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Kristen Jantonio, Destination Cleveland
216.875.6641, kjantonio@destinationcle.org

DESTINATION CLEVELAND MEETINGS AND CONVENTIONS UPDATE: Q2 2018

*Professional Convention Management Association's Education Conference brings business-event professionals to
Northeast Ohio*

CLEVELAND (March 20, 2018) – Meeting and convention planners continue to choose Cleveland as the location for their business events. As part of the robust line-up of meetings, conventions and events scheduled to take place here in the second quarter of 2018, the Professional Convention Management Association (PCMA), the world's largest network of business events strategists, will host its annual Education Conference in Cleveland June 10-13. The conference will bring approximately 900 business-event professionals to Northeast Ohio, many of whom are responsible for managing various meetings and conventions.

"Hosting PCMA's Education Conference allows Destination Cleveland to showcase the city to a group of people that has the ability to recommend Cleveland for future meetings and conventions," said Mike Burns, senior vice president of convention sales and services at Destination Cleveland. "Our opportunity as the event host is two-fold: to show off the convention center, our hotels and world-class attractions to PCMA's attendees while continuing to change perceptions of Cleveland as a meetings destination through in-person experiences."

In addition to PCMA's Education Conference, more than 50 meetings and conventions will bring more than 30,000 visitors to Northeast Ohio during the months of April, May and June. Highlighted below are several meetings throughout the second quarter that have significant attendance, chose Cleveland as a host city because of visitor-related developments in Downtown Cleveland or are returning to Cleveland to host a meeting or event. The estimated economic impact of just the 11 events listed below is more than \$19 million.

April [Hockey Time Productions Youth Hockey Tournaments](#)
About: Hockey Time Productions will host its Rock 'N Roll Cup Tournament Series over two weekends throughout Northeast Ohio this spring. 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 with two weekends this spring season (April 6-8 and April 20-22) – each bringing 1,000 attendees to the Northeast Ohio region.
Estimated Attendance: 1,000 per tournament (2,000 total)
Headquarter Hotel: Various suburban hotels
Primary event venue: Barons/Lakefront Arena and Gilmour Academy

Apr. 11-12 [Mack Brooks Exhibition Group – Fastener Fair USA](#)
About: Fastener Fair USA will bring together manufacturers, distributors, suppliers and end users in the region's only dedicated fastener, fixing, and joining technology exhibition. Attendees from around the world will represent a variety of sectors including automotive, aerospace, and consumer electronics.

The show will offer educational programs for all experiences levels. The group will also hold a welcome reception at the Rock & Roll Hall of Fame.

Significance: While Fastener Fair has taken place in different international locations over the years, Fastener Fair USA in Cleveland will mark the first time that the event has been held in the U.S. market. Mack Brooks Exhibition Group selected Cleveland for several reasons. Cleveland's new convention center, expanded hotel package and the ability to host an event at the Rock & Roll Hall of Fame were attractive offerings to the planners. There was also local support from industry leaders for this new convention in Cleveland, and the city's central location to a number of different industries (automotive, aviation and manufacturing) was also key.

Estimated Attendance: 2,500

Headquarter Hotel: Hilton Cleveland Downtown

Primary event venue: Huntington Convention Center of Cleveland

Apr. 12-15

Midwest Nursing Research Society Annual Convention

About: The Midwest Nursing Research Society's annual convention will bring together nurse scientists from 13 states throughout the Midwest region for its 42nd annual research conference. Attendees will be able to participate in more than 230 paper and poster presentations on topics ranging from nursing education to pediatrics to symptom management.

Significance: Local universities and hospitals are serving as co-hosts and academic partners of the convention. Case Western Reserve University is the primary host school and other local co-host schools and academic partners include Cleveland State University, Kent State University, Ursuline College, Cleveland Clinic, Louis Stokes Cleveland VA Medical Center, MetroHealth Hospital and University Hospitals.

Estimated Attendance: 800

Headquarter Hotel: Hilton Cleveland Downtown

Primary event venue: Huntington Convention Center of Cleveland

Apr. 18-22

National Forum for Black Public Administrators Annual Conference

About: The National Forum for Black Public Administrators focuses on the advancement of black public leadership in local and state governments. The annual conference will offer education on topics such as housing, education and health; infrastructure, economic development and technology; and career accelerators and leadership development. Attendees can participate in pre-conference tours like "Legacy, History and Culture: Cleveland's African American Historic Tour" and "Connecting the Legacy of Industry & Community to Sustainable Growth." Special evening events will be held at the Rock & Roll Hall of Fame and Cleveland Public Auditorium.

Significance: The group's planning committee was impressed by the bid put forth by the Hilton Cleveland Downtown, and there was support from the local chapter to bring the meeting here.

Estimated Attendance: 700

Headquarter Hotel: Hilton Cleveland Downtown

Primary event venue: Hilton Cleveland Downtown

May 1-3

Smarter Shows – Ceramics Expo

About: The Ceramics Expo gathers manufacturers and engineers from a variety of sectors to discuss the challenges and opportunities in the ceramics industry. The free-to-attend event offers more than 300

exhibits, 60 speaker sessions and discussions focused on ceramic and glass manufacturing, forming technologies and automation, and medical applications. This year's Ceramics Expo will offer new features including the Ceramic Industry BenchPress, which will incorporate live polling and analysis on industry topics.

Significance: The Ceramics Expo is returning to Cleveland for its fourth consecutive year, and Cleveland's central Midwest location and accessibility for attendees appealed to the meeting's planners.

Estimated Attendance: 3,500

Headquarter Hotel: Multiple airport hotels

Primary event venue: I-X Center

May 9-17

Python Software Foundation – PyCon Annual Convention

About: Python Software Foundation's annual PyCon Convention brings together users and developers of the Python programming language. PyCon will feature nearly 100 talks on topics like coding and analyzing data, an education summit, a job fair and an area dedicated to 16 startup companies. Tutorials are also offered to both beginners and experienced developers in order learn new technologies and increase their skills. Attendees have the opportunity to go to dinners at the Rock & Roll Hall of Fame and Great Lakes Science Center.

Significance: Planners chose Cleveland as the location for this convention due to downtown developments like the Huntington Convention Center of Cleveland and the cultural amenities that the city has to offer.

Estimated Attendance: 3,100

Headquarter Hotel: Hilton Cleveland Downtown

Primary event venue: Huntington Convention Center of Cleveland

May 19-22

The Infusion Nurses Society Annual Convention & Industrial Exhibition

About: Healthcare professionals from around the country that are focused on the specialty practice of infusion therapy will attend the Infusion Nurses Society Annual Convention. Educational opportunities from case studies to track sessions to roundtable discussions will be offered, as well as an exhibit hall featuring the latest technologies and innovations in the field. Elizabeth Smart will serve as the keynote speaker at the convention, and guests can attend a reception at the Rock & Roll Hall of Fame.

Significance: By hosting the Infusion Nurses Society, Cleveland has the opportunity to showcase its meetings assets to attendees in the medical associations sector.

Estimated Attendance: 1,200

Headquarter Hotel: Hilton Cleveland Downtown

Primary event venue: Huntington Convention Center of Cleveland

May 26 -28

Amateur Athletic Union (AAU) Volleyball North Coast Cup

About: The Amateur Athletic Union (AAU) will host its first annual, three-day volleyball North Coast Cup tournament, which will feature more than 100 female teams in fourteen divisions. Winners from this tournament have the opportunity to advance to the AAU National Championships in Orlando, Florida.

Significance: This event was secured through the work of Greater Cleveland Sports Commission.

Estimated Attendance: 3,000

Headquarter Hotel: City wide

Primary event venue: Huntington Convention Center of Cleveland

Jun. 4-6

National Association for Surface Finishing –SUR/FIN Conference

About: The National Association for Surface Finishing’s SUR/FIN conference connects professionals from all facets of the surface finishing industry including the automotive, aerospace and computer/electronics sectors. More than 180 exhibitors will showcase the industry’s latest technology, products and services, and attendees can participate in a variety of technical sessions. The conference will hold its Industry Night event at the Rock & Roll Hall of Fame.

Significance: The National Association for Surface Finishing chose to bring their conference back to Cleveland after hosting a successful conference here a few years ago.

Estimated Attendance: 900

Headquarter Hotel: City wide

Primary event venue: Huntington Convention Center of Cleveland

Jun. 10-13

Professional Convention Management Association (PCMA) Education Conference

About: PCMA’s Education Conference offers attendees the opportunity to participate in education sessions to further their professional development and network with colleagues. Educational topics include finance, strategy and operations; event experience; and enhancing experiences at medical meetings. Conference attendees will attend receptions at the Rock & Roll Hall of Fame and Punch Bowl Social.

Significance: PCMA’s Education Conference attracts one of the largest groups of medical meeting and other conference professionals, which creates future business opportunities for the region.

Estimated Attendance: 900

Headquarter Hotel: City wide – Hilton Cleveland Downtown, Cleveland Marriott Downtown at Key Center, Westin Cleveland Downtown

Primary event venue: Huntington Convention Center of Cleveland

Jun. 13-17

National NeedleArts Association Summer Trade Show

About: The National NeedleArts Association will host its 2018 Summer NeedleArts Trade Show for individuals in the counted thread, crochet, embroidery, knitting, needlepoint, and spinning and weaving segments. This event includes a fashion show, technical and business education sessions, insights into the newest styles, and a tradeshow that will feature more than 100 exhibitors.

Significance: Planners chose Cleveland as the location for this event due to the city’s Midwest central location for attendees and the convention’s center connectivity to the Hilton Cleveland Downtown.

Estimated Attendance: 3,000

Headquarter Hotel: Hilton Cleveland Downtown

Primary event venue: Huntington Convention Center of Cleveland

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

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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 18 million visitors annually. For more information, visit www.thisiscleveland.com.*