

FOR IMMEDIATE RELEASE

CONNECT NEW ENGLAND LAUNCHING IN JUNE 2016

ATLANTA, February 25, 2016—Connect New England is the newest show in the 2016 Connect event lineup. The appointment-only trade show brings together the most active planners, suppliers and experts in association, corporate sports and specialty meetings who focus on New England destinations for their meetings and events. Connect New England will take place June 22-24, 2016, in Hartford, Connecticut. “Hartford’s compact hotel and convention center package, when combined with everything else they’re known for, makes it a perfect host for our inaugural Connect New England,” says Connect President Chris Collinson. Connect New England is hosted by Connect in partnership with Connecticut Convention Center, Connecticut Convention & Sports Bureau and Hartford Marriott Downtown.

“We are thrilled Connect has selected Hartford and the state of Connecticut as the site of this influential inaugural event,” says H. Scott Phelps, president of Connecticut Convention & Sports Bureau. “Connecticut’s convenient proximity to 23.5 million people who live within a two-hour drive of Hartford, the state capital, continues to be a driving force in making our state a strong draw for all types of meetings, sports events and trade shows. We are eager to offer professional meeting planners from across New England the opportunity to discover our wide array of rich historic and cultural heritage assets in a state that’s scenic in every season.”

Adds Tim Walsh, CMP, vice president of sales at Discover Newport (Rhode Island) and president of NewEnglandMeetingSites.com, “There is an air of excitement throughout New England with the announcement of Connect’s new show. Connect’s reputation for coordinating top-rated shows that bring qualified planners to the table is known throughout the industry, and we are thrilled it is bringing its proven formula to our area. There is a need for this type of show in New England.”

During the Marketplace session of Connect New England, planners and sellers meet in preset, scheduled appointments specific to their markets; exchange RFPs; arrange future site visits; and book events. The popular Marketplace format was first introduced to the meetings industry by Collinson Media and Events, which has recently rebranded to Connect. Connect produces Connect Marketplace, Connect Sports Marketplace, Connect Faith Marketplace and Diversity Marketplace, as well as state-specific shows in the meetings and hospitality industries.

For more information on Connect New England, please visit connectnewenglandmeetings.com.

Connect

ABOUT CONNECT

Connect is a leader in the meetings, travel and tourism industry. Specializing in destination marketing, the company produces digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines, and destination information, which is distributed through broadcast and custom programs. More information about the company's brands and services is available at connectmeetings.com.

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