, Rock & Roll Hall of Fame and Nautica Entertainment Complex. Cleveland-based Providence House will be the recipient of ABA's annual "Marketplace Gives Back" contribution, which benefits a charity in the host city.

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Significance: Marketplace offers group tour operators the chance to experience Cleveland and has the potential to bring in future business to not only Cleveland, but all of Ohio. Travel industry influencers who represent destinations, hotels, attractions, restaurants and other related services will also get to know Cleveland during the four-day event.

Estimated Attendance: 3,500 attendees

Headquarter Hotel: City wide

January-March [Hockey Time Productions](#)

About: Hockey Time Productions will host its Rock 'N Roll Cup Tournament Series over five different weekends throughout Northeast Ohio this winter. The Rock 'N Roll Cup Tournament Series brings boys and girls teams from Detroit, Pittsburgh, Buffalo, Erie, Columbus, Toledo, Dayton, Cincinnati and Southern Ontario to Cleveland.

Significance: The Hockey Time Productions' tournament series provides a stream of business throughout the year, beginning with five weekends this winter season (Jan. 13-16, Feb. 17-20, Feb. 24-26, March 10-12 and March 24) – each bringing 1,000 attendees to the Northeast Ohio region.

Estimated Attendance: 1,000 attendees per tournament (5,000 total)

Headquarter Hotel: Multiple suburban hotels

Jan. 21-22 [Junior Volleyball Association Tournaments](#)

About: The Junior Volleyball Association will host its two-day tournament, Rock N' Rumble, at the Huntington Convention Center of Cleveland. The event brings to Cleveland more than 300 girls volleyball teams and their families from various regions of the United States and Canada.

Significance: The Junior Volleyball Association is returning to Cleveland for its second year and will also host tournaments here in 2018.

Estimated Attendance: 5,000 attendees

Headquarter Hotel: City wide

Feb. 2-4 [Ohio Music Education Association Annual Professional Development Conference](#)

About: The Ohio Music Education Association Annual Professional Development Conference brings in music educators from all over the state. Conference attendees discuss topics such as teaching in urban and rural schools, music and technology, non-traditional music education and improving classroom behavior. The conference also offers music educators the opportunity to meet with more than 120 exhibit vendors and listen to performances from more than 30 ensembles.

Significance: The Ohio Music Education Association Annual Professional Development Conference is repeat business for Cleveland. The organization based its decision to return on the attributes and resources available at the Huntington Convention Center of Cleveland.

Estimated Attendance: 2,000 attendees

Headquarter Hotel: Cleveland Marriott Downtown at Key Center

- March 2-4 [National Precast Concrete Association: The Precast Show 2017](#)  
About: The Precast Show is the largest precast-specific trade show in North America where attendees can find the industry's most important supplier and foremost equipment experts among more than 300 exhibitors. The Precast Show will host a special tour of architectural gems in Cleveland and a networking event at the Rock & Roll Hall of Fame. Courses taught by expert industry instructors and plant tours of Norwalk Concrete Industries in Norwalk and Lindsay Precast Inc.'s location in Canal Fulton will also be offered.  
Significance: The National Precast Concrete Association selected Cleveland as the location for this trade show due to the capacity of the Huntington Convention Center of Cleveland.  
Estimated Attendance: 1,000 attendees  
Headquarter Hotel: Hilton Cleveland Downtown
- March 10-13 [USA Fencing March North American Cup](#)  
About: The USA Fencing March North American Cup will host the best male and female youth fencers at its annual competition at the Huntington Convention Center of Cleveland. Five different age groups have the opportunity to participate in individual or team competitions throughout the weekend.  
Significance: USA Fencing represents repeat business for Cleveland, having hosted other events here in 2013 and 2016.  
Estimated Attendance: 1,000 attendees  
Headquarter Hotel: Hilton Cleveland Downtown
- March 15-17 [Experient EnVision](#)  
About: Experient, one of the meeting industry's leading meeting planning and event management groups, will host its annual EnVision Conference at the Huntington Convention Center of Cleveland. EnVision will bring to Cleveland Experient's strategic account managers and sourcing managers from across the nation who handle accounts for national associations and corporations. Attendees will be able to make appointments with these strategic account managers and sourcing managers to discuss and book future business opportunities. EnVision offers networking events for attendees at offsite venues, as well.  
Significance: The EnVision Conference will bring influencers from across the country, including the Experient sales team, meeting planners and members of different convention and visitors bureaus, to experience everything Cleveland has to offer. Many of these meeting planners will be visiting Cleveland for the first time during EnVision and have the potential to bring other meetings, conventions and events to Cleveland in the future.  
Estimated Attendance: 600 attendees  
Headquarter Hotel: Hilton Cleveland Downtown
- March 29-30 [UBM Advanced Design & Manufacturing Expo](#)  
About: The Advanced Design & Manufacturing Expo attracts engineers and executives from Greater Cleveland, Detroit, Pittsburgh and Columbus and features hundreds of regional suppliers in advanced design and manufacturing technology, education courses and networking events for attendees.

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The expo will be held at the Huntington Convention Center of Cleveland and will include five leading roadshows: Design & Manufacturing, Automation Technology Expo, Medical Design & Manufacturing, PLASTECH and Pack.

Significance: UBM manages multiple associations that also have the potential to book Cleveland for future meetings and events.

Estimated Attendance: 3,500 attendees

Headquarter Hotel: The Westin Cleveland Downtown

To learn more about Destination Cleveland or to keep up-to-date on new developments and activities, please visit [www.thisiscleveland.com](http://www.thisiscleveland.com) or follow us on [Twitter](#), [Facebook](#), [Instagram](#) or [YouTube](#).

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**ABOUT DESTINATION CLEVELAND:** *Destination Cleveland is Cleveland's convention and visitors bureau. This private, non-profit organization's mission is to drive economic impact and stimulate community vitality for Greater Cleveland through leisure and business travel. Cleveland welcomes more than 17 million visitors annually. For more information, visit [www.thisiscleveland.com](http://www.thisiscleveland.com).*