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FOR IMMEDIATE RELEASE

LOOK OUT, DALLAS. THE CONNECTICUT CONVENTION CENTER IS IN TOWN!

Sales Team Showcases Facility at Multiple Conferences During Week-Long Visit

Photo caption: Anissa Ladd, Senior National Sales Manager for the Connecticut Convention Center with Lynn Armstrong with Experient at DFWAE A-Day 2014.

HARTFORD, CT (April 7, 2014) – The Dallas Fort Worth Association Executives (DFWAE) Association Day (A-Day) 2014, kicked off today at the Embassy Suites Dallas - DFW Airport North/Outdoor World in Grapevine, TX. This year, the event celebrates the everyday superhero of association management and features a full-day of educational sessions, networking, and mentoring with association professionals from the Dallas Fort Worth region. Among the suppliers on the show floor is Anissa Ladd, Senior National Sales Manager for the Connecticut Convention Center. She is meeting with more than 40 associations to showcase the Center and show how “Hartford Has It” all for attendees’ looking to plan their upcoming meetings and events.



Later this week, Anissa will represent the Connecticut Convention Center and City of Hartford at the HelmsBriscoe Annual Business Conference (ABC) 2014 held at the Hilton Anatole in Dallas, TX. The three-day event, which runs from Wednesday, April 9 through Friday, April 11, is expected to attract more than 600 meeting planners from around the world. This will be the Center’s fourth year meeting with HelmsBriscoe representatives during the reverse tradeshow held for HelmsBriscoe associates and industry partners.

About the Connecticut Convention Center

The Connecticut Convention Center in Hartford is the state’s premier meeting venue and the largest full-service convention facility between New York and Boston. Overlooking the beautiful Connecticut River, it features 140,000 square feet of exhibition space, a 40,000-square-foot ballroom and 25,000 square feet of meeting space, as well as ample sheltered parking. The facility is served by more than 6,500 local area hotel rooms, including the 22-story Marriott Hartford Downtown, adjacent to the Convention Center. The venue is professionally managed for the State of Connecticut by Waterford Venue Services, an affiliate of Waterford Hotel Group. For more information, please visit www.ctconventions.com.

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