



FOR IMMEDIATE RELEASE

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## DESTINATION CLEVELAND: QUARTERLY MEETINGS/CONVENTIONS UPDATE

NORTHEAST OHIO REGION CONTINUES TO THRIVE AS MEETINGS AND CONVENTION DESTINATION  
FOLLOWING THE REPUBLICAN NATIONAL CONVENTION

**CLEVELAND** (August 9, 2016) – On the heels of hosting the 2016 Republican National Convention, Cleveland continues to welcome meetings-related visitors for a variety of significant conventions and events. A combination of factors, including \$6 billion in Downtown development, new facilities and infrastructure, and the RNC’s selection of Cleveland as its 2016 host city, have influenced meeting planners to select the city for their organization’s meeting.

During the last week in July and the months of August and September, 46 meetings and conventions have brought or will bring more than 15,000 visitors to Northeast Ohio. The following list includes some of the meetings with significant attendance or attendees who offer potential to attract future meetings. The estimated economic impact of just these meetings is more than \$12.7 million.

Jul 24-27      Hilton Worldwide Sales Summit

About: This meeting showcased Hilton Cleveland Downtown, as well as the city of Cleveland as a destination for leisure and business travelers, to the Hilton Worldwide sales force.

Significance: This meeting was booked as a result of Cleveland securing the Republican National Convention. In addition, the job of the summit attendees is to pitch Cleveland as a meeting destination to clients around the world.

Estimated Attendance: 500 attendees

Headquarter Hotel: Hilton Cleveland Downtown

Jul 29-Aug 2      [Sigma Gamma Rho Sorority, Inc., Biennial Boule 2016](#)

About: Sigma Gamma Rho Sorority, Inc. is an international, nonprofit community service organization. Its 56<sup>th</sup> Biennial Boule (national convention) offered attendees a wide variety of workshops, exhibits and volunteer opportunities in the city.

Significance: This event was booked as a result of Cleveland securing the Republican National Convention.

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Estimated Attendance: 1,000 attendees  
Headquarter Hotel: Hilton Cleveland Downtown

Aug 9-11

[Society of Independent Show Organizers, 2016 Leadership Conference](#)

About: The Society of Independent Show Organizers (SISO) will hold its annual leadership conference at the Global Center for Health Innovation. The conference will offer various panels for attendees focused on event logistics, leveraging digital media to promote events, and customer service. The conference will also offer networking opportunities and offsite events at the Rock & Roll Hall of Fame and the House of Blues.

Significance: This conference was secured as a result of SISO members attending another event in Cleveland in 2015. Attendees of this show are responsible for coordinating various trade shows throughout the year and pitching Cleveland as a potential location for these events.

Estimated Attendance: 175 attendees  
Headquarter Hotel: Hilton Cleveland Downtown

Aug 19-23

[Airport Minority Advisory Council, Annual Airport Business Diversity Conference](#)

About: The Airport Minority Advisory Council will host the Annual Airport Business Diversity Conference at the Huntington Convention Center of Cleveland, along with various offsite locations. Workshops will focus on airport opportunities, business strategies, federal programs and operations.

Significance: This event was secured as a result of the staff at Cleveland Hopkins International Airport advocating for the conference to be held in Cleveland.

Estimated Attendance: 800 attendees  
Headquarter Hotel: Hilton Cleveland Downtown

Aug 28-31

[American Probation and Parole Association, Annual Training Institute 2016](#)

About: The American Probation and Parole Association will host its 41<sup>st</sup> Annual Training Institute conference at the Huntington Convention Center of Cleveland. The training institute offers more than 70 workshops for attendees that focus on a variety of topics, including coaching, leadership skills, risk assessment and management. The conference also includes a resource expo dedicated to the needs of those working in community corrections as well as a professional development tour at the Cuyahoga County Juvenile Court Tower & Detention Center.

Estimated Attendance: 1,000 attendees  
Headquarter Hotel: Hilton Cleveland Downtown

Sept 6-9

[Content Marketing World](#)

About: Content Marketing Institute is one of the largest content marketing events, hosting approximately 150 sessions from more than 100 speakers – including closing keynote speaker actor Mark Hamill, who played Luke Skywalker in Star Wars. Session topics will focus on content strategy, social media marketing, journalism and content marketing, and measuring the effectiveness of content. The conference will take place at the Huntington Convention Center of Cleveland.

Significance: This event has been held in Cleveland for the past four years.

Estimated Attendance: 3,500 attendees

Headquarter Hotel: City wide

Sept 14-15

[BFG Supply Company Grower and Garden Expo](#)

About: BFG Supply Co. will host one of its 2016 expos at the Huntington Convention Center of Cleveland. The expo includes educational seminars, as well as opportunities to meet with vendors for the greenhouse, nursery and independent lawn and garden industries.

Significance: This event is returning to Cleveland for its fourth year.

Estimated Attendance: 1,500 attendees

Headquarter Hotel: Westin Cleveland Downtown

Sept 19-21

[Ohio Association of Realtors Annual Convention & Expo 2016](#)

About: The Ohio Association of Realtors will host its Annual Convention & Expo at the Cleveland Marriott Downtown at Key Center and the Huntington Convention Center of Cleveland. The convention offers continuing education sessions on topics such as the legal aspects of the real estate business, lead generation and risk reduction. The expo will host more than 40 exhibitors.

Significance: Planners for this convention and expo selected Cleveland due to the addition of the Huntington Convention Center of Cleveland and an expansive hotel landscape.

Estimated Attendance: 500 attendees

Headquarter Hotel: Cleveland Marriott Downtown at Key Center

Sept 25-28

[International Economic Development Council 2016 Annual Conference](#)

About: The International Economic Development Council (IEDC) Annual Conference focuses on the practices and rising trends in the economic development profession. The conference includes workshops, networking receptions and educational tours of Cleveland, including the University Circle-Uptown-Little Italy area, the Health-Tech Corridor and the Cleveland Clinic.

Significance: Cleveland secured this conference through the work of those in the community who attend the event every year and championed Cleveland as a location for a future conference.

Estimated Attendance: 1,200 attendees

Headquarter Hotel: 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](#) or [Instagram](#).

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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 nearly 17 million visitors annually. For more information, visit [www.thisiscleveland.com](http://www.thisiscleveland.com).*